



# Emotional availability is the new attraction: The rise of affectional dating

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Cool indifference, mystery, and emotional distance were once rewarded in the dating culture. The less invested you were, the more desirable you seemed. But that dynamic has quietly collapsed. Daters have come a long way, and they have emotionally matured. Modern singles are no longer chasing emotionally unavailable matches. 8 out of 10 single men and women from metros and suburbs explained that dating someone who isn't emotionally available for you can leave you feeling drained, confused, and constantly looking for clues and overanalysing every interaction trying to figure out whether they are in it for the long haul. Today, users are attracted towards emotional openness, consistent effort, and intentional communication. The new-age daters call it Affectional Dating.

Ravi Mittal, the Founder and CEO of India's most popular dating app

QuackQuack, commented, "Emotional availability came out as the strongest action trigger among the Tier 1, 2, and 3 daters in the last two years. From our surveys, we have noticed that more than 55% users lose interest in their match if they are emotionally aloof during the initial days of chatting. That "too cool to care" really doesn't work in modern dating. It's a major reset in online dating. Honestly, this is one of the reasons why the number of intentional matches on online dating platforms has risen."

### End of the "Cool And Unbothered" Era

Less is more; that's not a concept the dating world believes in anymore, at least not when it comes to emotional availability. Dating advice has revolved around "no double texting," maintaining emotional distance during the early stages, and keeping an air of mystery to let the spark live longer. But after years of getting stuck in exhausting situationships and decoding dry texts, daters today have

**The era of playing "cool and unbothered" in dating is fading, as modern singles increasingly value emotional openness, consistency, and genuine connection over mystery and emotional distance. A new trend called Affectional Dating is reshaping relationships, with daters prioritising vulnerability, intentional communication, and emotional availability from the very beginning**

a brand new approach, and it is all about wearing your heart on your sleeve. More and more dating app users are prioritising their match's degree of emotional availability and intentionality over fleeting physical traits.

### Vulnerability is not "Too Much"

There's a notable shift in how conversations are progressing on dating apps. Users might be taking their time to commit, but they are not afraid to open up early. Within the first 2 weeks of chatting, most daters already

start discussing emotional expectations, mental health management, baggage from past experience, boundaries, and even their relationship needs. This might have seemed too vulnerable too soon a few years back, but with the changing dating style, emotional openness from the beginning is becoming the norm. Over 41% of men and women in their 20s shared that pretending to be emotionally unaffected at all times and trying to keep up the wall while connecting with someone is exhausting.



### Comeback of Affection

Five years back, showing affection openly was almost reduced to being cringe. People were cautious about when and where they are

being affectionate, especially on dating apps where connections happen virtually and one wrong move can make you seem unnecessarily clingy or needy. Most daters

would intentionally play cool to hold the upper hand in the connection. But the mentality has shifted dramatically in the last two years, when online matches are more

openly expressing their interest without worrying if they come off "desperate." The rise of Affectional Dating makes it easier for people to be their authentic selves.

## LOOK OUT

# Meet the artisans



Some art forms don't belong in museums. They belong in homes, in daily conversations, and in the hands of people who appreciate the story behind the object.

MAATI - The Crafts School, an initiative by Kadam India supported by the Tata Trusts, is bringing an immersive two-day showcase to Hyderabad in partnership with Mysore Saree Udyog. The exhibition celebrates the living traditions of hand-painted Madhubani art alongside contemporary Bihar craftsmanship. This curated exhibit is designed for textile connoisseurs, art and culture tastemakers, conscious textile retailers, architects, interior designers, collectors, and anyone drawn to authentic legacy artistry.

The heart of the showcase is four women artisans traveling from MAATI's clusters in Madhubani and Darbhanga.

This is a rare opportunity to meet the makers and engage directly with their creative processes and explore handcrafted textile collections that bridge generations of visual memory with contemporary living.

Beyond design, the exhibition carries a real-world urgency. MAATI works in regions of Bihar where

## MAATI showcases Madhubani art and contemporary Bihar crafts in Hyderabad

recurring climate and environmental challenges threaten traditional ways of life year after year.

By creating direct market access and nurturing independent creative enterprises, the initiative supports artisan communities in building long-term, climate-resilient livelihoods.

The event offers a unique platform for Hyderabad's art, design, and textile community to engage with authentic handcrafted traditions while supporting artisan-led enterprises and the preservation of India's rich cultural heritage.

**Dates:** 19th and 20th June 2026.  
**Venue:** MSU Store, Jubilee Hills, Hyderabad.



Women led startups at India's first SHElterTech Accelerator organised by We Hub

## WE Hub concludes India's First SHElterTech accelerator

WE Hub, India's first state-led nodal agency for women entrepreneurs, has successfully concluded the SHElterTech Acceleration Program, a first-of-its-kind initiative designed to position women founders at the forefront of innovation in the housing and construction sector.

Implemented in partnership with the Terwilliger Center for Innovation in Shelter (TCIS), specialised center within the global nonprofit organisation Habitat for Humanity International, the program culminated in a Cohort Showcase and Industry Networking Meet that brought together Telangana's leading real estate developers, CSR foundations, architects, institutional investors and government stakeholders.

The closing ceremony was graced by VP Gautham, IAS, Managing Director, Telangana Housing Corporation Limited (THCL), as the Chief Guest.

The cohort featured innovative startups including Q Gen-Next Sustainable Technology Pvt. Ltd., Hubeco Green Ventures Pvt. Ltd., C-DISC Technologies Pvt. Ltd., Structural Integrated Panels Pvt. Ltd., Greenbanana Environment Solutions Pvt. Ltd., and ECOSTP Technologies Pvt. Ltd.

Addressing the gathering, VP Gautham, IAS, said: "The Government of Telangana is committed to expanding

affordable housing in urban areas and improving the quality of homes in rural communities. Achieving this vision requires smarter construction solutions that reduce costs, improve efficiency and shorten project timelines. Startups are critical partners in this journey. The innovators in this cohort are solving real-world challenges and developing practical solutions that can make a meaningful impact. We are ready to work with them."

SHElterTech was conceptualised to address a critical gap identified through the SHElterTech Gender Analysis Study, which found that women entrepreneurs in the housing and construction sector often face barriers not in technical expertise or ambition, but in accessing markets, capital and industry networks.

In response, WE Hub designed a focused Growth and Market Activation Program aimed at creating tangible business opportunities through customer pilots, strategic partnerships, investment access and regulatory support.

The cohort showcased a diverse range of innovations spanning modular construction systems, zero-excavation foundations, passive cooling technologies, sustainable building materials and nature-based water treatment solutions. These innovations align closely with Telangana's vision of creating faster,

greener and more sustainable housing infrastructure.

A key highlight of the program was structured business matchmaking, enabling founders to engage directly with enterprise buyers, developers, CSR partners and investors, transforming networking opportunities into potential pilot projects and commercial partnerships.

Reflecting on the program's impact, Sita Pallacholla, CEO, WE Hub, said: "Women founders in the housing sector consistently told us that while they had the capability and innovative solutions, they lacked access to customers, capital and decision-makers. Bridging that gap is exactly why WE Hub exists. SHElterTech demonstrates what becomes possible when women entrepreneurs are provided with the right ecosystem, opportunities and connections to scale."

The event was also attended by Soumya Chanda, Executive Director, Vasavi Group, along with representatives from leading real estate firms, investors and ecosystem partners.

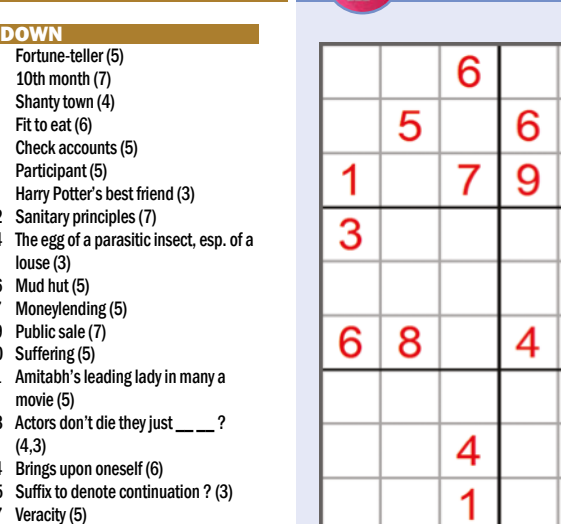
With the successful completion of SHElterTech, WE Hub reinforces its commitment to fostering inclusive innovation and ensuring that women-led enterprises play a pivotal role in shaping Telangana's housing sector, economic growth and sustainable development.

## CROSSWORD



- ACROSS**
- 3 Pale green mosslike lichen (5)
  - 8 Around (5)
  - 10 A dolt or a dullard (5)
  - 11 Automated online program (3)
  - 12 Moist (5)
  - 13 A word that means the same (7)
  - 15 Jewel, trinket (5)
  - 18 Large (3)
  - 19 Sacrificial tables (6)
  - 21 Entourage (7)
  - 22 One feeling remorseful or one who is regretting? (4)
  - 23 Just (4)
  - 24 First (7)
  - 26 Petroleum byproduct (6)
  - 29 Our country, abbr. (3)
  - 31 Former French coin (5)
  - 32 Power to convince (7)
  - 34 Italian city (5)
  - 35 Yes for Yves? (3)
  - 36 Ringo \_\_\_ of the Beatles (5)
  - 37 Babble (3,2)
  - 38 English county (5)

## SUDOKU



- DOWN**
- 1 Fortune-teller (5)
  - 2 10th month (7)
  - 4 Shanty town (4)
  - 5 Fit to eat (6)
  - 6 Check accounts (5)
  - 7 Participant (5)
  - 9 Harry Potter's best friend (3)
  - 12 Sanitary principles (7)
  - 14 The egg of a parasitic insect, esp. of a louse (3)
  - 16 Mud hut (5)
  - 17 Moneylending (5)
  - 19 Public sale (7)
  - 20 Suffering (5)
  - 21 Amitabh's leading lady in many a movie (5)
  - 23 Actors don't die they just \_\_\_? (4,3)
  - 24 Brings upon oneself (6)
  - 25 Suffix to denote continuation? (3)
  - 27 Veracity (5)
  - 28 Cave (5)
  - 30 Offspring (5)
  - 32 Refer to (4)
  - 33 Religious sister (3)

Solution to June 17



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