

COVER FEATURE



Hire away!

Ask and you shall receive—on rent

By Harshika Udasi

Harini Shah, 45, is an aerobics instructor with a life more fast-paced than her choice of exercise. A Mumbaier who lives in the suburbs with her husband, Anup, she handles several batches of fitness freaks—a profession that keeps her on her toes. Literally. In the middle of this hectic rat-race, Harini found

no time to realise her long-standing dream of a mini garden. Then suddenly, the dream became reality two years ago. Now her sprawling 2,200 sq. ft home has 350 sq. ft of greenery. The potted foliage is on rent; complete with a 'well-being package' for the plants!

"I wanted to have greenery around me, yet I knew that I did not have the time to tend it," says Harini. "When I heard that plants can be rented from and cared for by an external agency, I jumped at the idea, it sounded so convenient." She has signed up for an annual rental package scheme run by Silver Foliage, a plant rental agency, and is now proud of her collection of about 40 flowering and non-flowering plants.

Seek and you shall find—on hire! Hire, lease and part-ownership seem to be the watchwords of the new tribe with a soaring ambition to keep up with the Joneses, but at just a fraction of the cost. The rental business is taking the world by storm. In Japan, you can hire pets to see if you can really handle the extra responsibil-

Sail ho!

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No ropes attached: Shakeel Kudrolli (left) of Aqasail and Pritam Doshi (inset) interior of the yacht

