

Vidya's ME student shines as roaming blogger



Recently, the *News & Events* carried the story of Athira M R , a B Tech (CSE) student, who had published English translations of four Malayalam book. Her achievement had been extensively covered in the media.

This, the Editorial Team of *News & Events* would like to introduce another interesting personality in Vidya's campus. Nihad Ali, a S6 B Tech (ME) student, is passionate about food and travel and he doubles as a food and travel content creator. He was recently featured in *The New Sunday Express* as "The Roaming Blogger" on the highroad.

Nihad Ali is also maintaining a YouTube channel titled "roaming Blogger" on food, travel and lifestyle.

[Nihad Ali's YouTube channel is available HERE.](#)

ON THE HIGHROAD WITH 'INFLUENTIAL' NIHAD ALI



Mention the name Calicut and the image which comes to mind is that of a historic city known for its immense love of life — lip-smacking food, mehfil, ornately clad people and teeming streets, to name a few. Since 2019, the city has one more calling card: it is the hometown of the hugely popular 'Roaming Blogger' Nihad Ali. The 21-year-old is in fact a VLOGGER. Indeed he started out as a blogger, but in Covid's wake — from March 2020 — he switched to vlogging. Ask him how it all began, and Nihad is candid enough to say that it all started with a New Year resolution in 2019.

Food and travel are the two areas which the roaming blogger focuses on. Restaurants, cafes, resorts and hotels are his main areas of interest and many of them invite him over to dine at their place and do vlogs to increase the footfall.

Cut to vlogging: One-minute videos are his niche. And Nihad said people tend to watch them precisely for the reason that the content is condensed. If the videos were too long, they would rather not watch them. He has collaborated with some of the leading hotels and resorts — Novotel and The Park, Chennai, Holiday Inn, Bengaluru, Le Meridien, Kochi, The Natika Beach Resort, Thrissur etc. etc.

He says he caught the travelling bug from his brother Fadhil Ali, who is an avid traveller. Besides, Nihad said he simply loves to experience new things — he is



Nihad Ali

“Roaming Blogger has a brand value and most importantly, it has credibility. It is because of this clients approach us to increase the volume of business. I'm quite open with my viewers and will not hide anything from them. If something is not to my liking, I would not do a vlog

bad. So instead, I tell the authorities/officials concerned or the owner about the fact that the food was bad rather than post it on social media. So they can improve and change accordingly. Also everyone's taste buds are not the same. So some people might like it. Some might not," he says.

His videos on The Park Hotel and Novotel in Chennai, and Holiday Inn, Bengaluru were runaway hits. His vlog on the Presidential Suite at The Park, which charges an astronomical 794,000 for a night, has clocked the maximum viewership. A staggering 3,34,000 viewers tuned into watch — with a total reach of 4,22,000 — the uber luxury that the Presidential Suite offers.



equally at home in a seven star hotel as well as a budget hotel. His parents P P Ali Koya and Sharmida Ali and brothers Fadhil Ali and Sahal Ali are highly supportive of his passion for vlogging.

According to Nihad, unless and until he is convinced about the quality and taste of food, he will not do a vlog on it. He even recalled an incident in which he visited an eatery with the aim of savouring their food and posting a vlog afterwards. However, the food was unpal-

atable and so he just pushed off, believing that may be the chef had a bad day at the office or perhaps the food may have been prepared by someone else. "So I go and give a try at that particular restaurant/cafeteria again some other time. And if its good, I'll do a vlog then."

"If the food in a restaurant or cafe is not good, some people tell it directly on their vlogs. But I'm against it. I know the hardships involved in starting a restaurant. And destroying it through a single video is very



Nihad is also working these days as an influencer marketing expert and is into Caxo branding along with two of his friends. Due to the popularity and credibility of the Roaming Blogger, he said he can ensure that any business enterprise can be brought up to the expected level of success, through network of influencers and his two-and-a-half years' experience in the field. This will enable them to strategise and streamline the business.

He is passionate about English language and says it was the success of his team in the English skill competition at the Kerala School Kadooruram, which proved a turning point in his career and helped mould the wannabe vlogger in him. Having spent his early childhood in Abu Dhabi in the UAE, he had to return to Calicut along with his parents while a Class IV student at the Abu Dhabi Indian School. And he joined Bharatiya Vidya Bhawan, Chevayur on his return. After finishing Class X from Bhawan's, Nihad joined the Himayatul Islam IESS for his Plus One course. And it was then that the English skill team emerged victorious in the competition.

The third year Mechanical engineering student of Vidyia Academy of Science and Technology, Thrissur, said that in Covid's wake he has lot of free time on his hands, which means he can vlog as much as he wants. Nihad attributes one more thing for his success as a vlogger — he has always wanted to perform in front of the camera and vlogging provided the opportunity on a platter.

He also has a word of advice for entrepreneurs when it comes to advertising. Instead of paying a hefty sum to an ad company, the services of vloggers like him can be utilised by paying them a fraction of the ad budget. This will also ensure greater reach for the products, thereby increasing their visibility and the number of customers. Nihad has also provided giveaways worth around 72 lakh. These can be in the form of food vouchers, free resort stays, hotel stays and gifts. According to Nihad, he loves the Insta family and showers them with free gifts for their support for him.

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