



## International Classified Media Association

*Making classified media work better!*

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### GM HOST & EXHIBITORS

## FREE ADS

*Buy. Sell. Anything.*



### GM New Delhi, India

**Date:** 10-12 November 2005

**Location:** Hyatt Regency, New Delhi

### GM VENUE

**The Hyatt Regency Delhi Hotel** is a local landmark, sited in the southern district and only a 15 minutes drive away from the city centre.

It is a perfect blend of Indian hospitality and international standard service in addition to ensure a pleasurable stay.

[Click here for the hotel website.](#)

## INDIA Newsletter

International Classified Media Association

Nr. 2 - August 2005

Dear Karina,

I hope everyone's getting used to the bright colours of this India e-letter as Karina is just finalising the programme brochure and I can tell you that you're going to need sunglasses when it falls through your letter-box! We've been busy working on the finer details of the event and it's all coming together very nicely indeed.

Karina's still got to find me an elephant sanctuary to visit but Sidharth's mention of a Bollywood element to the Gala Party has made me look forward to November even more if possible. Happy reading, and don't forget to start researching those flights!



Lucie Hime

### The programme update

*Peter Zollman to co-chair Online Revenue Generation Workshop.*

After the very positive reviews that he received from delegates to the Barcelona Technology & Business Development Forum, we're delighted that Peter Zollman, founder and principal of Classified Intelligence, has agreed to join us in New Delhi for the next ICMA General Meeting. Along with Jill Armer, Director of Operations of Buy & Sell Ireland, Peter will co-chair an Online Revenue Generation Workshop which will combine ICMA members' two favourite subjects – sales and online – in a three session interactive meeting.



Peter and Jill will tackle the challenges of selling online, the best packaging, pricing and incentive structures for sales teams, as well as a walk-through of the self-service pages of classified websites so that participants can see what works (and what doesn't), plus a clinic where your online issues and challenges can be addressed. And on Saturday, Peter will

be making a presentation on online business models and the degrees of success and failure of the different models both in his home US and also in Europe and Asia, which should help delegates evaluate the options and avoid costly mistakes. A must for everyone serious about making money online!

### Basic Hindu

Important words in any language are:

**yes** - Ji Ha

-

**no** - Ji Nahi

### Did you know ...

India has the most post offices in the world!

Although modern images & descriptions of India often show poverty, India was one of the richest countries till the time of British invasion, early 17th century. Christopher Columbus was attracted by India's wealth and was looking for a route to India when he discovered America by mistake.

The largest employer in the world is the Indian railway system, employing over a million people!

### Timeline

India, New Delhi GM - 10-12 November 2005

#### AUGUST

- End of August: You will receive the conference brochure for the India GM and registration starts. The *EARLY BIRD* conference registration fee will apply until Wednesday 21 September.



#### SEPTEMBER

- 14 Sep. 2005: Make an appointment with your doctor or vaccination institute for your vaccination schedule
- 21 Sep. 2005: *STANDARD* conference registration fee will apply

#### OCTOBER

- 12 Oct. 2005: *LATE* conference registration fee will apply
- 17 Oct. 2005: Apply for a visa

#### NOVEMBER

- 5 Nov. 2005: Head Office is leaving for New Delhi
- 10 - 12 Nov. 2005: The General Meeting in New Delhi, India
- 13 Nov. 2005: Day trip to the world famous Taj Mahal



### Things to do now!

After you have double-checked that your passport is valid for another 9 or 10 months, you just have to think of the fun part of your trip. If you fly to India for the General Meeting, you might as well combine it with a couple of days holiday.

We have found a company that will organise these pre- and post General Meeting trips. You will get the details at the end of August, when you can start booking your holiday trip to India, as well as registering for the ICMA General Meeting.

At this point you can start thinking of what kind of trip you are interested in, think of a couple of days relaxing in Goa, at the golden beaches of the Arabian sea. Or visit the most exclusive, exotic spa resort in the Himalaya where Ayurvedic therapy, is your daily exercise. Or a cultural trip, the Golden Triangle, Delhi – Agra – Jaipur, where you will visit all the beautiful historical sites of Agra and Jaipur. Agra Fort, the world famous Taj Mahal, the Amber Fort and ascend the hilltop Fort on an elephant's back! Or a mixture of a cultural and a wildlife tour, visiting the national park and watching the tigers and panthers. Or go crazy and spend some time in the desert and ride a camel through tribal villages.

If you'd like to combine the GM with a couple of days' holiday, the advice is to book early, so start thinking about what you might like to do, and as soon as you received the brochure, start booking! It is high season in India in November.

## Snake Hunting in India

For centuries, members of the Irula tribe in southern India have been snake catchers. They do still catch snakes, but only to extract venom that is used to make life-saving anti-venom serum.

Starting at the age of five, 'the snake catcher to be' is learning the tricks of the trade from his parents. When they go out 'hunting' for snakes (sometimes you wonder who's the hunter and who's the hunted) they look for them in bushes and shrubs, searching for signs such as markings, skin and droppings.



Once in a while the hunters get lucky and can pull a hissing five-foot-long king cobra out of its resting place and put it quickly inside a cloth bag. If they catch a snake like this, they will have a profitable day. For snakes like these they can get a 1,000 rupees (\$23), a considerable sum in these parts.

The captured snake will then be brought to the Irula Snake Catchers' Association's venom-extraction centre near Madras, where more than 100 snakes are kept in earthen pots in a rectangular pit. Three times, they will extract venom from the snakes in the centre, before they are released back into the wild. This venom will then be processed and their residue is sold to pharmaceutical companies to make the anti-venom serum.

[For more pictures, click here](#)

## Delicious India #2: Punjabi and Mughlai cuisine



Punjabi people are robust people with robust appetites and their food is like the Punjabis themselves, simple, sizeable and hearty with no unnecessary frills or exotic accompaniments. The Punjabi tandoori cooking is celebrated as one of the most popular cuisines throughout the world. Huge earthen ovens are half buried in the ground and heated with coal fires lit below. Marinated meat, chicken, fish, paneer (Indian cheese), rotis and naans (Indian breads) of many types are cooked in this novel oven and the results are delicious!

Punjab has adopted some aspects of its cuisine from external influences and connoisseurs of Punjabi cuisine say that the gravy component of Punjabi cuisine came from the Moghuls. The most popular example is the murg makhani, better known as butter chicken. It served the state well to combine this influence in its cooking since it produces a lot of pure ghee and butter. Murg makhani also provided a moist balance to the drier charcoal-cooked tandoori chicken. Nans, parathas and rotis made of maize flour are typical Punjabi breads. Over the years the roti has been modified to add more variety, so there is the rumali roti and laccha parathas, all cooked in the tandoor.

Having reigned over India for so long, the Moghuls left a deep and long lasting influence on Delhi's cuisine. The Mughlai cuisine is literally 'fit for royalty'. With its rich sauces, butter-based curries, ginger-flavoured roast meats, and mind-blowing sweets, it is one of the world's most popular cuisines. From a tangy shorba (soup) to the rose petal strewn kulfi (Indian ice-cream), Mughlai food offers a rich fare that is irresistible. Although available throughout the country, the best place to try this royal cuisine is in Delhi.

### Follow up Links

- [ICMA General Meeting](#)
- [ICMA Contact Details](#)

### Contact Us

If you have any questions about the General Meeting in India please contact us:  
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