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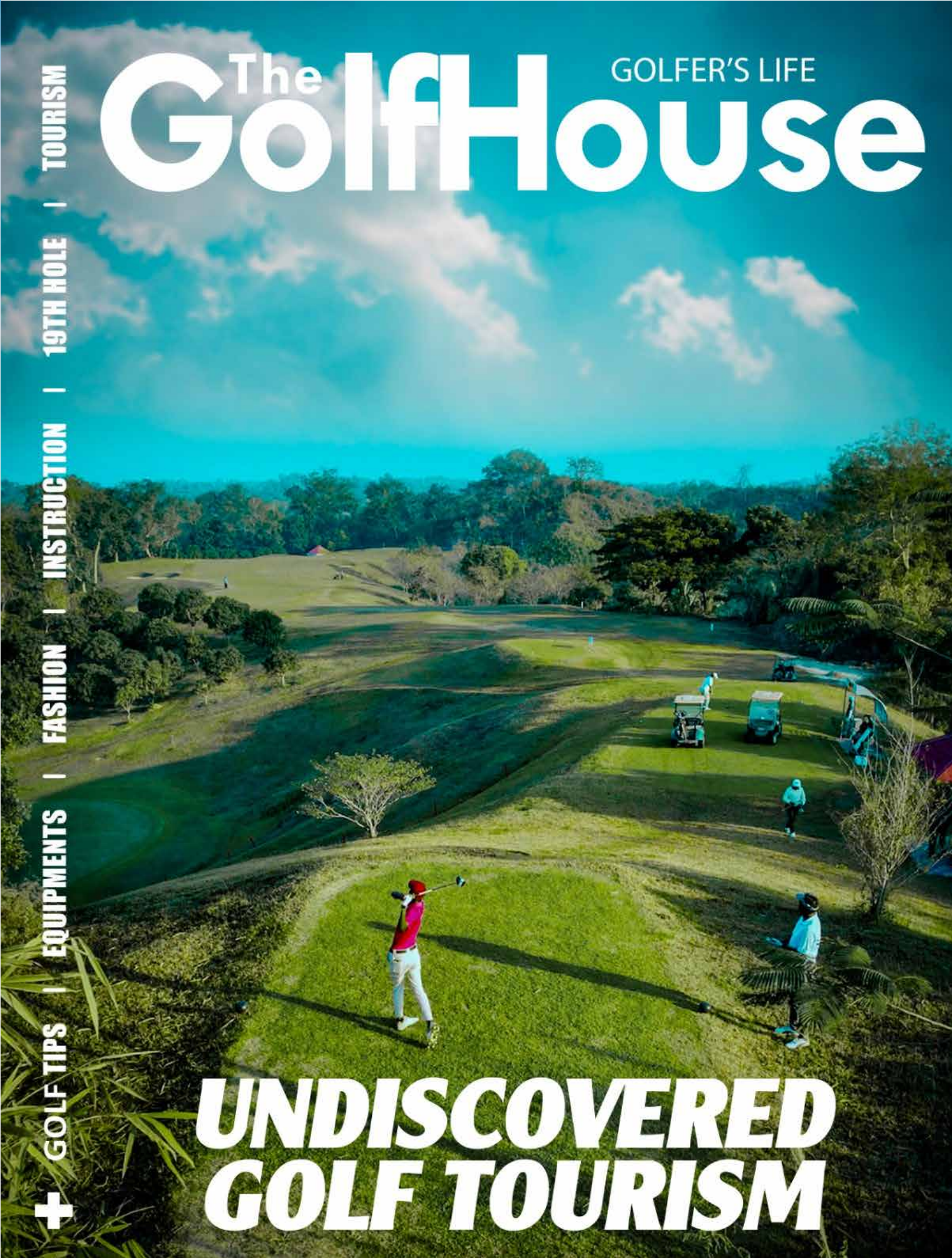

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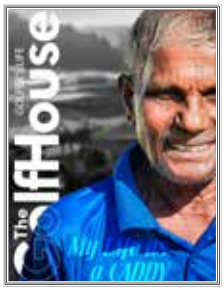

COVER CONCEPT & DESIGN
AMIRUL ISLAM



You may have already known that the PGA Tour and the Saudi-backed LIV Golf – the two bitter rivals entangled in a tug of war over the ownership of golfers and golfing administration over the last two years – have decided to bury the hatchet and join hands for the greatest good of the game.

EDITOR'S CHOICE



Doctors do love playing golf. It helps that as an anesthesiologist, they work long shifts, which allows them some time during the week to play.

Foreword

Dear readers,

As I write this, the golfing world stands on a crossroads. You may have already known that the PGA Tour and the Saudi-backed LIV Golf – the two bitter rivals entangled in a tug of war over the ownership of golfers and golfing administration over the last two years – have decided to bury the hatchet and join hands for the greatest good of the game.

The development has been greeted with euphoria by some quarters but with skepticism by others. We'll have to keep in mind that this move is part of a bigger geopolitical shift of power as Saudi Arabia looks to turn itself into a global power – not just in the field of sports but also in politics, culture and global finance.

The exodus of top European footballers to Saudi Arabia is only part of that greater scheme. While the golfing world as well as the sporting world continue to skew towards Asian and more specifically Saudi riches, we can only watchand observe.

Stay with The Golf House and enjoy the latest news and updates from the golfing world.

Nazrul Hosen Ayon
Editor

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The GolfHouse
GOLFER'S LIFE

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THE PRE-SHOT ROUTINE.

a consistent and systematic procedure (a sequence of thoughts, checkpoints, movements or details) that is executed by a golfer prior to hitting a shot. The pre-shot routine is one of the most acknowledged but under-used techniques in golf, especially by amateur golfers. Many players start their round with the best intentions, but, on average, by hole 12 the routine is discarded. One of the main reasons people struggle is time – they worry they will take too long doing a routine and feel that other players will think they are holding them up. The foolproof pre-shot routine below addresses both these issues.

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HOW WE GOT HERE

Golf's distance debate is not new. In fact, pros and everyday golfers have been questioning the length the golf ball goes for more than half a century. The recent proposal by the USGA and R&A to roll back the distance the golf ball goes for players at the elite-competition level was not spurred by one moment in time but rather by the cumulative effect increased distance has had on the game. Here's a look at some of the more seminal moments that have led to this tipping point.

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Janus Architects
For this particular project our client wanted us to be innovative, he wanted us to be experimental with all the possible design ideas to see which fits best. Additionally he demanded a clutter-free and minimalist look with all the space used. This client of ours allowed us to be flexible with the designs. We also helped him acquire his dreams for him to ease in harmony.

UNDISCOVERED

GOLF TOURISM

By Nazrul Hosen Ayon



Tourism in the 21st century has become one of the major economic activities throughout the world. However, in Bangladesh, tourism plays a minor role in the economy as it contributes to around 3.02%to the nation's GDP and provides less than 8.07% of the total jobs in the country. Bangladesh is very rich in cultural and natural heritage and has a diverse geography too. However, it still doesn't rank among the top countries for international tourist arrivals and international tourism receipts. Hence, the country needs to expose its full tourism potential to compete with the top performing nations in tourism across the globe. Our government must focus on golf tourism as a niche tourism form that can attract foreign tourists and can also enhance foreign exchange earnings. It will also help in exploring the destinations and potential of golf tourism in Bangladesh.

Tourism in modern times is seen as a catalyst for development as it enhances foreign exchange earnings and also provides direct and indirect employment. Moreover, tourism has a contribution of 10% to the world's GDP. Tourism is also the third largest sector in terms of exports throughout the world after fuels and chemicals. Various developing countries around the globe are looking at tourism as a tool for sustainable economic development whereas in certain countries, it is the major earner of foreign exchange. Tourism plays a minor role in Bangladesh economy as it is still unable to make it a big service industry in the country.

Golf tourism, an alternate tourism form, involves the movement of people away from their usual residence to participate directly or indirectly in golf events or golfing holidays. Golf tourism today is one of the major sectors of tourism industry as it involves high expenditure visitors. This write up will help in understanding the concept of golf tourism and its present status around the world. It will also focus on the current status and future prospects of this tourism form in Bangladesh while highlighting its benefits to the nation's tourism and economy under the topic 'Golf Tourism as an Emerging Niche Tourism form in Bangladesh'

TOURISM IN BANGLADESH:
Bangladesh Parjatan Corporation (BPC), under the Ministry of Civil Aviation and Tourism, plays an important role in the development of tourism in Bangladesh. Historically, Bangladesh has been an attractive destination for various categories of tourists. But at present, its position is not significant in terms of international tourism market. Hence Bangladesh can make tourism one of the largest service industries of the country and the sector can contribute approximately seven percent to Bangladesh's GDP. Around 8 – 10% of total employment in the country can also be provided by tourism.

The tourism industry is frequently referenced in Bangladesh as a highly important stakeholder with the potential to provide extensive benefits to the Protected Foreign Reserves. Economic benefit for tourism is seen as a way to reduce the level of dependence of local communities on natural resources. In Bangladesh, there is hardly any in-depth research available on the impacts of tourism on ecosystems and communities. There is also no effective national tourism plan to guide the entrepreneurs and investors. Besides, there is a serious lack of management in this sector at national, regional and local levels. Bangladesh thus requires adopting a strong policy, if it wants to utilize the potentials of tourism in national economic development and societal progress.

Bangladesh is one of the few countries in the world that has immense diversity in almost every field. This makes Bangladesh a country with vast tourism potential. With world's largest beaches, religious pilgrimages, historical sites, fairs & festivals, wildlife, national parks and forest reserves, a lot of tourism forms are possible in Bangladesh. However, despite having the diversity and potential, Bangladesh doesn't enter the list of top countries in terms of international tourist arrivals and international tourism receipts which is generally dominated by the European and industrialized countries. This indicates that the country needs to identify alternate tourism forms and niche tourism markets that can enhance both international tourist arrivals and international tourism receipts for Bangladesh.

MAJOR TOURIST ATTRACTIONS IN BANGLADESH:
Bangladesh is bestowed with beautiful coasts and beaches, archeological sites, historical and religious places, hills and islands, forests and jungles and attractive countryside with innumerable water bodies and green fields of agriculture. These rich natural and cultural attractions are valuable ingredients for tourism development in Bangladesh.

Although there are opportunities of developing tourism attractions and facilities across the country, at present only a handful of tourist spots are available for visits by tourists. These limited facilities are concentrated in some places, like Dhaka, Chittagong and Sylhet Divisions. In Chittagong Division, the sight-seeing facilities are mainly located at Cox's Bazar, Rangamati, Khagrachari and Bandarban districts. Mainamatiin Comilla is an important archaeological site and Lalbagh Fort in Dhaka is a great historic site. In Sylhet Division, the major tourist attractions are located mainly at Jaflong, Madhabkunda, tea gardens and the shrines of Harzat Shah Jalal and Shah Poran. Some renowned attractions in Rajshahi Division are Kantaji's Temple, Swapnapuri, Ramsagor and Rajbari at Dinajpur, Paharpur at Naogaon, and Mahasthangarhin Bogura.

The Sundarbans, the largest mangrove forest in the world, is located in the southern part of Khulna Division along the Bay of Bengal.

There is no denying the fact that Bangladesh has not made enough efforts to preserve and develop its tourist sites of historical, cultural and environmental interests.

MAJOR GOLF COURSES:
A total of 21 golf courses are spread around Bangladesh with some concentration in the greater Dhakaarea and the greater Chattogramarea.

Five of those are 18-hole courses and 16 are nine-hole courses. The five clubs with 18-hole courses are: (1) Kurmitola Golf Club (KGC) in Dhaka, (2) Savar Golf Club (SGC) in Savar, (3) Mainamati Golf & Country Club in Cumilla (MGCC), (4) Bhatiary Golf & Country Club (BGCC) in Chattogram and (5) KEPZ Golf Course in (KEGC) Anowara/ Chattogram. Only the KEGC course has entry restrictions, located in the Korean Export Processing Zone Anowara. KGC, in Dhaka, is the best maintained course in the country and a must-play course in Bangladesh.

The sixteen 9-hole courses in Bangladesh are: (1) Army Golf Course (AGC) in Dhaka, (2) Ghatail Golf Course (GGC) in Ghatail, (3) Shaheen Golf & Country Club (SGCC) in Patenga, (4) Chengi Golf Course (CGC) in Khagrachari, (5) Rangpur Golf Course (RGC) in Rangpur, (6) Bogra Golf Course (BGC) in Bogra, (7) Jashore Garrison Golf & Country Club (JGCC) in Jashore, (8) Bangladesh Ordnance Factory Golf Course (BOFGC) in Gazipur, (9) Shamsher Nagar Golf Club (SNGC) in Moulvibazar, (10)







Golf PaharikaCourse (GPC) in Srimongol Grand Sultan Resort, (11) Arunima Resort Golf Course (ARGC) in Narail, (12) Naval Academy Golf Course (NAGC) in Patenga, (13) Jahanabad Golf Course (JGC) in Khulna, (14) a privately-held executive-style course in Jirabo, Savar, (15) Golf & Country Club of Cox's Bazar and (16) upcoming Jolshiri Golf Club, JolshiriAbashon, RupganjUpazila, Narayanganj.

The best maintained nine-hole course in the country is AGC in Dhaka which is also perhaps the busiest in Bangladesh, in terms of number of golfers served per day.

The nine-hole courses in Bangladesh can be divided into the following four categories.

- Category 1: AGC in Dhaka, GGC in Ghatail, JGCC in Jessore and CGC in Khagrachari.
- Category 2: BGC in Bogra, SGCC in Patenga, RGC in Rangpur.
- Category 3: BOFGC in Gazipur, SNGC in Moulvibazar, ARGC in Narail and GPC in Srimongol.
- Category 4: NAGC in Patenga, JGC in Khulna and a privately-held course in Jirabo.





GOLF TOURISM AS AN ALTERNATE TOURISM FORM:

Alternate tourism is defined as a tourism form which is in harmony with nature, social values and the values of local people; allows positive relationship of both visitors and local people; and enables them to share their experiences. Alternate tourism forms can attract a variety of tourists while minimising the negative effects of mass tourism. One of the emerging forms of alternate tourism is sports tourism that attracts high yield tourists. Sports tourism has recently become a hot topic among the researchers.

However, people are travelling to participate in sports since ancient times. There are records that show people traveling to participate and watch ancient Olympic Games. In recent times, several countries and destinations throughout the world have started updating their sports infrastructure to get a chance to host elite sporting events and to attract sports tourists from all over the world.

One of the very famous and big business sports these days is golf. This sport attracts millions of travellers around the world generating more than $20 billion every year. Golf tourism is a sub-category of sports tourism which is among the fastest evolving types of tourism. It is a form of tourism in which people travel to places outside their







usual residence to participate in or observe golf sport competitions; or travel to visit a golf tourism attraction. Generally, golf tourists are of three types;

Generally, golf tourists are of three types:

A. Who travel principally to participate in or play golf
B. Ones that travel principally for purposes like business or leisure but indulge themselves in playing golf as a secondary activity
C. Those who travel as spectators to witness elite golf tournaments or visit golf attractions

GOLF TOURISM AROUND THE WORLD: The modern game of golf originated in Scotland in the 17th century. Scotland's 'Royal and Ancient Golf Club', established in 1754, is considered as one of the most famous and amongst the oldest golf clubs in the world. There are more than 32,000 golf courses in the world spread in over 140 countries.

More than 50% of these golf courses are in the United States of America while Europe has approximately 6000 golf courses. In the present scenario, elite golf tournaments attract a lot of tourists from all over the world. Golf tourism today is one of the major sectors of the tourism industry as it involves high expenditure visitors. Golf tourists on an average spend more than any other tourists. Other than this, golf tourism plays an important role in positioning a destination, helps in upgrading host destination infrastructure, provides employment opportunities and also compensates for the conventional tourism seasonality. Because of all these, the major tourism destinations and countries in the world are including golf in their tourism plans and are also upgrading the infrastructure for this sport. One country that has promoted golf tourism and benefitted the most is Thailand. For







the last two to three decades, the country has developed its golf infrastructure and is also promoting affordable golfing which is why it is one of the most famous golf holiday destinations in the world. Several developing African and Asian countries like Kenya, Malaysia, South Africa, India and UAE are also trying to enter the list of top golf



destinations. This shows that golf tourism is growing and expanding its reach throughout the world. In the current scenario, golf tourists also want to travel to places outside their country of origin.

TARGET MARKET AND CLIENTELE FOR GOLF TOURISM:

Golf is a sport that is growing at a very rapid pace throughout the world. A lot of professionals and amateurs travel every year to participate in golf competitions or to indulge themselves in golfing holidays. The estimated international golf market comprises more than 60 million golfers. Of all these travelers, around half are in the United States, nearly 6 million in Europe, close to 15 million in Japan and approximately 6 million in Canada. Among all these, Canada has the maximum golf participation rate which is around two times compared to that of the U.S. Just like the international golf market, golf spending is also dominated by U.S. golfers as golf accounts for around $70 billion of economic activity.

Moreover, U.S. golfers spend around $30 billion every year on golf travel and most (75%) of this goes to tourism & hospitality sector i.e. transportation, accommodation and food & beverage. It is also noticed that golfers who play more than 25 rounds are only 23% of all golfers in the U.S., but these golfers contribute more than 60% of total golf spending in the U.S. South Carolina, North Carolina, Florida, California and Arizona are the famous golfing destinations in the U.S.

Like golf participation rate, Canada also leads the golfer spending per capita as they spend around $15 billion annually on golfing activities. This shows that there is quite a significant niche golf tourism market that is growing rapidly which provides enormous opportunities to various destinations and the tourism industry across the globe to generate high revenues. Furthermore, a research shows that most of the golf tourists are male (more than 75%) and around maximum (90%) golfers have annual income higher than $50,000. Majority of the golf travelers (around 65%) are 35 years of age or more. More than 80% of the golfers are also of the view that they will return to their golf destination after one year or later. Golfers travel for both golf experience and other reasons. Hence, there is market for both these travellers.

OPPORTUNITY OF GOLF TOURISM IN BANGLADESH:

In Bangladesh golf as a sport was introduced by the British in 1956. Bangladesh has a number of beautiful 18-hole and 9-hole golf courses, and some of these courses compare very well with the featured courses in some of the heavily promoted golf-tourist markets.

Bashundhara Bangladesh Open, Bangladesh's first Asian Tour golf tournament was organised by The Bangladesh Golf Federation at Kurmitola Golf Club in 2015. Golf as a sport has grown a lot in Bangladesh since then. Bangladesh now hosts 'Bangabandu Bangladesh Open' which is one of the leading golf tournaments in south Asia along with a number of international amateur golf tournaments.

Bangladesh is a country that has great diversity and the same can be seen in its golf courses which are all unique in their topography, history, challenges and pleasures. Other than the famous historic golf courses like Kurmitola Golf Club, Bhatiary Golf & Country Club; the country can boast the Golf & Country Club of Cox's Bazar which is near the world's longest natural unbroken sea beach.

In Bangladesh, there are golf courses surrounded by mountains & trees, beaches, deserts, and tree plantation. Bangladesh can be a famous tourist destination for its history, rich culture and diverse geography. However, with golf expanding its reach throughout the world and becoming an emerging tourism form with high financial benefits, Bangladesh Golf Federation is also promoting its golf offerings to attract the high yield golf tourists from across the world. The country is coming up with a number of new golf courses throughout its length and breadth which has



pushed golf to be one of the upcoming sports in Bangladesh. Ministry of Civil Aviation and Tourismcan recognise the potential of golf tourism and provide financial support for the development of golf tourism in the country.

Bangladesh now has a number of golf courses of International standard which host some major professional golf tournaments and these events already attract some international and domestic tourists. It is expected that international golf tourists will keep on growing at a rapid pace for the next few years which makes it necessary for Bangladesh to offer the right product to meet the demands of such tourists. Hence, the country needs to add certain more international standard golf facilities, courses and elite golf events to its existing golf portfolio if it wants to benefit most from golf tourism.



BENEFITS OF GOLF TOURISM TO BANGLADESH:

Some independent international studies on golf suggest that more than half of all golf tourists prefer to take two or more holidays for the purpose of golfing. It also suggests that golf tourists on an average spend 33%







more than other tourists. Moreover, around 80% of these tourists are willing to travel to new golf tourism destinations. Hence there are enormous opportunities for golf tourism in future which Bangladesh needs to focus on as it can benefit a lot from this alternate tourism form. The benefits that golf tourism can offer to Bangladesh are as follows:

Developing golf tourism in Bangladesh can provide the international golf tourists some new destinations to travel to. At the same time, it will also help Bangladesh attract a different travel market which includes both domestic and international tourists. This way the country can increase its international tourist arrivals.

It has been discussed before that golf tourists are almost the most flamboyant tourists. Hence, golf tourism can provide Bangladesh tourism an opportunity to expand its international tourism receipts by attracting such tourists.

Golf tourism can also enhance the foreign exchange earnings of Bangladesh which will ultimately boost the economy and the GDP of the country.

This tourism form can provide economic opportunities to the locals of any particular destination. It can provide jobs and entrepreneurship opportunities to various people throughout the country.

It can help in promoting new destinations as tourism attractions.

It can also provide training opportunities to the people of Bangladesh (particularly locals) which will uplift the standards of the game in the country. This can also increase the participation of Bangladeshis in major golf tournaments while providing them with a chance to win big in such elite events.

Golf tourism is often criticised for its environmental and ethical issues. This is the case because international standard golf courses are generally spread over large areas which are often arranged by cutting forests or displacing local inhabitants or by converting agriculture lands to golf courses. Hence if golf tourism is developed further in Bangladesh, it must be done in a sustainable manner while not disturbing any local habitat.

Golf offerings of the country must be marketed and promoted efficiently in the markets that lead the golf travellers both in terms of numbers and in terms of spending. U.S., Canada, Japan, Britain, Portugal and Spain are the major countries where Bangladesh should market its golf tourism products. Also they must focus on males above 35 years of age with high annual incomes.

Golf tourism must be developed in destinations that have unexplored hidden tourism potential. This will help in offering new destinations to the global tourists.

It is reasonable to conclude that the prospect of golf tourism in Bangladesh is positive and a very significant economic benefits can be derived from golf and golf tourism. The success of golf tourism depends, however, on the cooperation of various players involved in the sector. Finally, It is hoped that Bangladesh will quickly move forward to exploit the potentials of golf tourism in favor of its national development.

-The writer is Founder & Editor of TheGolfHouse Magazine

Asu Mia: My life as a CADDY




WALTON
ASU MIAH
01



I am Mohammad Asu Mia. I entered Kurmitola Golf Club club when I was 21 years of age, and now I am 73.

Early days: I started off as a caddie, carrying golf kits of foreigners from Canada, America, etc, who used to play here. It was an 18-hole course back then too, but the green and the fairway weren't in great condition. So we had to work on the green and the fairway ourselves.

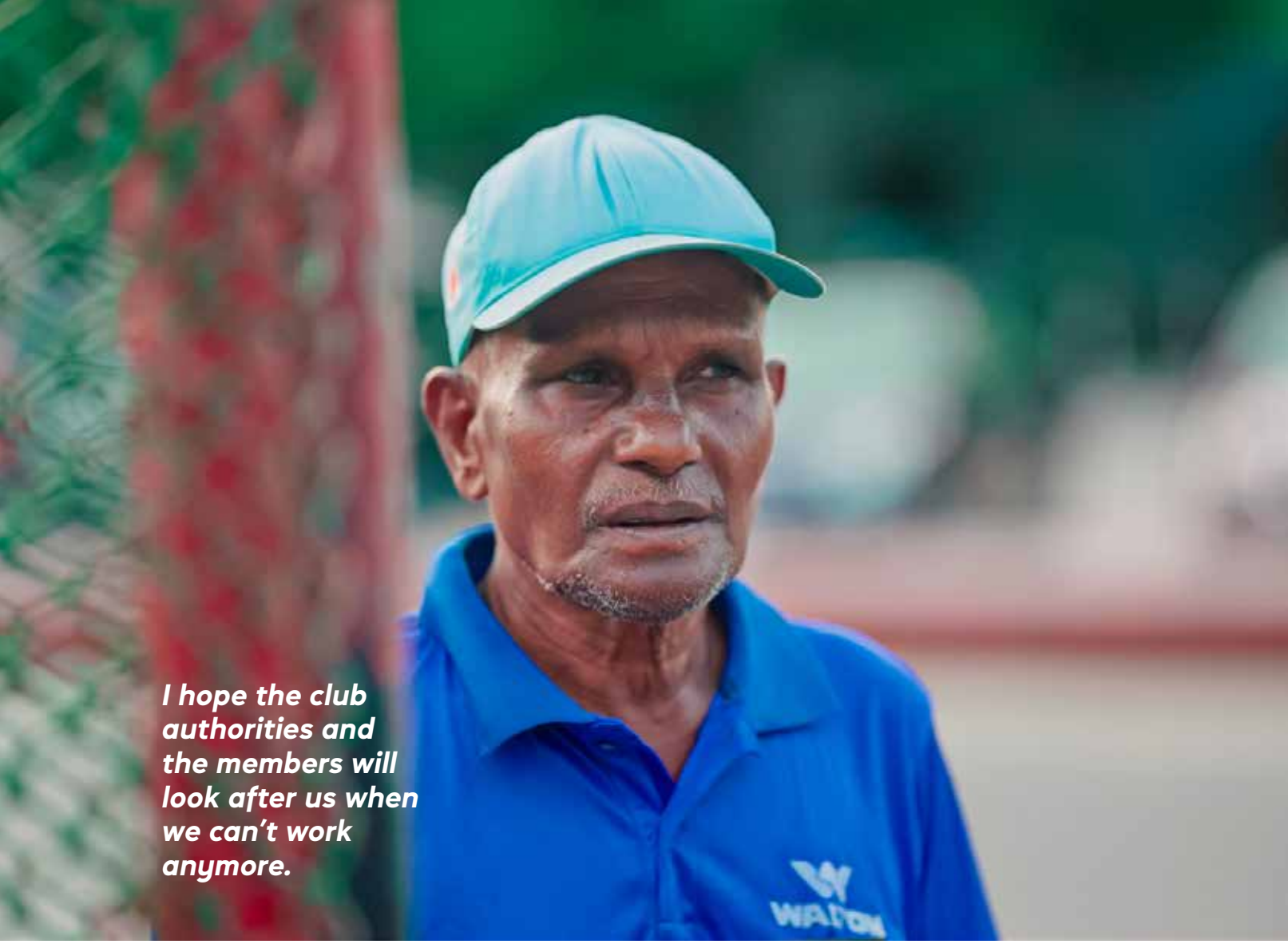
There were fewer members and caddies in those days and we used to enjoy the time. I am talking about my early days here.

I have learnt golf while working as caddie. There were Brits and Pakistanis before liberation, but no Bangladeshi golfers in those days. And the foreigners used to control the club.

Troubled times: During the liberation war, the club was closed for more than a year. There were a lot of injustices that took place inside the golf club. But once the country got recognition, people started coming to the golf club and it started to function as a proper club.

I work every day: some days nine-hole while other days 18-hole.

Reputation: Golf is our profession, so we have to come here. Now there are thousands of members and they take good care of us. We, the caddies and the ball boys, have a good reputation. We work with honesty. We



The rules of caddying are simple: "show up, keep up, shut up, and don't lose a ball."

here from the members who say the caddies at other clubs are arrogant and rude, but they speak good of us.

When a member plays well, we feel good. They also treat us well after hitting a birdie or after a good round of golf. When members play poorly, we also feel sad.

Etiquette: I think golf is a gentlemen's game. You have to be very calm and composed when playing golf. One needs to maintain their composure while playing golf and I suggest this to the players too. One cannot lose their temper at any point. The golfer should take responsibility if he plays an errant shot. He can't blame the caddies because we only work as per their wish, we give them the clubs that they demand.

Expectation: As long as I have the strength, I will work as a caddie. When I am not able to continue, I will have to give up. Not everyone at my age can continue this work. A lot of my colleagues have left this profession, but I'm still continuing. I am grateful to every member and every caddie and ball boys. I have good relation with everyone.

I hope the club authorities and the members will look after us when we can't work anymore. We have lived our entire life here. So I hope they make an arrangement so that our future is secured.

HOW WE GOT

A PROPOSAL TO ROLL BACK THE GOLF BALL AT THE ELITE LEVEL HAS BEEN A



1972
Spalding introduces the two-piece Top-Flitedistance ball.

1976
The USGA's "Iron Byron"robot measures golf balls' initial velocities and distances. Struck at 109 miles per hour, balls must travel no farther

1979
TaylorMade introduces the first commercially viable metalwoods.

1984
The USGA adds "springlike effect" language to the Rules of Golf.



2004
The USGA implements rules restricting clubhead size to 460 cubic centimeters and COR (a measure of face springiness) to .822 with a test tolerance of .008.

2003
TrackMan-a Doppler-radar-based launch monitor, helps optimize the launch conditions of professional golfers. Average driving distance on the PGA Tour surges to 285.9 yards. Hank Kuehne leads at 321.4. Nine players average 300 or more, and 55 others top 290 yards.

2002
Augusta National adds more than 285 yards by extending half the holes in what is dubbed "Tiger-proofing" the golf course.The USGA and R&A release a Joint Statement of Principles that puts distance firmly in the crosshairs of future regulation: "Any further significant increases in hitting distance at the highest level are undesirable." Twenty-one players break the 400-yard barrier, including David Duval, with a 454-yarder.



2005
The USGA sends an e-mail to ball manufacturers soliciting prototype balls that fly 15 to 25 yards shorter than current USGA limits.

2006
The USGA sends an e-mail to ball manufacturers soliciting prototype balls that fly 15 to 25 yards shorter than current USGA limits.

2011
Average distance on the PGA Tour eclipses 290 yards for the first time. Five players top 310 yards, and 21 players average over 300 yards. More than 100 players have an average of more than 290 yards.

2018
After a period of slow to flat distance increases, the PGA Tour average leaps from 290.0 in 2016 to 296.1 in 2018. Sixty golfers top the 300-yard mark.



HERE

LONG TIME IN THE MAKING

Golf's distance debate is not new. In fact, pros and everyday golfers have been questioning the length the golf ball goes for more than half a century. The recent proposal by the USGA and R&A to roll back the distance the golf ball goes for players at the elite-competition level was not spurred by one moment in time but rather by the cumulative effect increased distance has had on the game. Here's a look at some of the more seminal moments that have led to this tipping point.



1988
For the first time, metal drivers outnumber persimmon drivers on the PGA Tour.

1990
The Open Championship is played at the Old Course at St. Andrews at a length of 6,933 yards.

1992
The longest recorded drive on the PGA Tour is 372 yards by Mark Calcavecchia in the first round of the NEC World Series of Golf in Akron, Ohio.

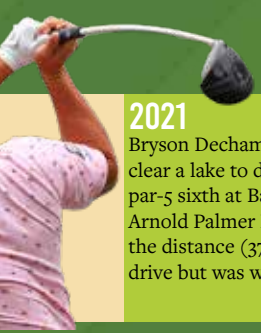
1997
Tiger Woods wins the Masters by overpowering Augusta National. He hits pitching wedge into the par-5 15th for his second shot during the final round and requires only a 9-iron to reach the par-5 second green during the third round.



2000
Tiger Woods changes to the Nike Tour Accuracy, a multilayer, solid-core ball with a urethane cover, and wins seven of his next nine events. Titleist introduces the Pro V1—its first multilayer, solid-core ball with a urethane cover. Within two weeks more than 100 tour pros are playing multilayer, solidcore balls with urethane covers. The average driving distance on the PGA Tour is 272.7

1999
Chris Smith hits the first recorded 400-yard drive on the PGA Tour: a 427-yard bomb at the Honda Classic in Palm Beach Gardens, Fla.

1998
New USGA president Buzz Taylor says the skill of pros combined with high-tech equipment "threaten obsolescence of many of golf's historic venues." At the U.S. Open, the USGA says it is developing a test for "trampoline effect."



2021
Bryson Dechambeau attempts to clear a lake to drive the 555- yard par-5 sixth at Bay Hill during the Arnold Palmer Invitational. He had the distance (370 yards) on one drive but was wide of the target.



2022
The Old Course at St. Andrews measures 7,313 yards for the Open, nearly 400 yards more than in 1990. Seventy-seven players hit drives of 400 yards or more on the PGA Tour, and 723 tee shots travel 375 yards or more. Average driving distance hits an all-time high of 299.8 yards. Drives of more than 320 yards—the USGA test limit—account for nearly 20 percent of all measured tee shots.

2022
The USGA and R&A announce a proposal for a Model Local Rule that can be applied in elite competitions starting in 2026. The proposal effectively would roll back the distance the golf ball travels by 15 to 20 yards. The proposal would not impact everyday golfers.

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GEAR

A WELL-OILED

Srixon is burning rubber in the ball and club space. Here's the story behind the brand's drive up the equipment leaderboard.





SRIXON. Looks like a useful word in Scrabble—except no proper nouns are allowed, and most golfers at least reasonably conversant in equipment know it as the name of a well-regarded, if not always well-understood, brand. You don't count nine major champions among your Tour endorsers—for those keeping score at home: Hideki Matsuyama, Shane Lowry, Brooks Koepka, Graeme McDowell, Keegan Bradley, Ernie Els, Minjee Lee, Hannah Green and Inbee Park—unless you produce seriously high-quality clubs, balls and accessories.

But who, exactly, is Srixon? Srixon is a Japanese sports equipment brand owned by Sumitomo Rubber Industries under the umbrella of subsidiary SRI Sports Limited. (Hence the Sri; the x not only marks the spot of connection but also means "u limited"; and the on stands for "onward.") Srixon also makes tennis rackets, even if the odds of finding one in a U.S. pro shop are about even with spotting a sleeve of balata balls for sale, though fans of Poland's former World No. 2 tennis star Agnieszka Radwanska or Kazakhstan's Zarina Diyas have seen them in action. Sumitomo itself is famous for manufacturing tires and other rubber products, with some of the technological advancements in those areas eventually migrating to golf balls. The branches of Sumitomo's family tree in sports take a bit of untangling. The company, again via SRI Sports Limited, also owns the venerable brand Dunlop Sport, which began in Ireland in 1888, started making golf balls in England in 1909 and, in 1930, began producing Japan's first domestic golf and tennis balls and, soon thereafter, golf



"INNOVATION IS THE FOUNDATION FOR OUR ENTIRE GLOBAL COMPANY'S PURPOSE—IT'S IMPOSSIBLE TO OVERSTATE THE IMPORTANCE."

clubs. Back in 2005, SRI Sports acquired Cleveland Golf and merged the operations of the two companies, with both brands operating out of Huntington Beach, Calif., U.S.A. This helps account for the fact that many Srixon club and ball endorsers, including Koepka, Lowry and Matsuyama, have Cleveland wedges in their bags. Hello, Cleveland...but you're a brand story for another day. So is Srixon's other sibling, XXIO (maker of ultralight golf clubs designed for moderate swing speeds and pronounced "ZEK-see-oh," meaning, per the company's imaginative branding, "Push onward as the king of the 21st century!"). Among the most important things to understand about Srixon is that its intellectual property in golf balls plays from the tips, with more than 500 patents worldwide. The company also takes great pride in being innovative across the board. "Innovation is the foundation for our entire global company's purpose—it's impossible to overstate the importance of innovation for the Srixon brand," says Brian Schielke, Srixon's general manager. "Ideas for improvement come from really diverse perspectives. It could be feedback from a major champion who's looking for better performance, from an engineer on the manufacturing floor at a factory in Japan, from a sci entist working on material research for tires and golf balls." To that last point, covers and cores and treads and sidewalls ham-and-egg it more than might be expected. "There is a definite overlap between different industries," Schielke says. "You can't make best-in-class tires or golf balls without advanced materials and manufacturing capabilities, so, often, there is universal research that eventually gets applied in both industries."

"Best in class" is big talk, but Srixon has big numbers to back it up. Its golf balls have been used in the second-most worldwide professional wins over the past decade, including six major championships in the last two years across the PGA, LPGA and Champions tours. On tour, Srixon punches well above its current U.S. market share. Still, it is quick to emphasize that Srixon is a brand for all avid golfers, not just better players. "We have products that are certainly designed for low-handicap golfers, but we also have products with more forgiveness to make the game easier for those needing a little extra help," says Schielke. "It's a very performancefocused brand—everything we do is driven by improving performance to help golfers play their best and have trust in their equipment."New-for-2023 products like the upgraded Z-STAR family of balls and the ZX Mk II forged irons are off to a hot start on tour and in proshops. Srixon sees it as a continuation of recent momentum and a harbinger of things to come.

"The Srixon brand has certainly grown over the last five to 10 years in North America, but we're much more excited about our future. We think there's tremendous growth potential,"

Schielke says. "Right now, we're more widely known for our golf balls, but over the last few years our clubs have started to become more popular with the most avid golfers, especially in fitting environments where golfers can compare our clubs with competitors'. We love the trajectory our brand is on and look forward to the future." Onward!

ALL IN THE FAMILY

It takes a (global) village to make up a team of Srixon endorsers. Here are just some of the tour pros in swing with the company.

- HIDEKI MATSUYAMA
- BROOKS KOEPKA
- MINJEE LEE
- INBEE PARK
- SHANE LOWRY
- KEEGAN BRADLEY
- J.B. HOLMES
- RUSSELL KNOX
- GRAEME MCDOWELL
- J.J. SPAUN
- SEPP STRAKA
- HANNAH GREEN
- GRACE KIM
- WILL MCGIRT
- ASHLEIGH BUHAI
- IN GEE CHUN





Clockwise from top left: Matsuyama, one of Srixon's major-winning ambassadors; the ball factory in Kobe, Japan, circa '63; stateside HQ in Huntington Beach, Calif.; and a bustling SRI ball facility in Ichijima, HyŌgo, Japan.

Accessories

WICKED COOL WRENCH

THERE ARE LIKELY few golfers without a wrench or two rattling around in the bottom of their golf bag. But I'd bet, in most cases, those wrenches are simply forgotten plastic accessories that you may or may not be using to adjust your driver or fairway woods. Now, just as they have with their supercool signature club covers, bags, ball markers and other merch, Seamus Golf is looking to change the way golfers think about this tool. Like all their accessories, this heirloom-quality Hand Forged Crank ($145; seamusgolf.com) is manufactured in the company's Portland, Ore., shop and made individually, relying on age-old forging techniques. The crank is compatible with all major manufacturers' adjustable clubs. Now you can own a head-turning wrench just as unique as your customfit driver. —Ryan Barath



NOW PLAYING

THREE CLUBS IN ONE

ADJUSTABLE FAIRWAY WOODS are a great option for golfers who want to fine-tune the performance characteristics of a club that typically serves multiple roles off the tee and from the fairway. When looking at the current crop of adjustable fairway woods, it could be debated that TaylorMade's Stealth 2 Plus ($450; taylormadegolf.com) is the most interesting offering in the marketplace. The 50-gram weight housed in the sole represents about 22 percent of the clubhead's total mass, and as GOLF.com Senior Equipment Editor Ryan Barath learned during a recent testing session, a substantial sole weight can essentially give you three clubs in one, depending on where the mass is positioned. With the weight in the far forward position, Barath launched the club at 12 degrees with 2900 rpm of spin and a carry distance of 262 yards. The back weight setting saw launch and spin jump to 15.7 degrees and 5100 rpm with a 218-yard carry. For golfers who struggle to dial in launch and spin, Stealth 2 Plus has the potential to be a total game changer. —Jonathan Wall

WHAT'S UNDER THE HOOD



LIGHTWEIGHT
Adding a 50g sole weight requires plenty of discretionary mass. This is where a lightweight carbon crown comes in handy.



HELPING HAND
The laser alignment system extending across the top of the face is designed to help boost shot accuracy for all handicaps



COMPACT
At 170cc's, Stealth 2 Plus boasts the smallest head volume of any fairway wood in TaylorMade's current lineup.



What's in My Bag

MAX HOMA

With a bag full of Titleists and a headcover sporting his pup's mug, the Californian continues to make his presence known on the PGA Tour

1. TITLEIST TRS FAIRWAY WOOD HEADCOVERS,

2. GOLF BALL ALIGNMENT TOOL, APPLE AIRPODS, SHARPIE MARKERS,

3. ALIGNMENT PRO TRAINING AID,

4. ALIGNMENT STICKS, each

5. TITLEIST TSR3 DRIVER, 10 degrees, Fujikura Ventus Black 6X shaft, 300 yds (carry);TSR3 FW, 16.5 degrees, Fujikura Ventus TR Blue 8X shaft, 265 yds; TSR2 FW, 21 degrees, Graphite Design Tour AD XC 9TX shaft, 245 yds; (driver), (fairway woods)

6. FOOTJOY RAINGRIP AND PURE TOUCH GOLF GLOVES, (RainGrip),(Pure Touch)

7. TITLEIST PROFESSIONAL VALUABLES POUCH,

8. 2022 PRESIDENTS CUP YARDAGE BOOK

9. TITLEIST 2023 PRO V1 GOLF BALLS, per dozen

10. BUSHNELL PRO X3 RANGEFINDER,

11. CUSTOM "SCOTTY" (HOMA'S DOG) DRIVER HEADCOVER

12. SCOTTY CAMERON CIRCLE T PUTTER COVER

13. VISIO BY PHIL KENYON PUTTERTRAINING AIDS

14. BALL MARKERS, TEES, DIVOT REPAIR TOOL

15. TITLEIST TOUR DOUBLE CANOPY UMBRELLA,

16. TITLEIST T100S, 4-iron, KBS -Taper 130 Black PVD shaft, 225 yds; T100, 5-iron, KBS -Taper 130 Black PVD shaft, 212 yds; 620MB 6-9, KBS -Taper 130 Black PVD shafts, 195 yds (6-iron), 183 yds (7-iron), 170 yds (8-iron), 158 yds (9-iron)

17. TITLEIST VOKEY DESIGN SM9 WEDGES, 46-10F, 50-12F, 56-14F, 60-04L degrees, KBS -Taper 130X shaft (46), KBS Hi-Rev 2.0 125S shafts (50, 56, 60), 143 yds (46), 130 yds (50), 113 yds (56), 92 yds (60); per iron (T100, T100S), per iron (620 MB), (SM9)

18. SCOTTY CAMERON PHANTOM X 5.5 PROTO PUTTER

19. NUUN SPORTS HYDRATION TABLETS,

20. BANANA BOAT SPORT ULTRA SPF 50 SUNSCREEN,

21. HUSKY MULTIFUNCTION LEVEL,

22. BURNS & WILCOX GOLF TOWEL

23. VISIO MI PUTTING TEMPLATE,

NOTE: Homa's bag was photographed on November 16, 2022



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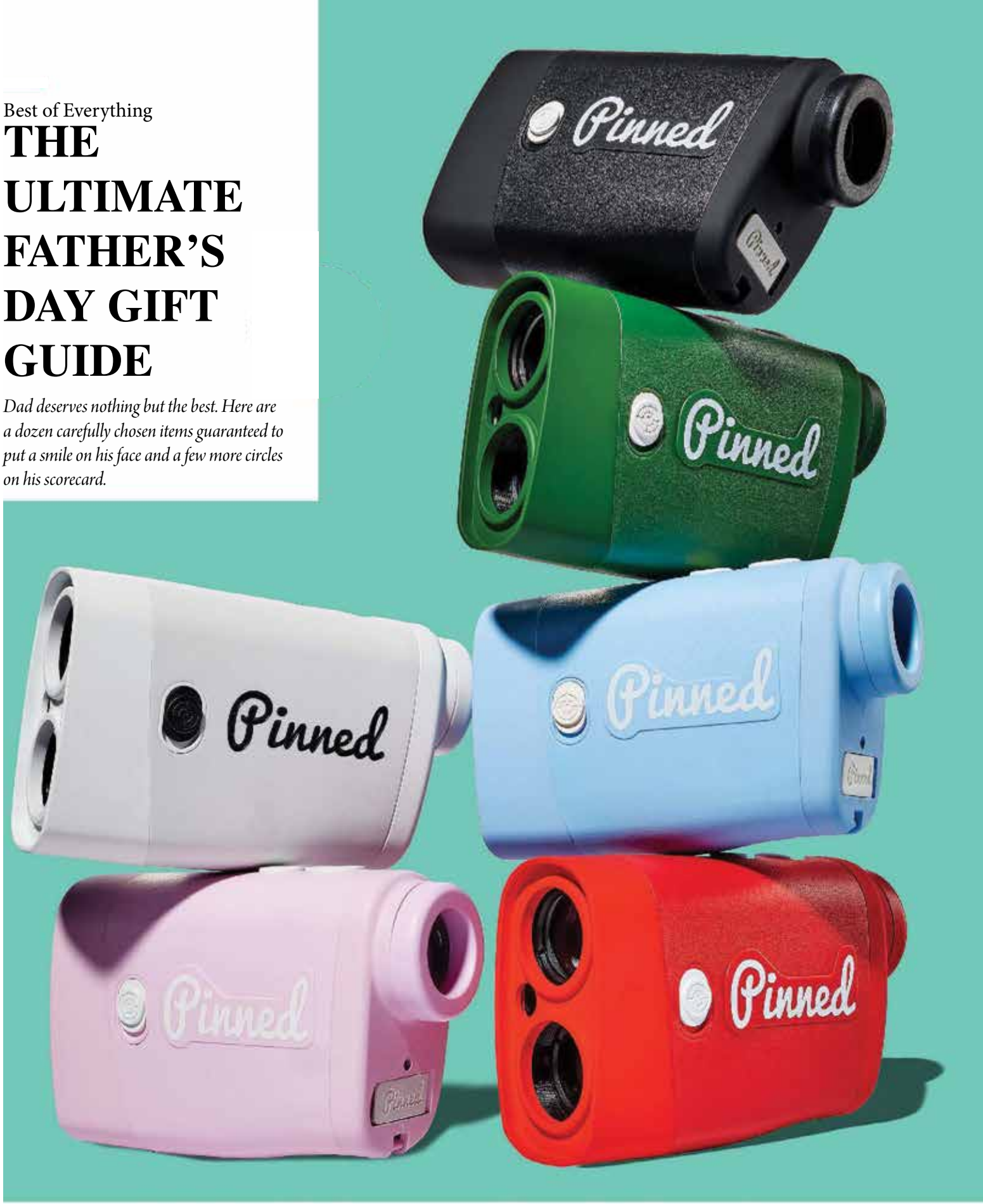
Burns & Wilcox
M1 PUTTING TEMPLATE

Best of Everything

THE ULTIMATE FATHER'S DAY GIFT GUIDE

Dad deserves nothing but the best. Here are a dozen carefully chosen items guaranteed to put a smile on his face and a few more circles on his scorecard.



PINNED GOLF PRISM

Performance is the first thing to consider when deciding on a rangefinder. The Prism features a high level of accuracy without the high price tag. It comes in a rainbow of colors to better jibe with Dad's bespoke headcovers, towel and bag.
A run-of-the-mill gray GPS—puh-lease. The Prism edges out its competitors thanks to its six color offerings. Now Dad can be confident that his rangefinder is always right and handsome. Just like he is.





SHOT SCOPE V3 GPS WATCH

If your dad loves his tech toys, this is the gift for him. Shot Scope's V3 GPS watch shows each shot's distance as well as carry distances to the front, back and middle of the green, plus hazards. It can record every stroke of his round, then upload and analyze more than 100 gameimprovement statistics, like Strokes Gained analytics. Also included: 36,000 preloaded courses worldwide and 10-plus hours of GPS-mode battery life per charge.

ADIDAS ULTRABOOST SPIKELESS SHOES

Adidas just launched some feel-good footwear Dad will be proud to take to the course. The Ultraboost's midsole is designed to absorb pressure and return energy to his feet for max comfort and endurance. That feels good. Add to that an upper made of recycled ocean plastic and polyester and Dad's saving the planet with every step

PRECISION PUTTING LASER



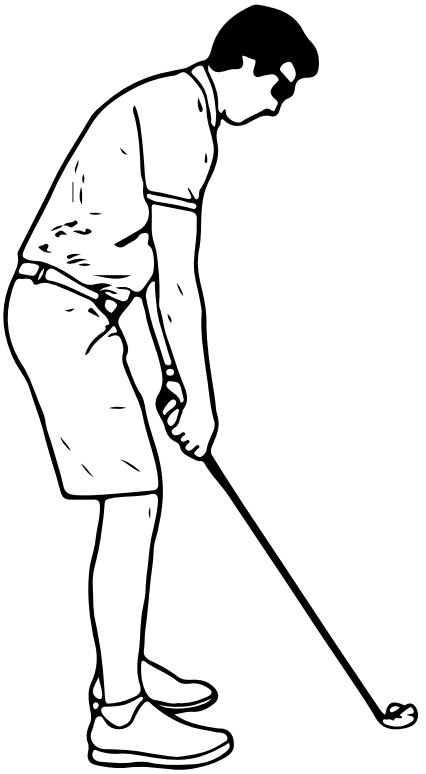
help Dad sharpen his putting skills from the comfort of home with this bestselling training aid. The Precision Putting Laser locks onto a tripod to easily align with the target, providing a clear visual of the intended line. With each putt, he can see exactly where his aim or stroke has gone wrong—and implement a quick fix.

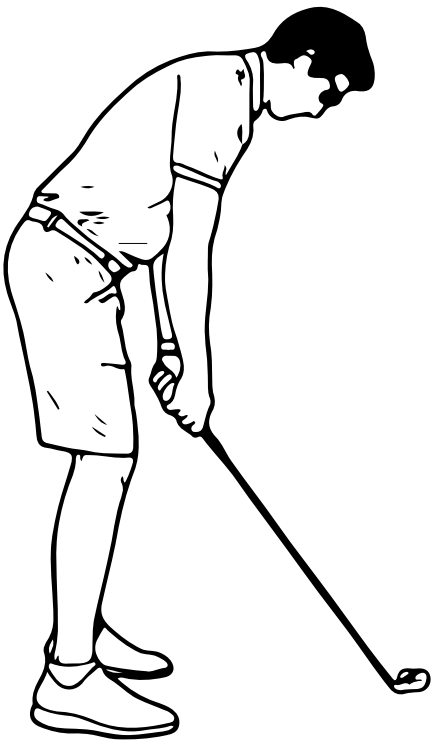
MAKE A GREAT SWING!

The fundamentals of a golf swing can often be overlooked as golfers go in search of a magical fix; the one movement that suddenly corrects all the long-standing problems so that the golfer hits the ball consistently straight forever more.

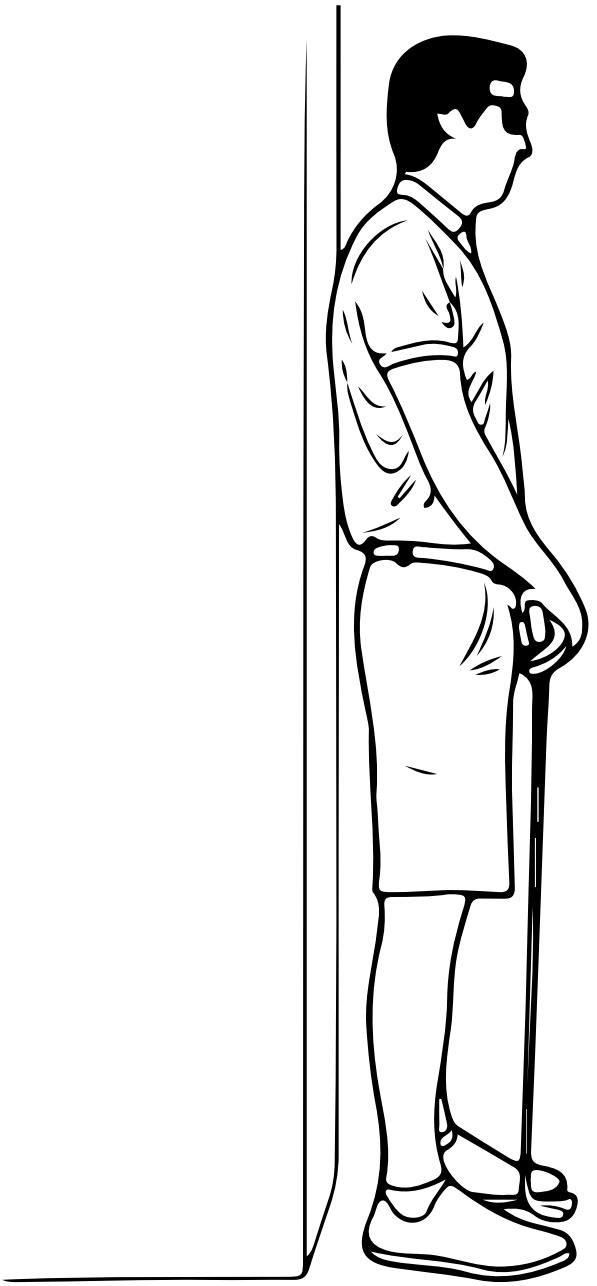
Sadly, this is not a reality. Improving your swing is a process, rather than an epiphany. That process starts at the very beginning with how you set up the golf ball. When you watch professional golfers, you will notice everyone has a different golf swing and a different tempo, however, you'll see that they all have similarities in how they set up to the ball. One of the main consistencies is where the golfers' weight is positioned at address.

This has a huge impact on how they move the club away in the backswing and what compensations are required throughout their swing. If you start with your weight back on your heels, there is a good chance you will swing the club inside in your takeaway, thus needing to lift the club upwards to complete your backswing. If you start with your weight too far forwards on your toes, then you may struggle to keep your balance throughout your swing resulting in you standing up in your backswing to stop yourself falling forwards.At address, your weight should be on the balls of your feet; this is normally somewhere close to the first lace on your golf shoes. Having your weight here will help you maintain an athletic position to start your swing from.The two pictures below show common faults we see when golfers have their weight in the wrong position at address.

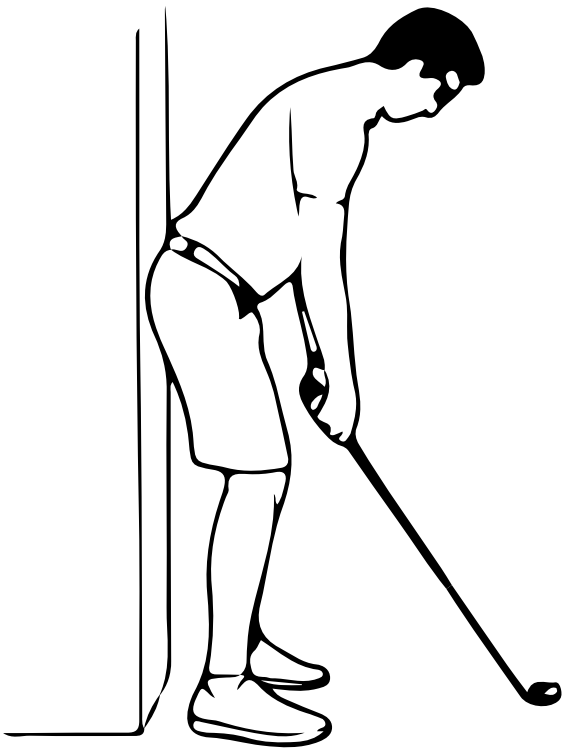




To help you correctly feel where your weight should be, stand facing away from a wall, with about 3-4 inches of space between your heels and the wall. From this position, address your 6-iron. If you do it correctly, then you should be able to take your address position with your bottom just touching the wall.



POSITION BEFORE TAKING ADDRESS.



CORRECT ADDRESS POSITION WITH BOTTOM JUST TOUCHING THE WALL.

A good address position is one of the keys to having a consistent, balanced swing. Spend a few minutes every week checking to make sure it is correct.

THE PRE-SHOT ROUTINE.

A a consistent and systematic procedure (a sequence of thoughts, checkpoints, movements or details) that is executed by a golfer prior to hitting a shot.The pre-shot routine is one of the most acknowledged but under-used techniques in golf, especially by amateur golfers. Many players start their round with the best intentions, but, on average, by hole 12 the routine is discarded. One of the main reasons people struggle is time – they worry they will take too long doing a routine and feel that other players will think they are holding them up. The foolproof pre-shot routine below addresses both these issues.

There are four stages to a pre-shot routine:
Stop and think;
- Prepare and rehearse;
- Execute the shot;
- Evaluate the shot.

Stop and think
This stage starts as you approach your golf ball when you will consider:
Distance to target (pin or avoiding danger);
- Wind direction;
- How the ball is lying;
- Golf club selection.

Prepare and rehearse
The next stage is about preparing for the shot:
Take a practice swing from behind the ball facing towards the target;
Step into the golf shot;
- Align your clubface to the target first;
- Then align your feet to the target.

Execute the shot
This is the point when many people freeze over the ball, with lots of thoughts running through their mind. The key is to have a trigger:
Take a final long look at the target;
- Focus back on the golf ball;
- Add your trigger: perhaps a breath in and out or tighten and then relax your grip on the club;

On the breath out or the relax of the grip, hit the shot.

Evaluate the shot
Having completed the first three steps, take your glove off, walk and consider the following questions as you approach your next shot:
- How would I rate the contact I made?
- How was the direction of my shot?
- How was the distance on my shot?
- What can I do to improve my next shot?

When you reach the ball, your glove goes on, that previous shot is gone and you focus on the next shot and repeat your routine. The pre-shot routine isn't something you can just apply overnight; you need time to practise and perfect it on the range before you take it to the course. Lots of people will ask me, "What if I mess up the routine?", and my response is "start that part over again". Take some time to plan your routine and take it out for a test run on the course before you finally add it to your game in tournament play.

- Gareth Shaw is an accredited PGA Professional with an MSc in Applied Sports Psychology & BSc in Sport & Exercise Science who specialises in mental skills training



Once you step into the ball, have a trigger to help you execute the shot

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44 **Janus Architects**
Nandini Hotel has become a renowned building in Sylhet with a revolutionary interior design solution. This artistic work has grabbed the attention of many and has been known since then.

60 **Build your perfect salad**
Much like boiling an egg or roasting veggies, making a salad should be a matter of tossing together some leaves and dressing, right? Thing is, just a little extra effort can take your salad from meh to marvellous.

JANUS
ARCHITECTS

Text by **Sadia Shamaun**

The **'Line House'** has become a renowned building in Sylhet with a revolutionary interior design solution. This artistic work has grabbed the attention of many and has been known since then. The Golf House lifestyle had a chance to speak to the Chairman of Janus Architect about **Line House'**.





Architect Zishan Fuad Choudhury

Briefly tell us about 'Janus Architect' and its background.

We started this enterprise back in 2011 and from then on we are operating our consulting firm. We managed to complete many projects both in exterior and interior. During the early stage we had to muddle along and we coped through it through many trials and tribulations. We not only specialize in architecture but also in arts and designing. We are adept and competent in constructing both interior and exterior architecture.

What was the client's requirement for the project?

For this particular project our client wanted us to be innovative, he wanted us to be experimental with all the possible design ideas to see which fits best. Additionally he demanded a clutter-free and minimalist look with all the space used. This client of ours allowed us to be flexible with the designs. We also helped him acquire his dreams for him to ease in harmony.

When did this project start and how long did it take to complete?

This Project itself was a complete challenge for us as COVID-19 had already begun by the time we started. We had to stop the construction as soon as we started in the wake of the quarantine. However, we found this time beneficial because we had more time in hand to explore and experiment. Although we started construction, this time allowed us to modify and revise our plans and bits of design.

Thus we got to change a bit of the colors, lighting and the furniture to create a casual atmosphere with a dash of sophistication. This helped us better to work finally after the lockdown situation was over. Moreover, our client was not in a haste so we had a bit

of time in hand. All in all this project took us more than a couple years to complete.

How much area does this project cover?
This project is definitely quite big, around 7000 Sq.Ft. It is a duplex condominium consisting of a great number of sundry bedrooms. There's also an attic featuring a view of the terrace and a garden. We even worked a little with the rooftop and the parking space.

As an architect, how do you use design elements to turn spaces into places where people want to reside?
As an architect I believe that a house where one lives defines himself and his personality. So we try to shape the spaces as a part of home in a way that makes it user-friendly and functional. We also try to use the top quality elements providing the spaces a better finish and also increasing longevity. Some clients also want to keep hold of the furniture or elements that they don't want to lose and so we keep them as a part of the design element.

Tell us about the idea and concept behind the project.
In different projects we like to come up with different concepts. As a matter of course we use lines in almost every project, it can either be a diagonal line, curved line or a straight line. In this project our concept was to make lines and create patterns. The lines reflect the walls and the ceiling and we try to use different color palettes to give it a vibrant variety.

What types of materials have been used in this project? Are they locally sourced?
We had to rely more on imported materials than local items. This also helps us find







duty-free products that will last a lifetime. More than 90% of the materials that we use are brought from Dhaka and so there's always a high transportation bill. We like to keep things simple and use less amount of materials to give out a modern look.

What were the landscaping scopes in this project?

Since it is an interior project, the scope of landscape is very few or minimal. We like to incorporate plants in our interior but it can be critical because not all plants survive in indirect sunlight. Some of our clients may refuse to have them as it has high maintenance and not caring for it can kill it, so we don't force it on our clients.

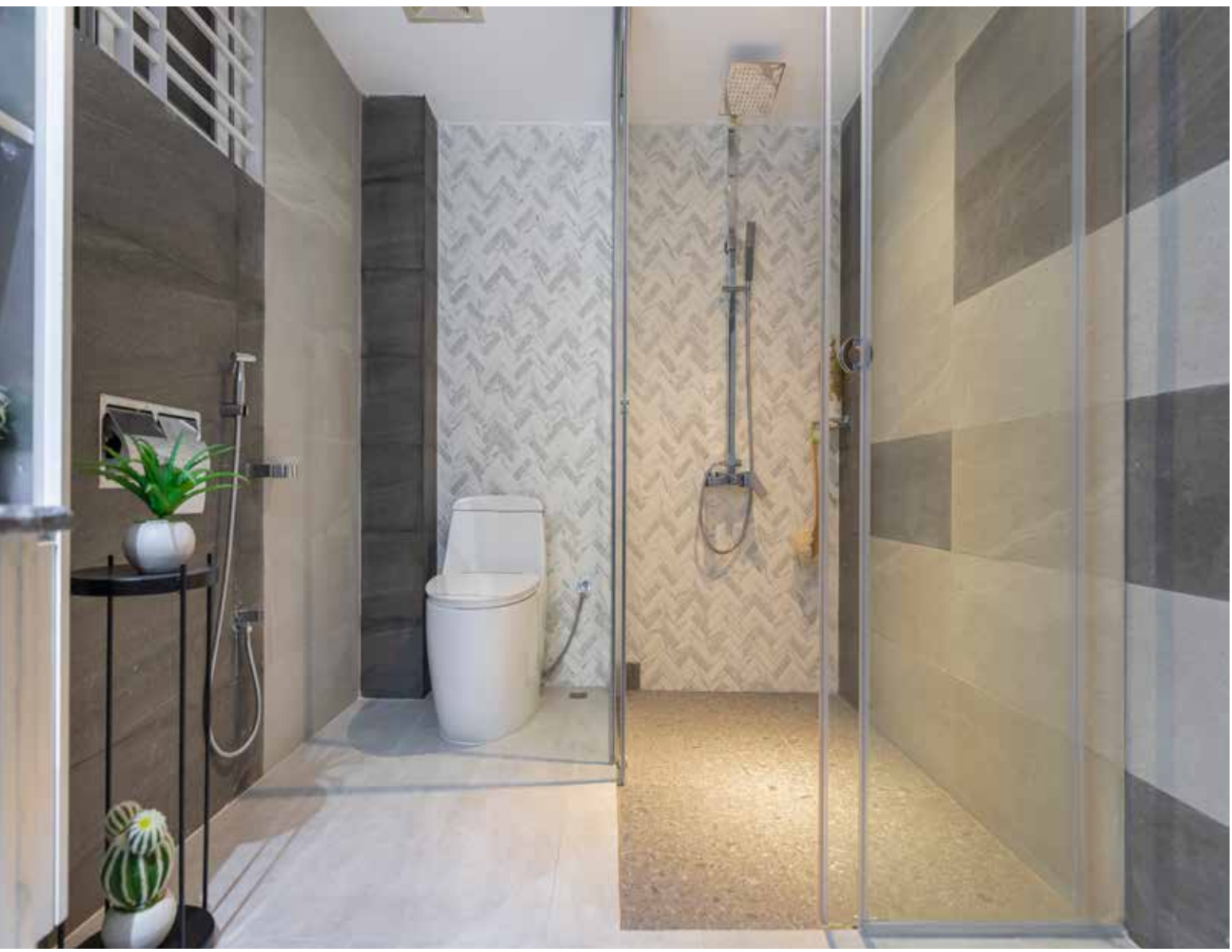
In this particular project we tried to convince our customer to add some elements of nature to bring life to the spaces. However, he didn't want it so we could only add a few greenery so that he can enjoy family time with his loved ones.

What sorts of plantations did you implement? Were they easy to source?
We designers have it hard while choosing a plant that would survive in the interior spaces because most plants need direct sunlight. Consequently, adding plants becomes a challenge for us and our clients. While working with this client we could only add a few gardening plants on the rooftop as per his requirements. The plants used were easy to source as exotic plants can make it difficult for the keeper to handle. Therefore, we used plants that are copious in our country and are easy to care for.

Tell us about the type of structure implemented?
This project was primarily conducted by a local architect so the condition of the building was not satisfactory. Therefore, we didn't deal with any structure, we were handed this project with the structure already completed. So it was not possible to implement any structural modification. As a result we were introduced to several difficulties where we had to camouflage some beams and columns to make it seamlessly modern.

Can you tell us about the space segmentation of the project?
Firstly we designed common spaces which is a good place for the family, this is where the family get to spend quality time with their loved ones. We have added a kitchen on the 1st floor so that the client can use it without having to go down to the main kitchen room. We kept the first floor full of privacy (private zone) and the ground floor to hold gatherings and to tend to the guests. This doesn't mean the spaces are fully segregated; you can always have visual communication from between the common spaces as you'll be able to see the bottom from the top. We also created a second set of stairs to enhance privacy where one can easily go upstairs to his room without having to communicate with the guests if he doesn't want to.

Tell us about the interior details- color palette, furniture and lighting.
Our motto for the design was to create some resemblance of our client and his lifestyle.. We wanted to further embody some sort of





uniqueness in each of the designs for the customers. There are always some details that we have added to make it unparalleled in a way that bears semblance to the owner and his personality. This is something we strictly maintain and has become our signature style. As a result, we get to experiment and our clients also get to taste exclusivity at the same time.

The color palette we frequently use is monochronic and is always softer in shades such as beige, gray and brown that are not harsh on the eye. The lighting we use is based on the ambiance one wants to add in a space. We try to balance the lighting between cool and warm for it to go easy on the eye of the users. We believe lights make a living area ecstatic so we add lighting of all sorts depending on the clients' wants and the atmosphere they want to forge.

Any particular construction detail you want to discuss- in terms of facade treatment?

When designing spaces, we try to work on every detail. While working with these clients and any other clients we build in tiny details because eye catches detail. As it was a two story mansion, we used block-like uneven materials and created a mountain feature effect on the wall of the formal living area. We also inserted light to create depth. This majestic wall can be viewed from the ground floor and even the second floor. Additionally we had to add hidden doors to the storage spaces the client wanted to hide so that the visitors wouldn't notice.

Any kind of constraint or challenge faced during the construction process?

We are always instigated with many challenges while working on any interior and exterior projects. Here, the transportation of goods seemed strenuous. The climate coupled with the covid caused the projects to seem formidable since the level of humidity can have an effect on the progress of work.

This was a special project that we worked on because the concept used here is not so common in Sylhet. Not many people are introduced to such work and designs. This concept was pretty unknown to the residence of Sylhet. After we were done we encountered many visitors that came to see our work and they were astonished to see such interior work.

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4

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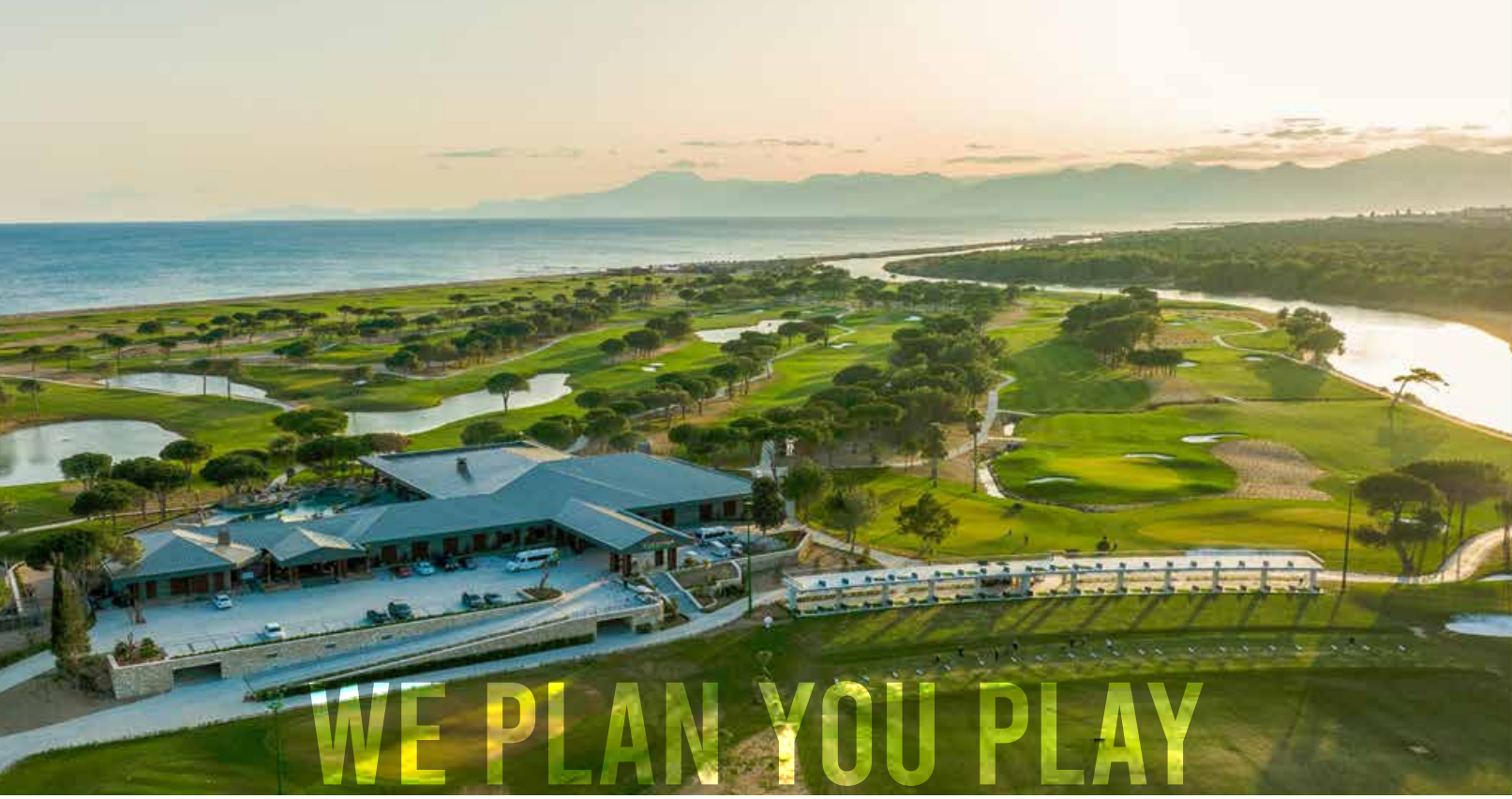

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Herby salmon

The fillets cook beautifully in an air fryer, and the herb seasoning brings a punch of flavour. Serve with a helping of greens and grains.

SERVES 4 PREP 5 mins
COOK 10 mins EASY

1 tsp mixed dried herbs
1 tsp garlic granules (optional) 4 salmon fillets (about 130g each), skin left on or removed, according to preference 1/2 tbsp olive oil
cooked seasonal greens and grains, such as quinoa or
brown rice, to serve (optional)

1 Combine the herbs and garlic granules, if using, with 1 tsp each salt and pepper in a shallow plate. Rub the salmon fillets with the olive oil and roll in the seasoning to coat.

2 Arrange the fillets in the air-fryer basket in a single layer and cook at 180C for 8-10 mins until cooked through. If you have larger salmon fillets, they will need to be cooked for longer - keep checking after 10 mins and cook in 1-2 min intervals until ready. Serve with seasonal greens and quinoa or rice, if you like.

PER SERVING 264 kcals • fat 17g • saturates 3g • carbs 0.1g • sugars none • fibre 0.1g • protein 27g • salt 1.4g



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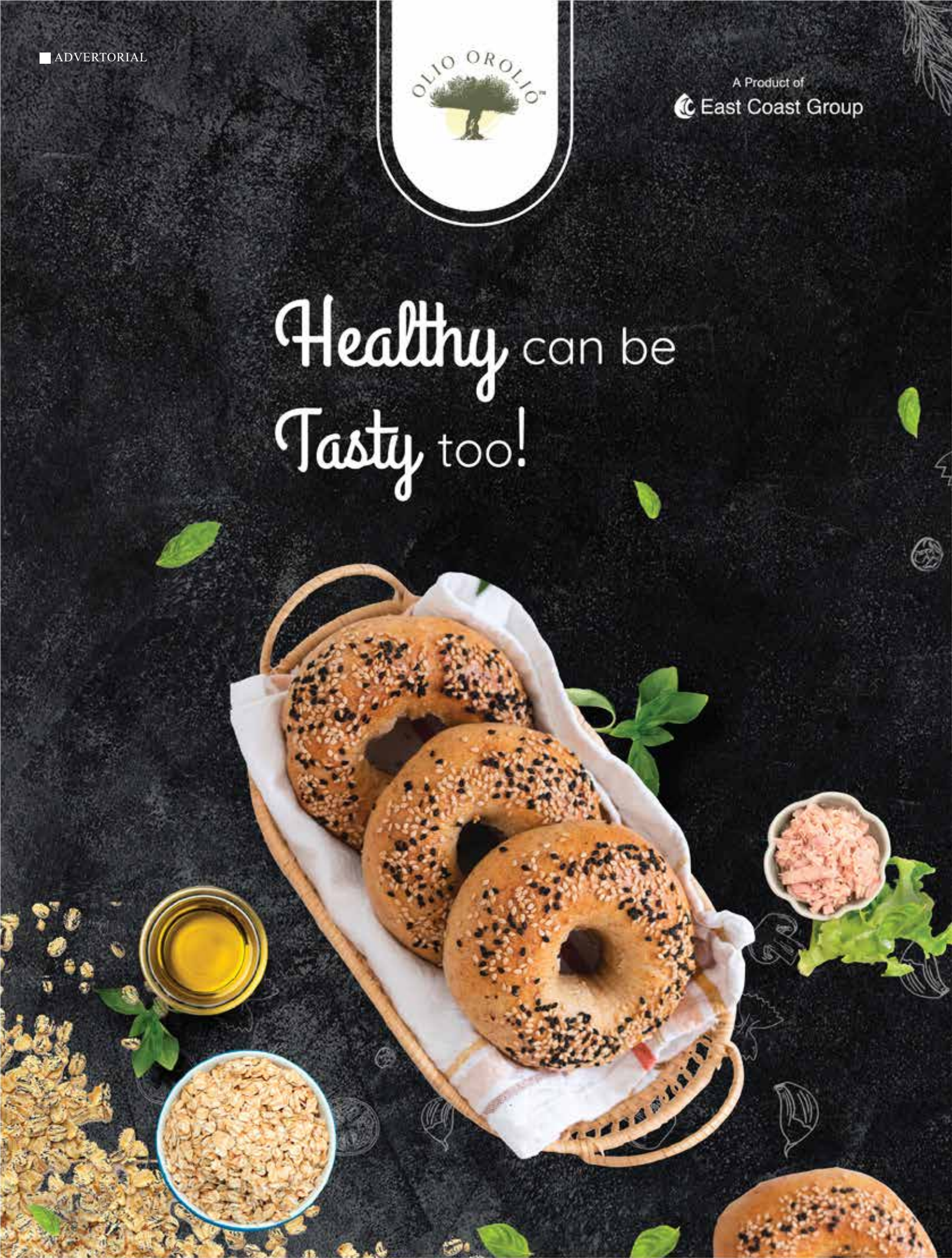

Ingredients

- Oats- 1 cup
- Chicken Minced- 1 cup
- Rice Flour- 2 tbsp
- Olio Orolio Olive Oil
- Onion- 3 pcs chopped
- Potato- 3-4 pcs
- Green chili- 4 pcs chopped
- Garam Masala- 1 tsp
- Mixed Masala- 1 tbsp
- Pepper- 1 tsp
- Egg- 1
- Coriander
- Salt
- Cucumber
- Lettuce

Procedure

1. Take a dish and mix minced chicken, mashed potatoes, some chopped onion, green chili as per taste, ½ tsp pepper, ½ tsp garam masala, 1½ tsp mixed masala, some coriander and 1 tsp rice flour.
2. Add salt as per taste and then add oats.
3. Beat an egg and pour 1/4th of it into the mixture. Form donut shapes from the mix.
4. Heat up a small amount of olive oil in the pan.
5. Dip each donut in egg and oats before frying them.
6. Serve with tomato, carrots and lettuce.

Recipe Courtesy: Nazia Farhana, culinary artist

Chicken Oats Donut

Healthy Fact!

The Olio Orolio Olive oil used in this recipe aids in weight loss.



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The GolfHouse GOLFER'S LIFE



NATURE BASED FRIENDLY

GOLF TOURNAMENT HELD AT ARUNIMA

The Arunima Golf Tournament 2023 and the inauguration ceremony of Nature Based Driving Range was held at the Arunima Resort Golf Club in Narail on July 8, 2023. President of the Parliamentary Standing Committee of the Ministry of Foreign Affairs, Muhammad Farooq Khan MP, attended as the chief guest and distributed the awards among the winners.
Arunima Resort Golf Club Committee Chairman Major General Abdur Rashid PSC (retd) was present as a special guest while the club committee's Vice Chairman Mohammad Hatem was also present.
Besides, the representative of Jessore Golf and Country Club Major Sheikh Hasnat-e Miraj, President of Tourism Resort Industries Association of Bangladesh (TRIAB) Khabir Uddin Ahmed, Chairman of Tourism and Hospitality Management Mohiuddin Helal, President of Wall Travelers Club Touhida Sultana gave speeches at the event.
Golfers from Jessore Golf and Country Club, Savar Golf Club, Kurmitola Golf Club and Arunima Resort Golf Club participated in the day-long tournament. Major Sheikh Hasnat-e Miraj became the champion in the amateur category. Nimai Roy of Arunima Resort Golf Club became champion in the professional category.
The chief guest in his speech highlighted the importance of constructing a bridge over the Madhumati River at Barpa to improve the transport system for golfers, guests and local people at Arunima Resort Golf Club. He said while other golf courses are artificial, the one at Arunima Resort is nature based.
The program was conducted by Irfan Ahmed, Managing Director of Arunima Resort Golf Club.











MoU SIGNED

BETWEEN TGC & INTERCON



Tiger Golf Club-TGC has signed a Memorandum of Understanding with InterContinental Dhakato provide exclusive benefits for the club members. The MoU ceremony was held at InterContinental recently, Heru Hartanto Subolo, Ambassador of Indonesia and President of TGC, and AshwaniNayar, GM of the hotel signed the agreement.
Md. Mokammel Hossain, chairman, Bangladesh Services Limited-BSL and Secretary of Ministry of Civil Aviation and Tourism, Mohammad AtiqurRahaman, MD of BSL spoke at the ceremony.

Haji Haris Bin Othman, Ambasaador of Brunei, RinchenKuentsyl, Ambassador of Bhutan, BrigGenMd. ManzurQader (Retd) VP, Syed Mastafizur Rahman, Treasurer, Yasmin Rahman, Lady Captain and Hafizur Rahman Khan, member of TGC was presence there along with other guests and members of both organizations.

Under the agreement, TGC members can enjoy benefits such as Buy 1 Get 1 on local staycation packages, Buy 1 Get 1 on Buffet Lunch and Dinner at Elements restaurant and 25 percent discount at the wellness facilities. TGC members will also be able to enjoy a full waiver on venue rental for hosting 200+ pax events and a special room rate for its guests at InterContinental Dhaka when hosting golf events.

Tiger Golf Club started its journey in



2009/10. The members of this club include foreign expats, diplomats, as well as local enthusiasts. DDGA and TGC conduct tournaments regularly. They also arrange farewell tournaments for those departing the country. On average DDGA and TGC organize at least 2/3 three tournaments each quarter. They have a program of organising tournaments in different countries and through this initiative diplomats and expats are able to take home good memories of Bangladesh and Bangladesh golf.

The InterContinental Dhaka an IHG Hotel is a prominent luxury hotel in central Dhaka. It features 226 luxury rooms and suites, a selection of restaurants offering exquisite cuisine. It has an outdoor swimming pool, fitness center, a garden and restaurants.



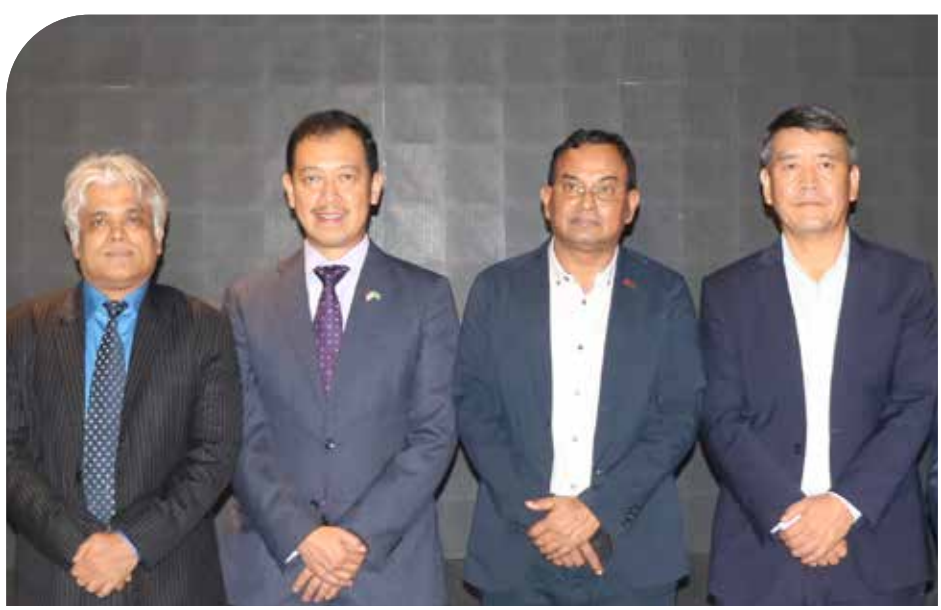





AKA









GOLF UNITES DOCTORS

The inaugural edition of the 1st SARR Group Golf Tournament 2023 was held at the Kurmitola Golf Club on July 7, 2023, sponsored by the General Pharmaceuticals Ltd.



The tournament saw participation from over 55 senior physicians, surgeons and specialists from all across Bangladesh including four female players. The purpose of the event was to establish a social excuse for doctors with the tagline of "Doctors on the Green" and for them to spend time with each other outside the scope of profession and patient care.

Despite the general challenges of travel, doctors had travelled from as far away as Chattogram and Cumilla to engage with thedoctorfraternity.

The SARR Group's founding members are: Dr. Maj Gen MdShahidul Islam (Retd), Dr. Brig Gen MdAzizul Islam (Retd), Dr. Brig Gen MdRahimgir (Retd), and Dr. Brig Gen MdRezaul Karim (Retd). All of them coordinated this tournament and thanked Kurmitola Golf Club and the sponsor, General Pharmaceuticals Ltd., for the tournament's success.

Besides the other participants, Maj Gen Matiur Rahman(Retd), Maj Gen Nasir Uddin(Retd), MP, Lt Gen Zaforullah Siddiqui(Retd), Maj Gen MohdMahbubur Rahman(Retd), Maj Gen Mahbubur Rahman(Retd), Maj Gen Abdul Ali Miah(Retd), Maj Gen MdAzizul Islam, Maj Gen Anisur Rahman, Maj Gen Yusuf, Maj Gen MdShahjahan(Retd), Maj Gen Debashis(Retd),Maj Gen Mohiuddin(Retd),and other officials with their spouses attended the closing function.

The fabulous KGC course, once again provided a fitting venue for the event.

"What a great way to promote doctors' health



> ***"Doctors do love playing golf. It helps that as an anesthesiologist, they work long shifts, which allows them some time during the week to play."***

by getting out on the course, enjoying the beautiful weather and all for a great cause," said Dr. Maj Gen MdShahidul Islam (Retd).

"We are thrilled with the interest of the doctors' community and are already looking forward to the next event," he added.

"Thank you to all of our tournament sponsor, partner and participants who helped make this one of the most anticipated golf events for Doctors on the Green," saidDr. Brig Gen MdRahimgir (Retd).

"Doctors do love playing golf. It helps that as anesthesiologists, who works long shifts, allowing them some time during the week to play. The reason doctors play is simple: to feel that there's no better stress relief. Yes, there's the occasional frustration with a bad shot, but there's just something about being out in the open air and enjoying the company of friends for a few hours," Dr. Brig Gen MdAzizul Islam (Retd) said.

Dr. Brig Gen MdRezaul Karim (Retd) specially thanked Kurmitola Golf Club for doing the on-ground coordination for this tournament.

During the closing ceremony of this tournament, SARR Group gave a crest of honor to Mr. Nazrul Hosen Ayon, founder of TheGolfHouse magazine, for his outstanding contribution towards the doctors' golfing community and golf in Bangladesh.

"Truly honored to receive it. Thanks to SARR GROUP and the senior doctors' golfing community for this crest of honor. Passion is the spark that illuminates your path to success and creates masterpieces along the way. There will be more such recognitions and awards to follow," said Nazrul Hosen Ayon.

Among the 14 winners of different categories, Dr. Maj Gen MdAzizul Islam (Retd.) was awarded the champion prize and Brig Gen Mustafa Abedin (Retd.) won the runner-up prize and MrsNeela Aziz became the Lady winner.

TheGolfHouse magazine was the proud official media partner of this event.

A fabulous gift pack was presented to each participant at registration. The participants are already discussing the 2nd edition of the tournament and a golf vacation tour with this community.

















Golf Unites Doctors

Galleries










07th July, 2023




DOCTORS ON THE GREEN
07th July, 2023
Kurmitola Golf Club, Dhaka Cantonment


07th July, 2023
Kurmitola Golf Club, Dhaka Cantonn




07th July, 2023
Kurmitola Golf Club, Dhaka Cantonment


1ST SARR GOLF TOURNAMENT 2
DOCTORS ON THE GREEN




DOCTORS ON THE


07th July, 2023
Kurmitola Golf Club, Dhaka Cantonment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