



Wom^{en}enia

WHAT TODAY'S WOMEN REALLY LOOK FOR

Saree

BEYOND DESIGN

DILEEP KUMAR GOLI

A saree purchase rarely begins and ends with whether the design is attractive. In our conversations with customers, women often ask practical questions first. Will the fabric feel heavy after a few hours? Is it easy to drape? Does it need special care? Can it be worn again after the wedding? These questions reveal what now shapes the purchase. Design may attract attention, but usefulness often decides what a woman takes home.

This is especially clear among women who want to wear sarees beyond major weddings. They are buying them for office celebrations, family lunches, religious occasions, festive dinners and smaller functions.

A beautiful saree that needs constant adjusting will not serve all these settings. Its weight, fall, softness and breathability matter. Even when choosing silk, customers pay attention to how comfortably they can carry it for several hours.

The consumer is also better informed. Terms such as "pure silk" or "traditional weave" are no longer enough on their own. Shoppers want clear information about the fabric, weaving style, zari, care requirements and price. When considering a Kanchi pattu or Mysore silk saree, they want to understand what distinguishes it from others.

guishes it and why that difference matters. This does not weaken the appeal of heritage. It allows women to appreciate the craft while knowing exactly what they are paying for.

Versatility also enters the decision. Many women consider the blouse, jewellery and future occasions before finalising a saree. They want to know whether it can be styled differently for a family wedding, a festival or a formal event. Versatility does not mean choosing something plain. It means selecting a saree that leaves room for personal styling and does not become limited to a single photograph or occasion.

The way women shop has changed as well. A saree may first catch their attention on Instagram, but the decision depends on accurate colours, close-up visuals and useful product details. Inside a store, customers value someone who understands the occasion, explains the options and respects the stated budget. Good service is not about presenting the largest number of sarees. It is about helping the customer make a choice she will remain satisfied with.

Perhaps the most important shift is that more women are choosing sarees for themselves. Family traditions and recommendations still carry meaning, but the final choice is increasingly personal. One woman may choose a classic silk because it reminds her of her mother. Another may pick an unexpected colour simply because it feels right on her. The saree is not being worn only to meet an expectation. It is being used to express individual taste.

For a saree brand, these changes affect everything from product selection to customer service. Visual appeal still opens the conversation, but comfort, authenticity, rewear value, styling freedom and honest guidance complete the purchase.

The new Indian saree consumer is not moving away from tradition. She simply expects it to fit the way she lives now. When a saree feels right, wears well and is explained honestly, she has a reason to return.

(The writer is a CEO, MISSAMMA)



Artistes from Hyderabad present 'Krishnanjali' at ISKCON Dwarka

Artists from Hyderabad, Telangana, presented a soulful Kuchipudi dance programme titled "Krishnanjali – An Offering to Lord Krishna through Kuchipudi Natyam" at ISKCON Dwarka, New Delhi, as part of the Divine Janmashtami celebrations. The presentation featured students of Jyothi Kalakshetra, Hyderabad, under the guidance and choreography of Jyothi Reddy, Natya Guru and Choreographer.

The programme brought together classical dance, devotion and spirituality, with the artists offering their prayers to Lord Sri Krishna through Kuchipudi. The presentation featured four compositions — Pushpanjali, Dashavataram, Swagatham Krishna and Tarangam.

The programme commenced with Pushpanjali, a traditional salutation offered to the Lord of Dance, Guro, musicians and audience. Presented in Ragam Nattai and Talam Adi, the piece was performed by Godi Anagha Devi.

The energetic Dashavataram depicted the ten incarnations of Lord Vishnu — Matsya, Kurma, Varaha, Narasimha, Vamana, Parasurama, Rama, Krishna, Buddha and Kalki. Presented in Ragam Mohana and Misra Chapu Talam, it was performed by P. Sri Vaishno Devi, Lalitha Sri Pinapala, Harshitha Kairamkonda, Yuvasre Phane Surya and Ishanee Khare from Gurgaon.

Swagatham Krishna, the popular Carnatic composition by Oothukkadu Venkata Subbaiyer, brought a joyful devotional mood to the programme. Presented in Ragam Mohana and Talam Adi, the piece was performed by Godi Vijetha Devi Sathish Reddy. The presentation concluded with Tarangam, a distinctive

Kuchipudi item in which dancers perform rhythmic sequences while dancing on the rim of a brass plate. Presented in Ragam Mohana and Talam Adi, Tarangam featured P. Sri Vaishno Devi, Lalitha Sri Pinapala, Harshitha Kairamkonda, Yuvasre Phane Surya and Ishanee Khare. Speaking on the presentation, Jyothi Reddy, Natya Guru and Choreographer, said, "Kuchipudi is not merely



a performing art; it is a path of devotion, discipline and connection with our cultural roots. Every time our dancers perform, it becomes an expression of deep devotion and a way of serving God through our cultural traditions. Presenting Krishnanjali at ISKCON Dwarka was a deeply spiritual experience for our students. We hope that such performances inspire the current generation as well as future generations to understand, respect and carry forward our rich cultural heritage."

Established in Hyderabad in 2018, the school of arts has grown from a small group of students to more than 150 students trained in Kuchipudi to professional standards. Jyothi Reddy has performed at several prestigious cultural and spiritual platforms in India and abroad and has received honours including the Nritya Ratna Award, Mahatma Gandhi Memorial Award and Shri Shakthi Award, among other recognitions.

Godi Vijetha Devi Sathish Reddy, who performed Swagatham Krishna, said, "For me, performing Kuchipudi at ISKCON Dwarka was not simply a performance; it was an offering. The dancers are deeply inspired by the classical dance tradition and the cultural values underlying it. Every performance becomes an expression of our devotion and an opportunity to serve God through our culture."

Through such presentations, we hope to inspire the present generation and future generations to remain connected with our traditions, culture and Sanatana Dharma."

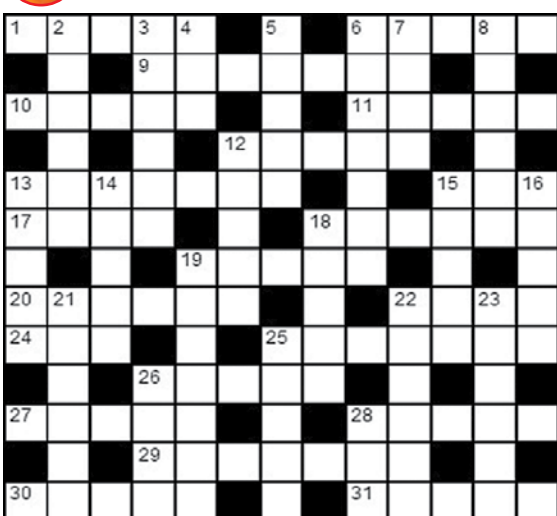
The presentation featured young dancers P. Sri Vaishno Devi, Lalitha Sri Pinapala, Harshitha Kairamkonda, Yuvasre Phane Surya, Ishanee Khare and Godi Anagha Devi, who came together to present their art in New Delhi. P. Sri Vaishno Devi, the great-granddaughter of the inspirational philanthropist G. Pulla Reddy, continues to pursue Kuchipudi with dedication and devotion.

The event reflected the collective efforts of the students, music orchestra, supporting families and dedicated technicians, who strive in their humble way to preserve and promote Sanatana Dharma, Indian traditions and cultural heritage. The performers, inspired by the spiritual foundation and cultural values of classical dance, view every performance as an expression of deep devotion and a meaningful way of serving God through culture.

Through their dedication to Kuchipudi, the young artists seek to keep India's spiritual and artistic traditions alive and make them meaningful for the present generation while inspiring future generations to respect, preserve and carry forward the country's rich cultural heritage.



CROSSWORD



ACROSS

- 1 Sheikhdom of song (5)
- 6 Teach (5)
- 9 Asylum seeker? (7)
- 10 Unsuitable (5)
- 11 Reduce by 50 per cent (5)
- 12 French composer (5)
- 13 Movie theatres (7)
- 15 599, in Roman numerals (3)
- 17 Homages (4)
- 18 Gambling house (6)
- 19 Macho guy (2-3)
- 20 Caught or ensnared (6)
- 24 Maritime letters (3)
- 25 Passed on (7)
- 26 Ready for battle (5)
- 27 Garment for nun (5)
- 28 Go well together (3,2)
- 29 Fiasco (7)
- 30 Nile dam site (5)
- 31 Russian mountains (5)

DOWN

- 2 Stale, rank (6)
- 3 Kickbacks (6)
- 4 Up to now (3)
- 5 Biblical traitor (5)
- 6 Capital of Iran (7)
- 7 Actual (4)
- 8 To no avail (2,4)
- 12 Ran swiftly (5)
- 13 Horn-shaped bone (5)
- 14 Cosy retreats? (5)
- 15 ___ daily: vacillate or dawdle? (5)
- 16 Was able (5)
- 18 Dressed like Dracula (5)
- 19 Cheer (7)
- 21 Compositions (6)
- 22 Simpler (6)
- 23 Antenna; of the air (6)
- 25 Summation (5)
- 26 Verdi heroine (4)
- 28 Sick-day cause (3)



Solution to September 10

SUDOKU



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