

India Centric Social Networking Site SpiceFlair.com Is All The Rage With Reward- The-Member Program

/EINPresswire.com/ Provides real-time information about Indian culture, history, travel destinations, and cuisine.

Apple Valley, Minnesota, USA, [Spice Flair](#) is a US based social networking site that purports to promote [India](#) as a fascinating smorgasbord of eclectic travel destinations, rich and varied cuisine, hoary traditions of spirituality, and thousands of years of fascinating history. Says Nandhini, the founder of the website, "India is known to the West, and then it is not. In an era where India is defined more by its IT prowess and rising economic power, apart from a fleeting acknowledgement of it being the progenitor of Yoga, there is very little knowledge about India the land and its people."

What she alludes to is the fascinating diversity of India's landscape and its people. From the snow-clad Himalaya Mountains and alpine meadows in its extreme north to the lush tropical back waters of Kerala, and from the distinct Portuguese ambiance of the backpackers' paradise, Goa to the verdant and wooded North-East, India is a land like no other. Spice Flair endeavors to let people find out all there is to know about India in terms of its spirituality, wellness, creativity, arts and crafts, culture, cuisine, history, leisure & entertainment and tourism.

Spice Flair does this by providing a platform for top drawer articles, blogs and photographs about various aspects of India. By getting people who are deeply curious about India to engage in group discussions that are moderated by qualified experts and by way of contributory articles, it hopes to promote the rich culture, tradition, and history of India. Where Spice Flair scores over other means of obtaining information about India is in its providing an Indian context to the whole exercise, thereby enhancing the member experience. As Nandhini aptly puts it, "Spice Flair starts where Wikipedia ends".

Their modus operandi to achieve this is by sourcing content from experts in various fields. For instance they get practicing Ayurvedic doctors to write on traditional herbs and medicines. Similarly they will get yoga practitioners to talk about wellness and travel writers specializing in niches like ancient temples, street-food and Indian art and craft to contribute the relevant articles.

In essence Spice Fair is a global platform that facilitates dissemination and exchange of

information about India. Anyone can join by registering and check out all the action apart from sharing one's experiences. This process is made easy by the formation of what is called Spiceflair Group, a tool which joins those seeking specific information with the local expert on the matter.

Not only is Spice Flair free to join, it provides exciting incentives to those who participate actively, easily making it the best place to get to know about India. It does this by awarding [Flair points](#) to members for their level of participation. On accumulation of certain numbers of points one is eligible for gift cards from Flip Cart and Amazon. It is quite easy to earn these points too. One gets 100 on becoming member, 100 on writing a blog, and so on.

The promoters of Spice Flair have been quite heartened at the response. With membership numbers swelling by the day they are quite sanguine that the already vibrant Spiceflair community will soon gather critical mass and cause a paradigm shift in the way social media can be put to use in niche segments.

India centric social networking site Spice Flair.com has become quite the rage with its reward-the-member format. It provides real-time information about Indian travel destinations, cuisine, culture and history. Going one step further than other websites of its genre by providing an Indian context to the whole exercise, it welcomes top drawer articles, blogs and photographs about various aspects of India from people who are experts in their chosen fields. Free to join, Spice Flair provides exciting incentives to those who participate actively, easily making it the best place to get to know about India.

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