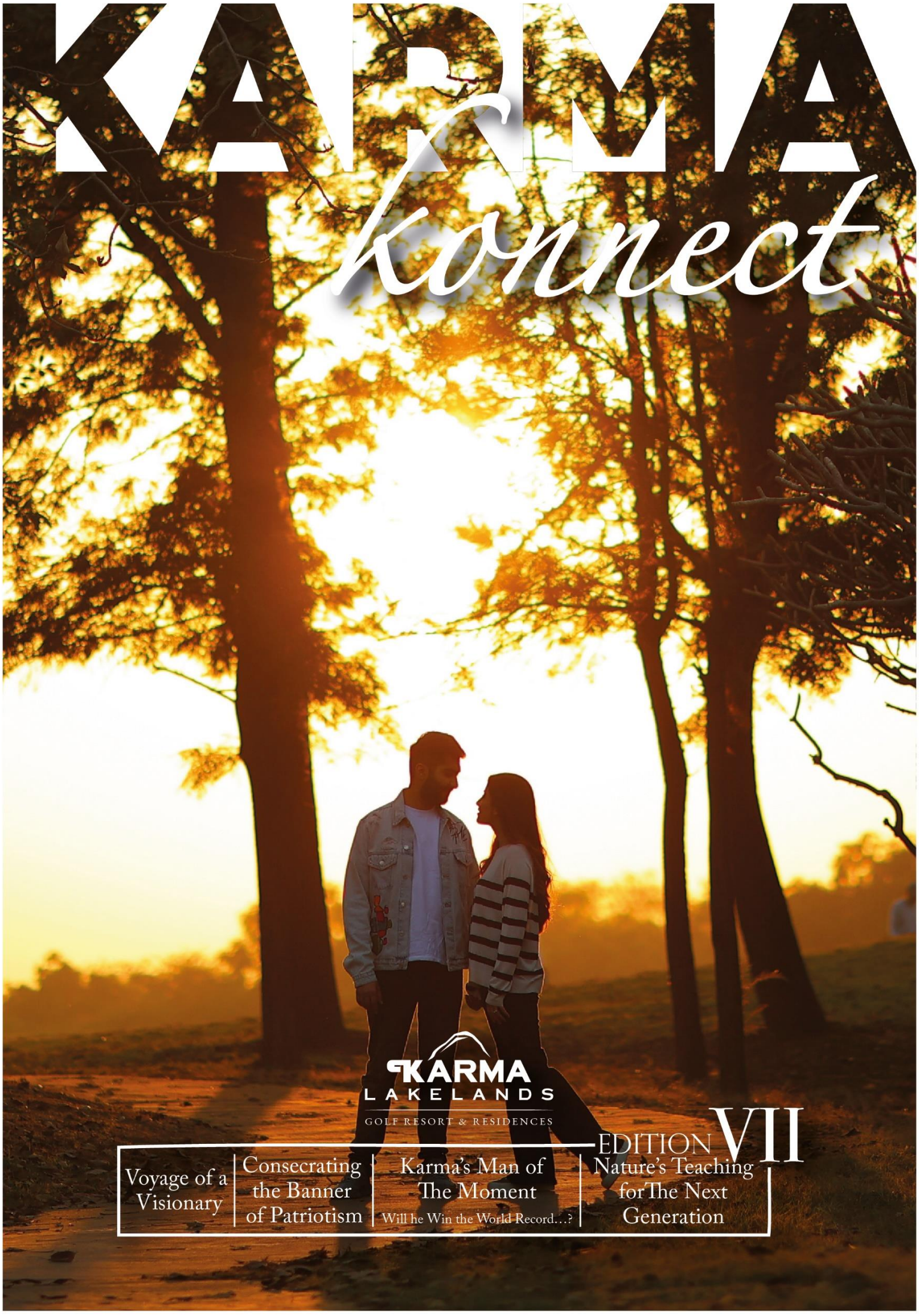
KARMA konnect



KARMA
LAKELANDS
GOLF RESORT & RESIDENCES

EDITION VII

Voyage of a Visionary

Consecrating the Banner of Patriotism

Karma's Man of The Moment
Will he Win the World Record...?

Nature's Teaching for The Next Generation

Tripadvisor Travellers' Choice 2023

Reviews from millions of Tripadvisor travellers place this hotel in the top 10% worldwide.

We owe a sincere debt of gratitude to our clients for making this success possible!



GoPlaces27810183845
1 contribution

Review from 22 May 2023

Love it

Love the property, facilities, food, service. It was so sweet of everyone to wish my husband a Happy Birthday the moment we entered. Special thanks to Gaurav for being the best host. Private access to the pool was a beautiful experience.
Shall visit again soon.
Thank you so much.

GiteshN3
1 contribution

Review from 27 May 2023

Awesomeness

We had a luxurious dining experience lately at the ' ON KOURSE ' restaurant located a Karma Lakelands , Gurugram and created beautiful memories amidst the wonderful decor and the charismatic ambience.
The restaurant offered a phenomenal culinary gratification and we found it to be one of the best placed to satiate the north indian cravings . It's a multi-cuisine restaurant, though. I would also be sharing foodgasmic pictures which would leave you drooling. 'On Kourse restaurant' at Karma Lakelands is an extremely sophisticated , classy and suburb restaurant. It's actually a hidden food paradise and is highly recommended.

Voyage31698100832
1 contribution

Review from 25 May 2023

Memorable Experience

I came here for family dinner with my parents.
Amazing food with great service at Pizza bay restaurants. It is lovely place for dinning & for childrens different types of games also available .
Special thanks to Krishna & bharat who makes my experience memorable.

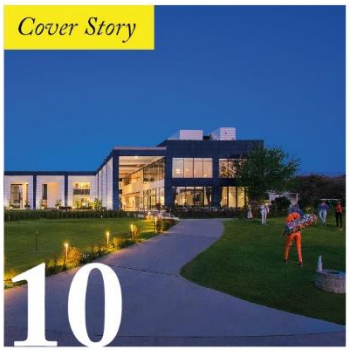
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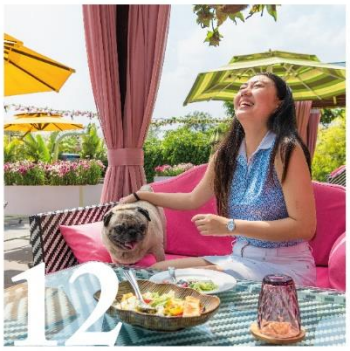
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Click the pictures above to get to your favorite stories
www.karmalakelands.com

CONSECRATING THE BANNER OF *Patriotism*



India's National flag is a depiction of its social, economic and political values, which represents our national honour and sentiments as a people. It carries the values on which our nation is based. For the people of India, it is not simply a flag but holds immense cultural and spiritual value.

Flags were originally used in warfare as an insignia of leadership and as rallying points for the cause and country that they represented. They are now extensively used for decoration and are a symbolic display of our pride and honour and the freedom that we share as a nation.

In the words of Ashwani Khurana, "The year was 2010, and the occasion was solemn. There had been two young deaths in the family and to put it mildly, the environment was as melancholic as it could get.

Sikh Ragis were invited for kirtan and their singing generated energy that was so healing. I escorted the Ragis to their car and as they were leaving I was taken aback to see the latest Mercedes Benz arrive to pick them up. The venue was K Villa, Vasant Kunj, the Karma Lakelands Headquarters cum Khurana family home."

Interestingly, the main Ragi turned out to be Daljeet Singh, the Founder-Chairman of AIPL, a high class boutique Real Estate company.

"The National Flag and the Anthem Ritual at K Villa started after it became legal for individual citizens to exercise their right to fly their own flags. This was November 2022, when Daljeet who is one of my dearest friends now, had joined us for evening tea at the Lake 360 our golf & Lakeside outdoor restaurant right across the previous 12-foot national flag.

The National Anthem happens here with staff and visitors joining in at 5 p.m. 365 days a year.

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The Independence & Republic days are ceremoniously celebrated in particular. Daljeet joined us in singing the National Anthem and later mentioned that all their projects have a 100-foot high national flag. He suggested that keeping the fire of Patriotism & Environmental



Responsibility which was another manifestation of Nationalism in team Karma, an imposing size & stature of a 100-foot flag could be a great idea.

I responded that cash flows were a little stretched and we were pre-committed to more survival issues for now while it was surely on our "to do" list. Daljeet immediately and emphatically insisted that AIPL sponsor the erection of the 100-foot flag."

"As a believer in graces, whether in receiving or in giving, I immediately agreed to this generous offer. We commenced working on the flag that very day of November 22, the birthday of Diki, the first lady of Karma Lakelands with the aim of doing the formal inauguration on Republic Day, January 26, 2023.

Indeed, the Engineering & Construction teams of AIPL & Karma Lakelands met with the stringent deadline.

Somewhere down the line, a numerologist came up with the suggestion of a 108-foot flag instead of the proposed 100-feet and that's what we now have.

Over a telephonic conversation, Mr. Khurana further shared his views on what it means to be a patriot. A patriot is someone who takes care of his environment, is considerate and respectful, and is mindful of his actions. It is a symbol of his passionate commitment to spreading the lofty ideals of sustainability and spirituality.

A flag is therefore a distillation of the philosophy and ideals of those who carry it. It is a living embodiment of that ideal and not simply a mere installation fluttering in the wings. True to this and with great pride, we honour our country's flag by singing the national anthem with full fervour and devotion every single day at Karma Lakelands.

The whole point of having a majestic flag sway gently in the skies is a silent reminder for us to awaken to our own sense of patriotism for our great nation.

The Banner of Patriotism at Karma Lakelands remains a trailblazer true to the blue Indian skies of freedom and joy.

-Vijay Shahi



KARMA'S MAN OF THE MOMENT

Will he Win the World Record...?

ANUP SINGH | HEAD GOLF INSTRUCTOR AT KARMA LAKELANDS



ACHIEVERS

Playing golf is passion for twelve-year-old Anoop

S. Raju
Meerut

AT THE age of 12, he outplays many senior players of golf. Now he is in the National sub-junior team participating in the Asia Pacific junior golf tournament, Malaysia. Anoop Singh, a student of class VIII of Dewan Public School, Meerut, is more than a name to his school, parents and the city. So far he had played two National circuits comprising around 10 tournaments.

Anoop started his golf training in the Army Golf Course (AGC) at Delhi in 1996. "I was trained by Mange Ram and his son Anand Kumar at the AGC," said Anoop, adding, "I somehow had felt from the very beginning that this game is close to my heart. And my father's posting in Delhi was a dream come true for me as it gave me the opportunity to play in one of the best courses." Anoop's father Col Rajbeer Singh says, "My job in the Army in a way has been a plus point for Anoop as golf is a familiar sport in the Army"

Anoop started playing with a golf stick at the age of four when his father was posted at Baroda. "The golf course there always attracted me. But my father was then posted to Pune. He always wanted me to become a sportsman and hence I tried my hands on many things like swimming and skating but it was the passion of golf which would never leave me," says the young golfer. Our transfer again to Baroda revived my memories and I started playing golf seriously. Soon after we went to Delhi and then started my path to professional golfing. He was in Delhi for four years and during this period he got included in the National team. He was the runners-up of Northern Indian junior golf championship 2000 and Western India junior golf championship in Mumbai and remained fifth in the All-India Junior Golf Championship 20000. "I had also joined a summer camp organised by the Delhi Golf Club which was very helpful," says Anoop, adding, "But then my father was transferred to Meerut. Here I continued playing golf." It was his hard work and determination to win that resulted in his inclusion in the five-member junior National team for Asia pacific Junior Golf Championship.

He will be representing the sub-junior team of two members along with Madhav Verma, who was ahead of him only by eight points. Anoop is hopeful of his team's win in the tournament. For this he is working hard. "I am practising for three hours a day" he stated. It is undoubtedly a difficult task for a class VIII student, as he has to prepare for exams also. Anoop has received the certificate of appreciation from his school for his performance in golf. "He is one of the brightest stars of the school and we are proud of him," school principal H.M. Rout said..

Anoop Singh in action.

HINDUSTAN TIMES

Ben Hogan, arguably one of the greatest golfers of our time, famously said, "There are no shortcuts on the quest for perfection." Mr. Anup Singh embodies this quote in his very own quest for perfection.

Hailing from Meerut in Uttar Pradesh, Anup remembers growing up around Army Cantonments across India, as his father was an officer in the Armed Forces.

Moving states while receiving an education, he graduated in Commerce from Chaudhary Charan Singh University on home turf in Meerut. Passionate and sporty by nature, he developed a keen interest in golf in 1991, when he was a mere 5 years old. Seeing his son's keen interest, his father fashioned a golf club cut into the size of a 5-year-old. In no time his passion grew into a prolific career and today he is the Head Golf instructor at Karma Lakelands!

He had earlier tried his hand at different sports; including tennis, skating, horseback riding, and was the captain of the football team in school with a love for swimming.

P.G Wodehouse said, "Golf, like measles, should be caught young." True to this quote, he was scouted as a potential young talent while attending a golf camp at the prestigious Delhi Golf Club. Thereafter, playing regularly in the Junior Circuit under the aegis of the Indian Golf Union (IGU) where he was positioned 3rd. He was soon called for the ITC Golf Trials in 2001 where he finished 2nd and in 2001, he represented India in Malaysia under the 15-age category for the Asia Pacific Junior Golf Championship.

Retaining the top 3 position till 2005, he represented India at the Nick Faldo Tournament Asian Series at the Army Golf Course, Dhaula Kuan for the Hong Kong Amateur Category. His focus shifted to teaching as a Golf Instructor in the NGAI (National Golf Association of India) and today plays a keen role in running the Golf Academy at Karma, where young prodigies are born and honed to perfection.

It was at the right time that Karma discovered this prodigious talent who went on to become a tour-de-force in helping him achieve his dreams and aspirations – from a novice to a professional player.



A landmark in his career was when he broke the Guinness world record in Golf in 2023 where he walked 12 kilometers while juggling a golf ball on a golf club! Anup broke the previous world record of Ashrita Furman from New York who had walked 2.9 kilometers in 2010.

The announcement & conformation however is scheduled towards the end of June by the Guinness Academy and it would be interesting to catch up with the next issue of Karma Konnect to know whether he broke the world record!

Anup beat another record held by Iwan Widjaja from Indonesia for the longest duration of juggling a golf ball continuously for one hour and Forty-Four minutes by doing it for 2 hours and 27 minutes!

Currently, he is a B-Class certified Golf instructor and sees himself growing with Karma Lakelands while working for his A-levels. His sagely advice to debutant instructors is to be a people's person and excel in communication strategy. Honing one's interpersonal skills is essential along with a quick wit laced with a sense of humour.

Besides golf, he loves riding bikes and trekking in the wilderness and teases his adventurous side sometimes by going on long rides with his father. At home, he is a dad to 2-year-old daughter Nyra and his wife Rakhi Singh who supports his passion for golf.

He feels deep gratitude to team Karma, especially the visionaries Ashwani Khurana, Diki Bhutia and Sandeep Trehan for their unending support in nurturing his talents and supporting his endeavors in Golf. Saving the best for last, he wants to break a new world record for juggling two balls with two clubs while walking. Now that is a feat that we at Karma Lakelands are eagerly awaiting. And as Arnold Palmer famously said "Concentration comes out of a combination of confidence and hunger", and who better to exemplify this than our very own Anup Singh.



NATURE'S TEACHING FOR THE *Next Generation*

-Indian School of Hospitality



Teaching farm-to-table concepts and more at Ankuram

Last year, we signed a partnership with Karma Lakelands to create an experiential farm on their property. Here, students learn to grow seasonal ingredients and study beekeeping, sustainable sourcing and other environmentally conscious practices. "We've already started cultivating new plants like tomatoes, lettuce and cabbage," says chef Babu Nagarajan, our Director for Culinary Studies. "Teaching each part of farming helps us develop a holistic approach to culinary education! From preparing the earth to sowing the seeds, nurturing and harvesting the crops and finally using it in the best ways possible."

Such practices allow students to understand where ingredients come from. They learn how to treat and respect their produce and become better chefs in the future. We also started vermicomposting the waste from our kitchens this month. In the process, we used worms bred in Africa called "night crawlers," which work great for decomposing and fertilizing poor soil."But organic farming in this climate or on this land is not easy," says the chef. "The process requires careful attention and a keen understanding of plants and the soil they grow in. The end of March also saw unusual bursts of rain, a phenomenon uncommon in North India. While farmers across the country struggled to cope with the downpour, we found a way to protect and nourish our produce. Each was planted on inclined land to avoid water clogging and ensure that excess water flows towards a rain harvesting reservoir where it collects for other purposes."



About Indian School of Hospitality (ISH)

Indian School of Hospitality (ISH) is South Asia's finest educational institute for hospitality management and culinary arts. Its the only École Ducasse campus in the country and part of the Sommet Education global network of schools. At it's ultra-modern campus in Gurgaon, it offers degree, diploma and certificate programmes in hospitality management and culinary arts at the undergraduate and postgraduate levels.

The culinary programmes are offered with the expertise and know-how of École Ducasse — the institute founded by multi-Michelin starred Chef Alain Ducasse. The hospitality management programmes are offered in alliance with Les Roches, one of the world's leading hospitality business schools. All three institutes, Indian School of Hospitality, École Ducasse and Les Roches are members of Sommet Education, a major international group for hospitality and culinary arts.

www.ish.edu.in





- Amit Chawla
India's Leading Business Clarity Coach to business leaders for transformative change





VOYAGE OF A *Visionary*





"Find ecstasy in life; the mere sense of living is joy enough"
~ Emily Dickinson

And to make it joyous, there is **Karma Lakelands**

Nestled in the quieter fringes of Gurgaon lies an impressive 235 acre haven of nature and greenery. It's an oasis Nestled in the quieter fringes of Gurgaon lies an impressive 235 acre haven of nature and greenery. It's an oasis of joy that welcomes you to a 9-hole lush green golf course, nurturing 5 forest Zones using recycled water. Rain water harvesting, organic farming, farm animals, bio-composting of food waste from 5 restaurants & residences, and extensive use of solar power are among the many sustainable hallmarks of the golf resort."

Last month, it was our very first family trip to this greenfield. I could not hold back my curiosity when I met Ashwani Khurana, (eco entrepreneur and the Founder-CEO of Karma Lakelands); what was his motivation to cultivate a dream so unique?

When a person, with no prior experience in construction, nor hospitality, neither hailing from a rich business family, and without any inheritance per se, bought his first piece of land way back in 1989 with the sole purpose of planting trees and vowed to plant 1,00,000 trees in a decade, it must be unique.

It's the story of a leader with long-term vision and clear perspectives. Ashwani, the humble visionary as he is, revealed the story of his friendship with the legendary artist **Nek Chand**, the creator of Chandigarh's Rock Garden, and his contribution in making Karma Lakelands a reality. It grew from a profound enthusiasm for the environment and devotion to greening the soil.

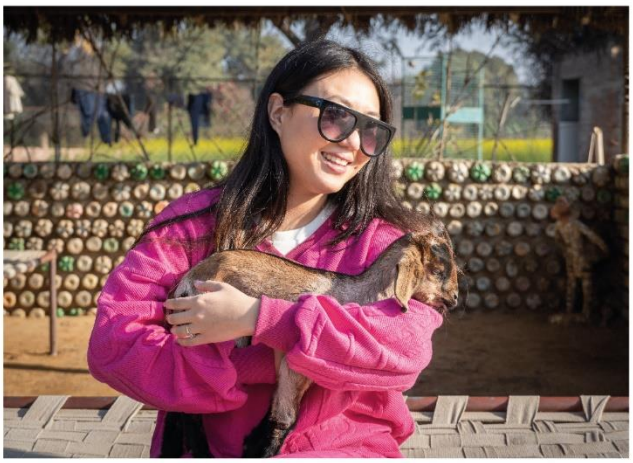
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Ashwani's leadership manifests in every element that's constructed and construed. Built on the non-compromising pillars of sustainability (no honking, no plastic, an anti-single use products policy & smoking enforced only in designated spots).

You will find a meditation (Isha) room, bee farming, impeccably clean roads, the golf-course, and a disciplined team of gracious staffs greeting you with a warm Namaskar. The 5.00 pm National Anthem at the 108 Foot flag happens daily with the visitors joining in if they wish. Everything has a purpose; **humanity can prosper only when in harmony with nature.**

Meeting Ashwani confirmed my opinion that for a great leader, #clarity of values and adherence to those values are not only critical but unputdownable too. But what makes Ashwani a transformative leader is his sense of responsibility, which he has been delivering responsibly and equitably. He has comfortably let go of the **ME** in him for a larger **WE**, for a greater good.







RESTAURANTS AT *Karma Lakelands*



ON KOURSE

Organic, Multi Cuisine and All Day Dining



PIZZA BAY

A pet-friendly, Multi-Cuisine Poolside Dining Experience with Italian Brick Oven Pizzas



AK'S COCKTAIL BAR

Crafty and Unique Cocktails, Complemented with a Multi Cuisine Menu



UNDER THE NEEM

Pet friendly cafe & kraft kitchen serving culinary emotions in nature's lap



LAKE 360

A Unique Lakeside Indo-Fusion and Mediterranean Dining Experience, Overlooking the Golf Course

DO YOUR 'KARMA'

-Vanshika Ahuja



Karma' is a Sanskrit word that literally means 'action' or 'doing'. In Buddhist tradition, Karma means any action driven by intention, which would lead to your future consequences. The intention of your action being of great importance here.

Karma Lakelands was a name I used to hear from a very early age. Growing up, we visited this 'distant' land on different occasions. I recall running on what now is the second 'Tee off' with Aryadev, peeping down a well which was located under a gorgeous Banyan tree, attending an event where Hot Air Balloons dotted the undulating greens, and swimming in a pool with the company of frogs! Little did I know back then that this beautiful, lush landscape would become not just my place of work, but my source of happiness as well.

One evening, my mother, Anu Khurana, gives me a call back in 2015 while I was in second year of college and says "We are going to be starting a Hotel. I need you to design the logo!" A little taken aback by her ease and casual approach to what I considered was a considerably big move!

I had the opportunity of joining hands with my mother in 2018 with the opening of the Cafe 'Under The Neem'. New to the industry, but having a design background, I took the project head on. From day one, the philosophy was simple - do things from the heart. Something that I learnt from my mother. We left no stone unturned when it came to making the Hotel and the Cafe an extension of our home, and worked tirelessly to delight every guest that humbled us with their presence. Taking orders, seating guests and clearing tables - my father, brother and I, along with Chef Ravi Tej, another Director of Karma Chalets, 'set the tone'!

Hospitality comes from the heart. There is no 'language' necessary to be warm and welcoming. If one feels it from within, it will resonate in action. So, this feeling coming genuinely from within me made the process quite simple. Drawing back to the concept of Karma, I truly believe that Karma Chalets and Karma Lakelands are products of good intentions. Its interesting, because I never gave much thought to the names. Now I come to realise the cycle.

I don't know what fate it was that Karma Chalets fell into my lap, but I do know that everything is influenced by 'cause and effect'. Awards are by-products that make one feel acknowledged and recognised for the hard work. However, the real reward is in seeing smiling faces, happy employees, and spreading joy and compassion as much as possible. In other words, practise good Karma. With this basic intention as the core of the culture and philosophy of Karma Chalets, I am humbled to say that we are reaping the fruits of our labour.

I would like to thank my mother for practically 'drilling' this phrase into me - "You do your Karma, and the Universe will take care of you."

ROOTS OF *karma*

YOGINDER KUMAR - THE IT WONDER OF KARMA LAKELANDS

Character is doing the right thing when nobody's looking and Men of Character are Trusted.
And indeed, Yoginder Kumar, the IT maverick, is a man to be trusted. He began his journey in 1989, working in K & Co the previous company of Ashwani Khurana the Founder-CEO of Karma Lakelands.

Being the IT and projects head, he is an indispensable part of Karma – literally the behind-the-scenes man who looks after the smooth running of the vast network of plumbing and electrical systems across Karma Lakelands.

He was raised in South Delhi, pursued a computer course through Abacus and simultaneously graduated in 1987 from Shaheed Bhagat Singh College, Delhi, in Commerce.

A man of few words, his actions speak louder than his words. It took a bit of coaxing before he finally opened up and spoke at length about his passion for work and life at Karma Lakelands. We began our tete-a-tete by starting with his early years and what drives him to do what he does best. His area of interest was projects, and he has relentlessly pursued this stream for over 25 years now. To say the least, his interest has not yet dimmed with the passage of time.

He oversees all IT, electrical and plumbing projects here, including the Information Technology network system, which is an extensive fiber network across the villas, cottages, suites, restaurants, office complex and outhouses. Ensuring invaluable security and seamless communication, he says there is never a dull moment at Karma, as something new invariably pops up each day around the complex.

Seemingly stoic, one gets to see a softer side of this man. He is a spiritually motivated person who takes a keen interest in humanitarian causes; and also lends his invaluable hand in overlooking the communication network at the Radha Soami Satsang Beas spiritual center as a volunteer. When asked what he likes doing in his spare time or whether he pursues any hobby…? He simply said, 'I live to work.' When I probed him further, the busy bee said that he was a workaholic and that commuting back home is the only time when he likes to listen to music on the radio.





Whew! That's called commitment to work, and 'was I inspired'? There is so much to learn from a man of such distinguished character.

Being an early riser, he offers gratitude to the Almighty for each day that he has been blessed with. After that he plans for the day. On off days, he rises a bit late and lazes around the house till his grown-up sons get up. His eyes lit up when he spoke about his children. The older one is 29 years old and works in a corporate environment, while the younger one is 25 and works in the same stream as his dad, i.e., IT, with both holding management degrees in international business.

He met his wife at the same company where he worked, when cupid struck, she quit the job and became a homemaker after their marriage.

At work, this busy bee interacts with architects, landscapists, contractors and the office staff more than the guests, making his role immensely invaluable to the smooth running of the property. He takes care of 30 odd staff, including three supervisors, a civil engineer under training, electricians, plumbers and a Diesel Generator Operator. His relationship with his team members is par excellence, based on mutual respect and understanding.

As a parting note, he reminisced about an incident when he visited Singapore in 1996, when the team had performed incredibly well. This was a reward programme where he experienced the finest that Singapore had to offer and remains a fond memory till date.

Kudos to Mr. Yoginder Kumar who is definitely a unique asset to Karma Lakelands.

Speaking to a staff member - Vijay Kumar, *who said that he enjoys working with Mr. Yoginder Kumar and spoke highly of him. He also said that he had high regard for the clean, green, serene & Eco-responsible culture at Karma Lakelands in all his invaluable years of experience. The world needs more men like him who leave indelible imprints on the sands of time.*

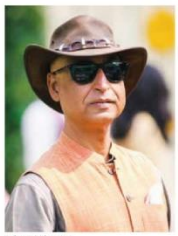


travel trade Insider
May 2023

Creating new benchmarks in sustainable tourism

"One day, I will wake up from a dream and be surrounded by tons of well-nourished trees that will sway their branches freely and cheerfully." Ashwani Khurana, Founder and CEO of Karma Lakelands saw this dream in 1989 and turned it into a reality as today 2 million trees live happily in an expansive 235 acres territory.

TTI Bureau



Ashwani Khurana

An ardent environmentalist, Khurana worked relentlessly over the years to turn Karma Lakelands, Gurgaon into an out-and-out eco-sustainable resort where practices like organic farming, rainwater harvesting, bio-compositing, no plastic and honking policies are religiously followed. Respecting nature and treating water as a valuable resource, Karma Lakelands sources water from neighbouring communities and restaurants like McDonald's to nurture its five verdant forests.

The resort makes optimum use of solar energy to power its luxurious villas, suites and hotels that offer all modern amenities with a picturesque view where rare birds chirp their melodious song in the morning. Your mornings become more serene when you practice meditation and connect with your soul at Karma's Isha meditation room. The dedicated 100-acre land for organic farming produces its own vegetables, fruits and herbs to offer a chemical-free and delectable experience to the guests as every meal that is prepared at Lake 360, AK Kourse and Pizza Bay, the in-house restaurants of Karma come directly from the farms.

The guests enjoy the company of and spend their quality time with the adorable farm animals that are being raised with utmost love and care. The caretakers educate you about bee farming activity while extracting pure and organic honey that is used to prepare a luscious welcome drink. The crops are organically nurtured with bio composition without having to rely on fertilizers and other harmful chemicals.

Khurana also runs a Day Care for Children and lovingly takes care of 70 children right from their education, food and happiness. The Day Care that is in existence for 17 years now employs grown-up children in the day-to-day operations of the Karma Lakelands. Not coming from a business background or having any inheritance, he built everything from scratch, learnt about hospitality and his vast experience and values reflect in the way his staff treats its guests, be it greeting them with their iconic Namaskar or being hospitable and kind just to make them Karma feel like their other home.

"When I purchased my first piece of land in 1989, I didn't have any backing or support to carry out my vision of planting lakhs of trees but I feel myself as a servant of Mother Nature who came on this planet to make it cleaner and greener. I'm carrying forward this legacy of service that I started years ago by planting more and more trees and even the trees that are on the verge of extinction are found in our forests. By making Karma 100% sustainable, we wish to give back to nature that we have been procuring mindlessly since our birth. We welcome our guests wholeheartedly to take a break from their busy life and spend time in this eco-sustainable universe full of lush greenery, cute farm animals and birds and tranquility," shared Khurana.

> **"The resort makes optimum use of solar energy to power its luxurious villas, suites and hotels that offer all modern amenities with a picturesque view where less-found birds chirp their melodious song in the morning."**

As you enter the contours of Karma Lakelands, there is no stopping as you are welcomed by a rippling lake view, entertained by peacock dance and taken care of by the resort's staff that doesn't leave you until you are fully satisfied with your queries and their services. The beautiful pathways and lush lawns surrounded by verdant trees full of seasonal fruits and fallen leaves and flowers lead you toward your suite. While you wake up from a peaceful sleep and open the doors, the gentle breeze wishes you a very Good Morning.

For golf enthusiasts, a 9-hole golf course is watered through the water that is regularly harvested and treated for the guests to indulge in the sports and plan their shots. All seasonal swimming pools, horse riding, badminton and tennis are other sports that Karma Lakelands offers. For your toddlers and children, a natural play area has been built where they can jump over a trampoline or take part in indoor games. You can rejuvenate after your tiring meetings in the property's spas and Jacuzzis and also experience Sauna Bath.

travel trade Insider
December 2022

This year almost 45% of the business has been driven by conferences: Trehan

Karma Lakelands Gurgaon, a quaint and beautiful property is truly heaven for nature lovers. What makes this place outstanding is its design concept, warm hospitality, and being a green paradise.

Divya Bhatia



Sandeep Trehan

The property attracts a significant number of guests and most of the time is sold out. Travel Trade Insider spoke to Sandeep Trehan, COO of Karma Lakelands Gurgaon to know more about the business and future plans. Here are the excerpts:

Q. How has been the year 2022 for Karma Lakelands? What kind of demand did you record?

A. Considering the fact that the industry has opened up, we are seeing an upswing in both travel trade and hospitality including corporate events. We hosted some large conferences this year along with corporate offsites. With the wedding season setting in from December onwards, we are very hopeful of achieving growth numbers to close this financial year.

Q. The property has been popular for the wedding segment. What makes Karma Lakelands an ideal venue for wedding ceremonies?

A. More couples and their families are opting for destination weddings, and we hit the right spot with close proximity to NCR and our multiple venue offering. Our villas are beautiful and spacious which means guests can host small get-togethers in the villa backyards as well. With our banquets, poolside setting and lawns we offer various spaces for guests to host multiple functions.

Q. What is your sales and marketing strategy?

A. Apart from the traditional way sales & marketing happen, luxury resorts are majorly dependent on social media digital platforms to exhibit. The right plan and well execution will certainly help in sales execution. We are open to working with all partners and significantly our business is driven by direct bookings from the website, direct walk-ins and regular patrons.

Q. Considering that Karma Lakelands is located in the Delhi NCR region but still manages to be surrounded by a calm and natural environment, away from the pollution of the city, do you see potential in marketing the property in the international markets too?

A. Karma Lakelands is a gated community comprising of villas, boutique golf course, multiple restaurants and other amenities nestled among 235 acres. We have been recently recognised by the industry for our sustainable practices by Golf Industry Association and conferred as The Most Eco/Sustainable Golf Club and also the Best Golf Resort in Delhi NCR 2022 by a media publication. Many expatriates have invested in our villas and also come to enjoy the golf sport regularly. We are already being eyed as a destination in overseas markets and hosted a couple of NRI weddings.

With affirmative action towards the environment, picturesque landscapes and a pristine lifestyle, the Karma estate is a preferred destination for people wanting to lay their roots amidst lush greenery. We definitely see potential in the international markets, for whom we become a preferred choice for our green peaceful surroundings.

Q. What are your expectations from the year 2023 with the pandemic situation under control in the country?

A. We are very optimistic about the growth in years to come and establishing ourselves as one of the preferred destinations for MICE, weddings and staycations. With sustainability being driven in the hospitality segment we already have a firm ground to market and showcase this as our core strength.

Q. How has the demand from the corporate segment been this year for you?

A. We saw a spurt in new corporates being added this year and also the response was amazing seeing the fact that corporates are looking for activity-centric offsites. This year almost 45% of the business has been driven by conferences at Karma Lakelands.



Eco-friendly luxury

Daman Deep Singh, General Manager, Karma Lakelands, says it is important for India to project itself as a sustainable destination, and they keep this in mind while serving guests.

TT Bureau



Daman Deep Singh
General Manager, Karma Lakelands

Sustainability has become a buzzword in hospitality. Tell us some of the key activities that your resort ensures to guests?

The term sustainability is synonymous with Karma Lakelands and the sole reason for this is that we religiously follow sustainable practices in every step we take. We treat and harvest water at a large scale to nourish our four lush forests and expansive golf course. Farming is close to our heart, so we ardently practice activities like organic farming, horticulture and bee farming. We have adopted a strict no-honk and plastic policy at our resort. Even the vegetables, fruits and herbs that are used in preparing the meals of our guests come directly from our farms.

Why should India look at responsible tourism seriously now?

Being a country with a rich culture and diversity, the number of tourists that India attracts every year is huge. So, it is pertinent to mirror the image of India as a responsible country. Sustainability and environmentally friendly practices are followed all over the world. India being a developing nation comes under constant scrutiny for producing industrial waste and pollution, our responsibility as a nation is to enusre that tourists take back home a greener and cleaner image of India.

Can one do luxury travel while being a responsible traveller?

It is 100 per cent possible to take along luxury and responsible travelling together. We at Karma Lakelands offer a luxury experience to our guests without compromising on sustainability. Large solar panels supply power to our resort and water, a valuable resource, is recycled every day. In this way, the traveller is not carrying the guilt of wasting the resources of the planet. We also discourage them to use plastic bottles and offer glass bottles and cutlery instead.

> **We treat and harvest water at a large scale to nourish our four lush forests and expansive golf course. Farming is close to our heart**

Delhiite enters world record with his juggling skills



> I used to practise at least three hours every day, and guess it turned out to be fruitful for me.
> ANUP SINGH, Golf coach



With his arduous practise, golf coach Anup Singh managed to break the existing world record

Manvi Singh

It's not just the golf ball in the hole that helps win big, but also its juggling. That's how Delhi-based golf coach Anup Singh made it to the Guinness World Record recently. He juggled the golf ball for 12,000 metres and surpassed the previous world record in the category of Farthest Distance Travelled while Controlling a Golf Ball.

"I had been practising for six months with just one target in mind, that is to break the existing world record. On the day I finally made the record, I travelled 12kms in two hours and 27 minutes while juggling the ball with a golf club without letting it drop as I walked through the Karma Lakelands," says Singh, who works as the head coach at the Gurugram resort.

A witness to this historic moment, on March 21, was Aryadev Khurana, director of Karma Lakelands. "Anup's sheer sharp focus is worthy of appreciation. He has not only made a new record but also raised the bar for golf lovers across the globe... It's commendable that Anup walked upto 12kms, he could have continued to walk for a few more kilometres but everyone asked him to stop," he says.

The idea of registering his name in the record wasn't impromptu as Singh is a professional golfer and a B-category teaching professional as per National Golf Association of India. "I always had a good hand-eye coordination, which is necessary to keep the ball in focus. I have been teaching young aspiring golfers and amateurs for over eight years now and juggling golf balls is a common warm-up that I practise with them as a teacher. Six months ago it struck me to look up if there's a record of how long someone has kept the ball in the air. That's when I felt the need to beat it," says the 35-year-old.

"I used to practise at least three hours every day, and guess it turned out to be fruitful for me," says Singh. His encounter with golf was quite accidental, too. "I wasn't a kid of privilege, but I was an army kid as my father was a colonel. He wasn't a big fan of golfing, but one of his friends loved the sport and introduced me to it when I was four years old," he recalls.

"I've been a top-ranked junior and amateur golfer, and have played various professional tournaments in the country. Since I never wanted to leave golf, I chose to become a golf teaching professional. I believe I had to leave a mark in the history of the sport somehow," Singh signs off.

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hospitality

In talks with

Aashna Khurana

Creative & Marketing Director, Karma Lakelands

By: Radhika

Karma Lakelands, the luxury golf resort spread across a sprawling 235 acres. It is an idyllic getaway with rich flora and is home to more than 100 varieties of birds. The ideology behind Karma Lakelands is not just about providing the most rejuvenating experience to the guests but also about helping the environment. It is a self-sustaining, biodiverse, zero-waste resort that follows several eco-initiatives and enables nature to flourish in its estate.



Here's Ms Aashna Khurana, Marketing & Creative Director of Karma Lakelands, sharing how the property initiated and implemented substantiality and their challenges.

Ms Aashna has also taken on the reins for the brand's marketing strategy and is working to build a healthy, sustainable community living at Karma Lakelands. She strategizes on various communication platforms, tries to bring solutions to day-to-day functionality and plans to put Karma Lakelands on the world map for being a luxurious yet sustainable resort. Ms Aashna has been working with Karma Lakelands since 2015.

Karma Lakelands is a beautiful property and you are an integral part of it; please throw light on your journey till now as a women entrepreneur.

I feel blessed and grateful to be part of such a fast-growing and innovative company. After completing my education in the UK and the US and working for Vogue and Clarks, I returned to India to use my education and experience to build Karma Lakelands further. I clearly remember when I joined the company, we followed the traditional ways of marketing and though we were a popular wedding destination, the inventory needed to be higher. I started the Facebook page for Karma Lakelands ten years back and gradually set up Karma Lakeland's presence on other social and digital platforms. Today, our Instagram page is highly engaged, generating many leads and conversions from there. The company has given me ample opportunities to showcase my creativity through marketing campaigns or designing and building the inventory of villas and cottages. I can't discredit that I'm fortunate enough to get my family's backing and love to continue my entrepreneurship journey. As a young mother, I care for my child without compromising the work. So, there is a kind of balance between personal and professional life. I'm happy with where I'm today and still, there is a bucket of goals and milestones I need to achieve for myself and the company, but one step at a time.

Hospitality is primarily a male-driven field. What are the challenges you faced as a woman entrepreneur?

I have to be honest and accept that I did not face many

hospitality

struggles in my entrepreneurship journey as it was a family business. However, I have been mindful of using my privilege and ensuring gender parity and equal opportunities and remuneration is given to women professionals in Karma Lakelands. We try to bring more women to run the operations and functions of Karma Lakelands. We are working towards breaking the norm of the dominant male workforce and making it more inclusive by offering leadership roles to women.

As a hospitality entrepreneur, what are your key learnings and what would be your advice to budding female hospitality professionals?

Hospitality is an ever-evolving industry. Every day I learn new things and need to be abreast with the trends and happenings in the hospitality sector. It is a tough industry and if you want to grow, you need to be truly passionate about your work and not merely count on the monetary benefits. It is all about delivering fresh experiences. One thing that you need to master is soft skills, as the personal touch is the most important thing while serving your guests.

Human resources drive hospitality, and one must ensure your team members are treated like family, feel encouraged and respected to deliver their optimal heartfelt hospitality. Lastly, I would suggest being kind to your surroundings and nature. We at Karma Lakelands are conscious of the environment, our consumption habits and make sure that our practices are sustainable, which is an important ethos of our company.

Ecotourism and sustainability are a big part of hospitality nowadays. What measures around sustainability have you implemented at Karma Lakelands?

Sustainability is at the heart and helm of



everything we do at Karma Lakelands. My father, the company's CEO, is a staunch environmentalist and started Karma Lakelands with a dream of planting trees. He began his journey of planting hundreds of trees in his farmhouse in Delhi and then there was no looking back as he decided to plant 10,000 trees every year to meet the target of one lakh trees in a decade. He even planted the trees that got diminished from India. Karma Lakelands has four different kinds of forest – Rewilding Forest, Bamboo Forest, Devakand and Ficus Forest.

Regarding the sustainability practices at Karma Lakelands, we provide an eco-resort disenscape where water harvesting is practised on a large scale. We have also set up a Sewage Treatment Plant that can treat five lakhs of sewage daily, which meets the water requirement for the golf courses. For electricity, we use solar panels that meet over 30% consumption needs of the resort. We also practice bee farming and organic raw honey that is procured in the guests' meals and drinks. We segregate and compost all the waste generated at the resort.

Apart from this, we have devoted 25 acres of land from the total 235 acres of land for producing regular vegetables, fruits and herbs from which the food that is served in the resort is prepared. We have banned the use of single-use plastic and use the left-over plastic in making eco-bricks to build staircases, pathways and shelters for animals. Contrary to the suggestions, the planners and architects that my father got in touch with didn't insist on cutting the trees to build the resorts but made the plan to include the trees. So, Karma Lakelands is a tree-top destination where trees, birdsongs and sunlight surround every villa and cottage.

What are your plans with regard to the brand?

We are working to increase the inventory; our focus is to curate fresh experiences that are sustainable and delivered with love. We launched the capital's only lakeside restaurant, Lake 360, a few months ago, which has been hugely popular amongst our patrons. We are promoting eco weddings and want be known across the world to be one of its kind gated community where flowers bloom, birds chirp, sunlight filters in your room and even time stops for a breather! ❑

Embrace Eco-Luxury: Bookmark These Sustainable Properties For Your Next Vacation

Spread across India, these resorts stand as beacons of hope in an age where sustainability and travel must coexist

By **Mallika Bhagat**

In a world where sustainability has become the essence of responsible living, India emerges as a unique destination that is emboldening eco-conscious hospitality. Nestled within its diverse landscapes, travellers can find a wide collection of sustainable properties and hotels that seamlessly blend luxury with environmental stewardship. Embracing eco-luxury, these remarkable destinations offer an enchanting escape, where indulgence and sustainability harmoniously coexist.

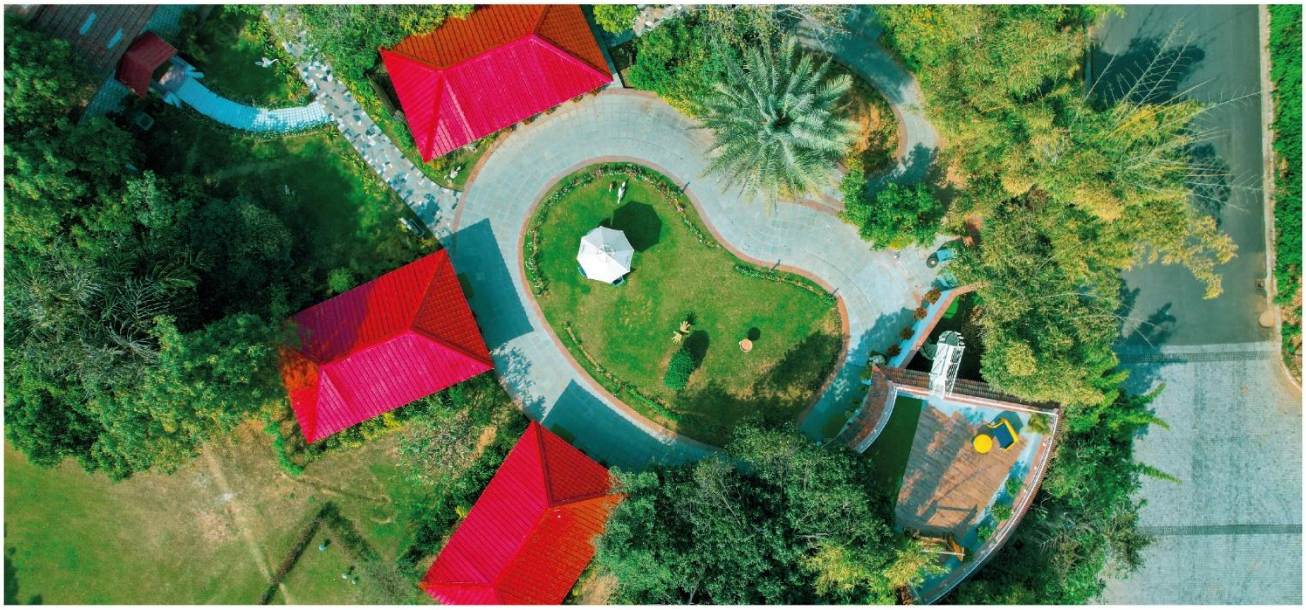
Karma Lakelands, Haryana



Bee farming at Karma Lakelands in Gurgaon

Karma Lakelands in Gurgaon is a sustainable oasis that puts emphasis on environmental consciousness. The resort features eco-friendly architecture, a pesticide-free golf course, organic farming, and energy-efficient villas. Guests can enjoy farm-to-table dining, leisurely walks, bird-watching, and environmental education programs. This destination is a no horn zone that harvests rainwater, runs on solar water heating and is dedicated to composting all the green and biodegradable waste. Travellers can also immerse themselves in various eco-friendly initiatives such as bee farming, bio composting and making eco bricks.

NEW *Additions*



TERRACE SUITE

As the name explains, with a private terrace we present you the gift of karma beneath the vast expanse of clear skies to stargaze. Here, we comprehend the desire to disconnect and retreat, while still being an integral part of the vibrant festivities we offer.

Supplemented with panoramic views of the verdant protected greens, the room offers a delicate amalgamation of nature and art.



DELUXE COTTAGE

Have you watched the film "The Holiday"? Whether you prefer the luxurious holiday or the cozy cottage vibe, we've got you covered. We have recently introduced two new types of accommodation experiences exclusively for you. Our aim is to ensure that you always crave for more and never have to repeat the same stay experience. Each of our rooms has been meticulously designed with unique themes because, when it comes to us, one size certainly doesn't fit all.

ROCK GARDEN

Superior Room with Private Garden

Embrace the enchanting allure of our uniquely crafted room, where the mesmerizing golf range & Klub Karma is just a leisurely stroll away.

Indulge in the tranquility of your own private garden, adorned with delightful aesthetics that enhance your holiday mood.







Champion Award by RTSOI (Responsible Tourism Society of India)

As you are aware, Karma Lakelands emerged from a single individual's deep affection for the environment and now, we proudly present an accolade that holds the utmost significance. It is an award that acknowledges the unwavering dedication we have placed above all else— an award not just for ourselves, but primarily for our cherished Mother Earth.

We are thrilled to share the exciting news that we have emerged victorious as the winners of Champion Award by RTSOI (Responsible Tourism Society of India)

In order to win this we had to deal with a 58 page questionnaire and many visits/ inspections by the RTSOI Environmental Audit experts.
These awards & accolades go to all the team members. None of you deserve to go unsung but this company has too many heroes.

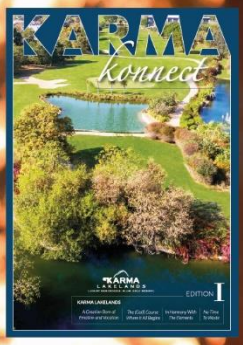
Times Nightlife & Food Award for the Best Western - Casual Dining

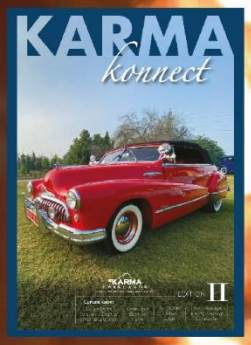
Cooking with their hearts.
Serving from the soul.

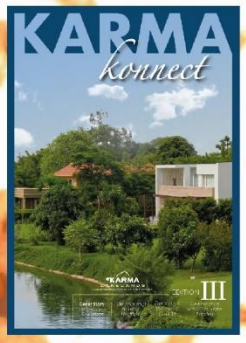
A surreal feeling for the team at Under The Neem who were awarded the TIMES Food & Nightlife Awards 2023 for the category, "Best Western-Casual Dining".

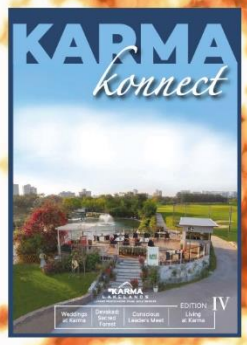
This one marks a truly unforgettable victory. A 'passion project', and a dream of the Founders of Karma Chalets, who have considered this cafe as an extension of their home!

Click on the magazines below to read the previous editions of Karma Konnect













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