

# HUES OF LIFE

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Vol. No. 04

Issue No. 02

SEPTEMBER 2024

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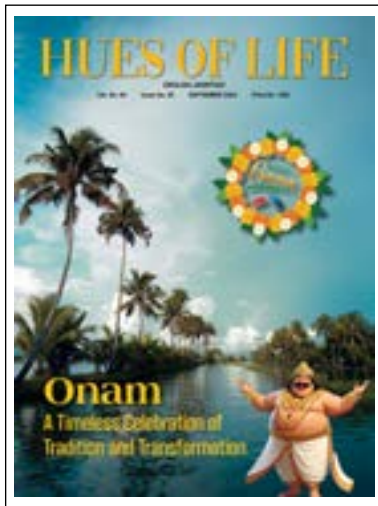
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# HUES OF LIFE

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## Editor's Desk

### Celebrating Innovation, Unity, and the Spirit of Onam

This is the celebration of innovation and solidarity – The Onam from its spirit. At this juncture of a spirited month of September, we hover in the dual space between festivities and sober introspection. Onam: The Best festival of Kerala is celebrated in this month which brings closer to Unity, Prosperity and Togetherness. August is the month when homes are adorned with pookalams, families get together for the grand Onam sadya and every nook n corner of Kerala rejoices. However, Onam is also a festival, it is the celebration of our common brotherhood in equality and love hummed with charity.

This Onam-special Hues of Life celebrates the festival and identifies and recognizes the extraordinary achievements of Kerala business leaders through the EBLA 2024. The event proved the undeterred spirit of innovation and leadership that moves our state ahead. The awards recognised outstanding contributions across sectors, from eminent leaders to established businesses that continuously shape the economy of Kerala.

It's time this month to salute the success stories of our business community as we revel in the joy that is Onam. But, as tradition does not stand apart from progress, the spirit of unity and resilience that defines us in merry-making on Onam sets a fire of growth in Kerala, propelling prosperity. It is this mix of culture, leadership, and innovation that sends us marching into a bright future.

Onam is a time for rejuvenation, reflection, and hope. Let this Onam bring in all these and more to each of you, as the success stories shared with you in this edition will inspire you and take ahead with you the spirit of innovation and unity across the year.

Wishing you all a joyous Onam and an inspiring journey ahead!

Warm regards,

Nijith Raj  
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# *Onam*

## *A Timeless Celebration of Tradition and Transformation*

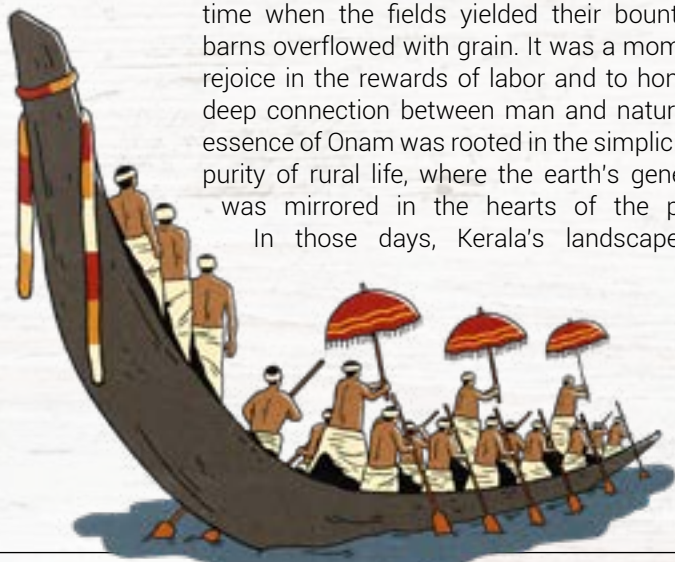
**A**s Onam graces Kerala once again, the air fills with the joy of celebration and the nostalgia of memories past. Each Onam brings with it the warmth of family gatherings, the vibrancy of floral carpets, and the taste of traditional feasts. But beneath these visible festivities lies a deeper question: Has Onam, with the passage of time, lost some of its original glory? Is the celebration merely about the return of the mythical King Mahabali, or does it carry a richer, often forgotten history that Keralites might have overlooked in this modern age?

Onam, for the ancient farmers of Kerala, was not just a festival but a celebration of the harvest—a time when the fields yielded their bounty and barns overflowed with grain. It was a moment to rejoice in the rewards of labor and to honor the deep connection between man and nature. The essence of Onam was rooted in the simplicity and purity of rural life, where the earth's generosity was mirrored in the hearts of the people.

In those days, Kerala's landscape was

dominated by paddy fields, and the harvest marked the climax of the farming calendar. Onam was a festival that blossomed from the land itself, a reflection of the region's natural beauty, tranquillity, and abundance. However, as modernity encroaches upon tradition, these verdant fields are disappearing, and with them, the deep-rooted customs that once defined the festival.

While the legend of Mahabali reigns supreme in Onam celebrations, there's another, less-known figure whose legacy is intertwined with this festival: Cheraman Perumal, the last king of the Chera dynasty. Historical accounts suggest that Onam was once a day to commemorate this beloved ruler who, on an Onam day, renounced his throne to embark on a pilgrimage, leaving behind a kingdom that adored him. His departure marked a poignant moment in Kerala's history, one that was celebrated with grandeur by his subjects. For many, Onam was not only a time to honour the mythical Mahabali but also to remember the wisdom and humility of Cheraman Perumal. Over time, as myths merged and memories faded, this aspect of Onam's heritage has been largely overshadowed, yet it remains a testament to Kerala's rich and complex history.





The transformation of Onam from a communal, agrarian festival to a modern celebration has been profound. In the past, Onam was a time for family reunions in ancestral homes, where generations gathered under one roof to share stories, partake in traditional games, and dance the Thiruvathira. The pookalam, or floral carpet, was crafted from flowers picked by children from the surrounding countryside, each bloom carrying the fragrance of local fields. Today, these customs have evolved. Urbanization has shifted the festival from the courtyards of village homes to the confines of city apartments. The flowers that once grew wild and free are now trucked in from distant states, and the traditional attire of Onakkodi has given way to designer outfits, tailored to meet contemporary tastes. The communal spirit of Onam, once so palpable in rural Kerala, has become more private, often confined to individual families rather than entire communities.

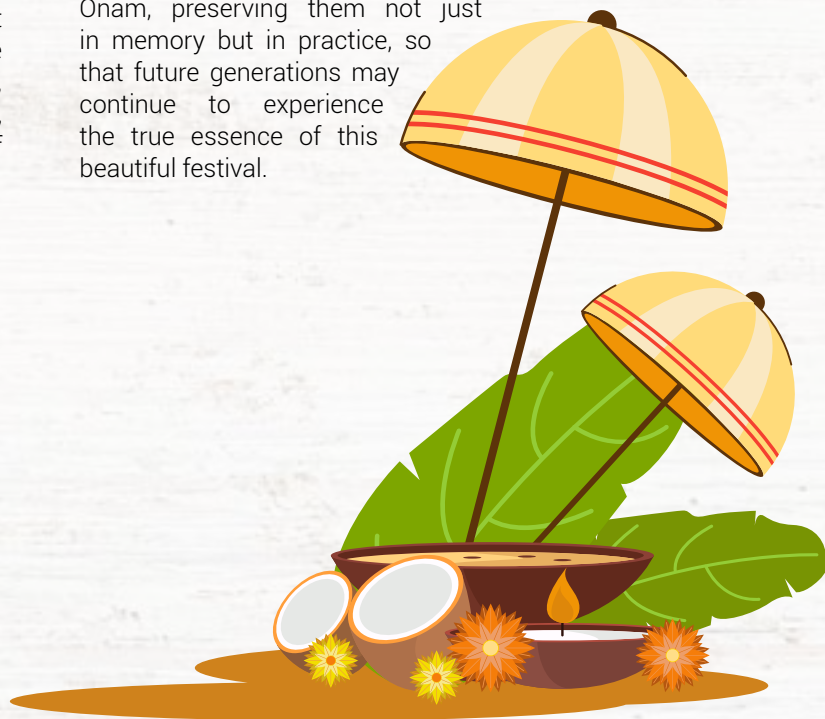
With the march of time, many of Onam's unique folk-art forms are disappearing. The Duffmuttu, once performed by Muslim artists in Ernakulam, the Onavedan with its painted faces and rhythmic udukku, and the Onapottan, with its colourful crown and bell, are now rare sights. These performances, once integral to the festival's vibrant tapestry, are fading into obscurity, taking with them the rich cultural diversity that once defined Onam. In the northern districts of Kannur, Kasaragod, and Palakkad, the Onapottan—a figure of



red face paint and elaborate costume—was once a familiar visitor during Onam, spreading joy and collecting gifts from households. Today, these traditional figures are seldom seen, their place in the festival supplanted by more modern forms of entertainment.

In the past, Onam was not only a human celebration but also a natural one. The sight of the onamthubi, the dragonfly that heralded the festival, and the yellow bird that visited Kerala only during Onam, were once cherished symbols of the season. Nature itself seemed to join in the festivities, adding its own colours and sounds to the celebration. But as urbanization spreads and natural habitats shrink, these once-common sights have become rare, turning Onam's natural symphony into a distant memory.

As we move forward, it's essential to remember that Onam is more than just a festival of lights, feasts, and flowers. It's a celebration of a way of life that, though altered by time, still holds deep meaning. By recognizing and honouring the forgotten aspects of Onam—its agricultural roots, its historical figures, its traditional arts—we can ensure that the festival remains not just a fleeting annual event but a living, breathing embodiment of Kerala's rich cultural heritage. Onam may change with the times, but its core values of unity, gratitude, and celebration of nature need not fade. As we gather to celebrate, let us also reflect on the traditions that have shaped Onam, preserving them not just in memory but in practice, so that future generations may continue to experience the true essence of this beautiful festival.





# ONAM

## A SYMPHONY OF CULTURE, COMMERCE, AND CONNECTION

**A**s Kerala adorns itself in vibrant hues to celebrate Onam, this ancient festival transcends mere tradition to become a dynamic blend of culture and commerce. For businesses, Onam is not just a festival; it's a strategic opportunity—a season that unlocks the potential for deepening customer relationships and driving significant growth.

Onam is more than a festival; it's the beating heart of Kerala, steeped in myth, history, and the spirit of unity. Celebrated with immense fervour, this ten-day harvest festival marks the mythical return of King Mahabali, symbolising prosperity and joy. Families unite, homes come alive with the fragrance of floral carpets, and feasts overflow with traditional delicacies. In this atmosphere of abundance, businesses find fertile ground to sow the seeds of customer engagement and loyalty.

For generations, the Onam season has been synonymous with special discounts, festive bundles, and exclusive offers. The allure of new clothes, home appliances, and gifts drives consumer spending to peak levels. Brands tap into this enthusiasm by crafting offers that resonate

with the spirit of the festival—togetherness, giving, and celebration. The act of gift-giving during Onam is not merely a transaction; it's a gesture laden with cultural significance, and businesses that understand this create deeper emotional connections with their customers.

In recent years, the digital revolution has redefined Onam marketing. The rise of e-commerce has expanded the reach of Onam offers beyond regional confines, allowing brands to engage with a global audience. Digital platforms provide the perfect stage for personalized marketing—leveraging data analytics to tailor offers that resonate on an individual level. Whether it's through targeted ads, personalized email campaigns, or curated product recommendations, brands are now able to meet





customers where they are, both geographically and emotionally.

Social media has emerged as a powerful tool in the Onam marketing arsenal. Brands that create engaging content, partner with influencers, and run interactive campaigns are able to generate excitement and anticipation. The fear of missing out (FOMO) becomes a driving force, compelling consumers to act quickly on limited-time offers. By harnessing the power of social media, brands can create a buzz that not only boosts sales but also enhances brand visibility and loyalty.

In the crowded marketplace of Onam, it's not just about who offers the biggest discounts but who creates the most meaningful connections. Brands that evoke emotions—whether through heart-warming campaigns, community engagement, or philanthropic initiatives—stand out. Onam is a time when consumers are particularly receptive to messages of social responsibility

and compassion. Businesses that align their values with those of their customers forge bonds that last far beyond the festival season.

One of the most effective ways for brands to differentiate themselves during Onam is through strategic collaborations. Partnering with local artists, designers, or celebrities can add a layer of exclusivity and cultural relevance to their offerings. Limited-edition products, custom-made services, or signature collections infused with local flavor create a sense of uniqueness that resonates deeply with consumers. These collaborations not only elevate the brand's image but also celebrate the rich cultural heritage of Kerala.

As consumer consciousness shifts towards sustainability, brands that demonstrate eco-friendly practices during Onam capture the attention of a growing segment of environmentally aware customers. From sustainable packaging to promoting locally sourced products, businesses that align their offerings with the values of eco-conscious consumers not only drive sales but also build a positive and lasting brand image.

As we look to the future, the fusion of tradition with technology will continue to shape Onam marketing strategies. The brands that succeed will be those that understand the delicate balance between honouring cultural values and embracing innovation. Onam will remain a time of celebration and joy, but it will also increasingly become a time for businesses to demonstrate their commitment to customer satisfaction, social responsibility, and sustainable growth.

Onam offers a unique window for businesses to connect with their customers on a deeper level. It's a time to move beyond mere transactions and create lasting impressions that resonate long after the last pookalam (floral carpet) has faded. By embracing both traditional values and modern techniques, brands can ensure that their presence during Onam is not just a fleeting festival engagement but a cornerstone of their relationship with



# EXPLORING THRIpunITHURA AND THRIKKAKARA TEMPLE AN IMMERSIVE ONAM EXPERIENCE

**A**s Onam, Kerala's most beloved festival, approaches, Thripunithura emerges as a prime destination where tradition and festivity converge in a spectacular display. Located in the heart of Ernakulam district, this town becomes the epicentre of vibrant celebrations, drawing visitors into a world where age-old customs and cultural richness are celebrated with grandeur. Nearby, the historic Thrikkakara Temple adds to the allure, offering not just a spiritual retreat but a chance to witness rituals believed to be as old as the festival itself. Together, these locations provide an immersive experience that captures the essence of Kerala during Onam.

The Onam celebrations in Thripunithura begin with a spectacular cultural extravaganza known as Athachamayam. This grand procession is not merely a visual delight but a journey through Kerala's rich cultural heritage. Caparisoned elephants, resplendent

in their majestic attire, lead the parade, followed by a kaleidoscope of traditional dance performances, rhythmic beats of chenda melam, and an array of floats depicting mythological stories and scenes from everyday life. Each element of the procession reflects the artistic talents and vibrant traditions of Kerala, leaving spectators in awe.

The Athachamayam is a symbolic re-enactment of the historic march of the Maharaja of Kochi from Thripunithura to the Vamanamoorthy Temple in Thrikkakara, a tradition that adds a layer of historical significance to the festivities. This annual event is more than just a celebration; it's a tribute to the rich cultural tapestry of Kerala, woven with threads of history, mythology, and artistry.

Beyond Athachamayam, Thripunithura continues to captivate visitors with a series of cultural events held throughout the ten-day Onam festival. These events, ranging from traditional music and dance performances to art exhibitions and theatrical displays, provide a deep dive into Kerala's artistic and cultural heritage. Each day of the festival offers something new, making Thripunithura a dynamic destination where culture and tradition come alive.

Just a short distance from Thripunithura lies the Thrikkakara Temple, an ancient and revered shrine dedicated to Lord Vamana, the dwarf avatar of Lord Vishnu. This temple holds a special place in the hearts of Keralites as it is believed to be the very place where the Onam festival originated. Visiting Thrikkakara Temple during Onam is not just a spiritual experience but a journey into the very essence of the festival.

The Onam celebrations at Thrikkakara Temple are marked by a series of rituals and ceremonies that resonate with the festive spirit of Onam. The festivities commence with the flag hoisting ceremony on Atham Day, setting the stage for nine days of cultural and spiritual revelry. The temple grounds come alive with





the sounds of traditional music and the vibrant colours of dance performances, offering a sensory feast for visitors.

One of the most anticipated events at Thrikkakara Temple during Onam is the Pakalpooram, where the temple deity is carried on a beautifully adorned elephant, encircling the temple grounds. This procession, taking place on the eve of Thiruvonam, is a sight to behold, evoking a sense of divine presence and communal harmony among the devotees. The Onam festivities culminate with the Arattu ceremony, a sacred ritual where the deity is given a ceremonial bath, marking the end of the celebrations on a serene and spiritual note.

Thripunithura and Thrikkakara Temple offer an unparalleled Onam experience, blending cultural richness with spiritual depth. As you walk through the bustling streets of Thripunithura, lined with traditional Kerala architecture, and witness the grandeur of the Onam celebrations, you'll find yourself immersed in the warmth and hospitality of Kerala's cultural heart. Whether you're a cultural enthusiast, a spiritual seeker, or a traveller looking for an authentic experience, Thripunithura and Thrikkakara Temple promise a journey that will leave you with memories to cherish for a lifetime.

Thripunithura is conveniently accessible, making it an ideal destination for travellers during Onam. The town is located approximately 33.2 km from Cochin International Airport, ensuring easy access for both domestic and international visitors. For those traveling by train, Thripunithura Railway

Station is just about 2.3 km from the heart of the town, providing a quick and comfortable commute. Once you arrive, the vibrant Layam Ground serves as the central venue for many of the Onam festivities, offering a perfect starting point to immerse yourself in the cultural and spiritual



experiences that Thripunithura and the nearby Thrikkakara Temple have to offer.

# ONAM THROUGH THE EYES OF GEN Z

## TRADITION MEETS MODERNITY



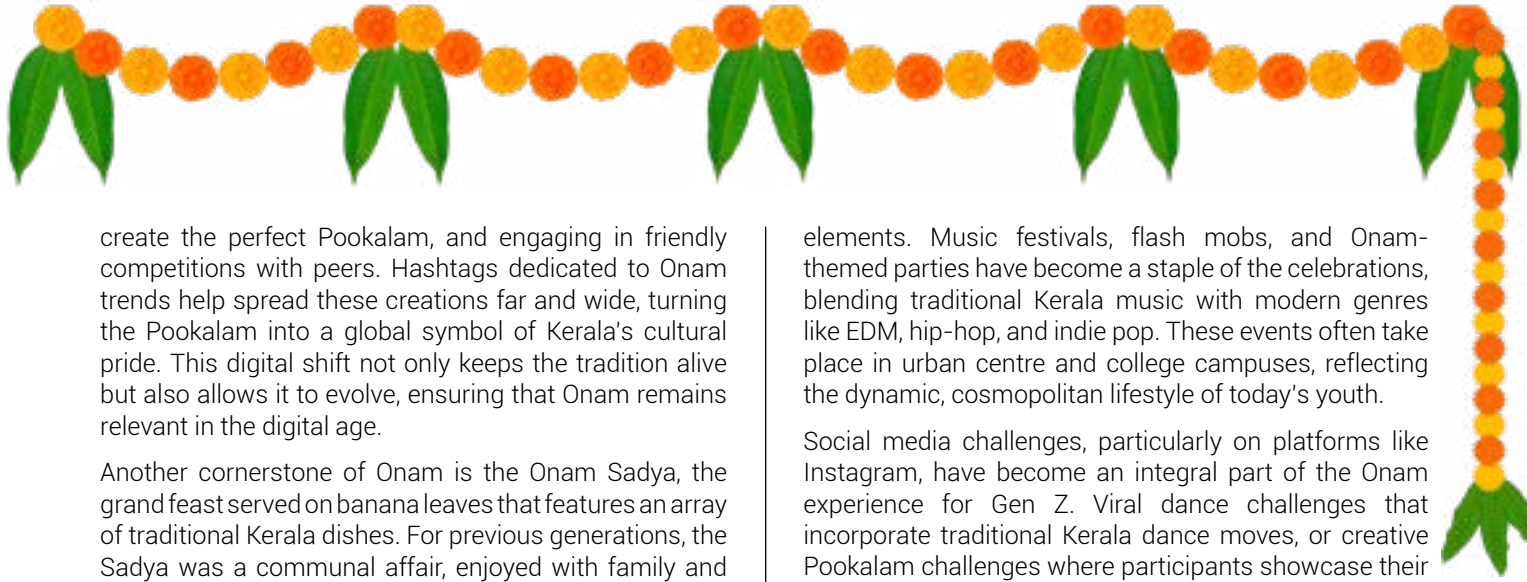
Onam, Kerala's cherished harvest festival, is a celebration steeped in tradition, cultural richness, and a sense of communal unity. For generations, it has been a time for families to come together, for communities to rejoice in shared rituals, and for the state to showcase its vibrant cultural heritage. However, as Kerala's younger generation—often referred to as Gen Z—comes of age, the ways in which Onam is celebrated are evolving in fascinating ways. This generation, with its deep connection to both tradition and technology, is reimagining Onam by blending age-old customs with contemporary expressions, creating a celebration that is uniquely theirs.

At the heart of Onam is the Pookalam, the intricate and colourful floral carpet that graces the front of every Kerala home during the ten-day festival. Traditionally, the Pookalam is made using flowers gathered from gardens or local markets, arranged in simple yet beautiful patterns that grow in complexity each day leading up to Thiruvonam, the final day of Onam. For Gen Z, however, the Pookalam has become a canvas for creativity and innovation. Today's youth are not only following traditional patterns but are also introducing modern themes, integrating designs

inspired by popular culture, social causes, or even global events. The use of vibrant colours and non-traditional materials has turned the Pookalam into a form of artistic expression that resonates with a generation that values individuality and creative freedom.

Social media has played a pivotal role in this transformation. Platforms like Instagram, Pinterest, and Snapchat have become the new arenas where Pookalams are showcased, with young creators sharing time-lapse videos of their floral designs, offering tips on how to





create the perfect Pookalam, and engaging in friendly competitions with peers. Hashtags dedicated to Onam trends help spread these creations far and wide, turning the Pookalam into a global symbol of Kerala's cultural pride. This digital shift not only keeps the tradition alive but also allows it to evolve, ensuring that Onam remains relevant in the digital age.

Another cornerstone of Onam is the Onam Sadya, the grand feast served on banana leaves that features an array of traditional Kerala dishes. For previous generations, the Sadya was a communal affair, enjoyed with family and friends in large gatherings. The preparation of the Sadya was itself a ritual, with each dish made from scratch using recipes passed down through the generations. While the essence of the Sadya remains unchanged for Gen Z, the context in which it is enjoyed has seen significant evolution.

In today's fast-paced world, where time and resources can be limited, Gen Z is finding new ways to celebrate the Sadya. Many young people now opt for Sadya takeout from specialized restaurants, or they may order a curated Sadya kit that includes all the essential dishes ready to be assembled at home. This shift reflects the practical realities of modern life, where convenience often takes precedence. However, it doesn't detract from the communal spirit of the meal. Gen Z is just as likely to share their Sadya experience online as they are to enjoy it in person, posting photos of the elaborate feast on social media, sharing recipes with followers, or even hosting virtual Sadya parties with friends and family scattered across the globe.

Moreover, Gen Z is introducing new elements to the traditional Sadya, making it more inclusive and reflective of contemporary dietary preferences. Vegan and gluten-free versions of the feast are becoming more common, as is the incorporation of fusion dishes that blend Kerala flavours with global cuisines. For instance, you might find avocado pachadi or quinoa payasam on a Gen Z Onam menu, sitting alongside traditional dishes like avial and olan. These adaptations not only cater to diverse palates but also highlight Gen Z's commitment to sustainability and health-conscious eating.

Entertainment during Onam has also undergone a transformation in the hands of Gen Z. While traditional events like Vallamkali (boat races), Pulikali (tiger dance), and Kaikottikali (Thiruvathira) remain popular, today's youth are infusing the festival with contemporary cultural

elements. Music festivals, flash mobs, and Onam-themed parties have become a staple of the celebrations, blending traditional Kerala music with modern genres like EDM, hip-hop, and indie pop. These events often take place in urban centres and college campuses, reflecting the dynamic, cosmopolitan lifestyle of today's youth.

Social media challenges, particularly on platforms like Instagram, have become an integral part of the Onam experience for Gen Z. Viral dance challenges that incorporate traditional Kerala dance moves, or creative Pookalam challenges where participants showcase their floral designs, are just a few examples of how Onam is being celebrated in the digital space. These online activities allow young people to engage with the festival in a way that feels authentic to their experiences while also connecting them with a broader community of Onam celebrants around the world.

Despite these modern interpretations, the core values of Onam—unity, gratitude, and respect for tradition—continue to resonate deeply with Gen Z. Many young people still prioritize spending Onam with their families, participating in rituals, and paying homage to the cultural heritage that the festival represents. However, they do so with an awareness of the changing world around them. For instance, sustainability is a significant concern for Gen Z, and this is reflected in how they approach the festival. Eco-friendly Pookalam designs, waste-free Sadya preparations, and support for local artisans and vendors during the festival season are just a few ways in which today's youth are bringing their values into the celebration.

The festival of Onam, in the hands of Gen Z, is a vibrant and evolving tradition that bridges the past and the present. It is a celebration that honours the rich cultural heritage of Kerala while also embracing the new realities of a globalized, digital world. For this generation, Onam is not just about adhering to customs but about reinterpreting them in ways that are meaningful, relevant, and inclusive. It's about creating new memories while cherishing the old ones and ensuring that the spirit of Onam—its joy, its unity, and its connection to the land—continues to thrive for generations to come.



# EMPOWERING KERALA'S WORKFORCE: 12 YEARS OF KASE AND THE EVOLUTION OF A DECENTRALIZED SKILL DEVELOPMENT MODEL



**Dr. Veena N Madhavan IAS**  
*Managing Director - KASE*

The Government of Kerala instituted Kerala Academy for Skills Excellence (KASE), a non-profit private company as the nodal agency with the objective of providing employment opportunities to the youth of Kerala through skill development.

As the State Skill Secretariat and State Skill Development Mission (SSDM), KASE has been setting an example for the rest of the country with its diverse initiatives in the skilling ecosystem and has now completed 12 years.

Considering Kerala's distinct demographic features and the requirement to assure employability, it is an opportune time for KASE to enhance its established distinctive skill models that caters to the demands of diverse businesses internationally. The State is known for knowledge resources for decades now and are considered to be home for experts who can navigate and can transform any sectors. The Malayalee diaspora across the world have made significant contributions to win such goodwill for the State. It is essential to maintain this goodwill and to make the State an abundant source for strategic talent poised to lead and drive excellence in different domains.

The State Skill Development Mission (SSDM) has well defined programmes, initiatives and strategies to address the skill gap among the educated youth especially against the dynamic requirements of emerging sectors and high growth sectors Green Energy, Artificial Intelligence, Advanced Manufacturing etc. The SSDM in association with the accredited training partner from public and private sectors delivers skill programmes to enhance the employability and to help the youth availing opportunities from these sectors. The SSDM Kerala is also in the process of establishing Centres of Excellence for skill training in Metro Rail Transportation, Drone Technology, Green Energy, Additive Manufacturing, 5G Technology, Bio Technology and Life Science



As the State Skill Secretariat and State Skill Development Mission - SSDM, KASE has been setting an example for the rest of the country with its diverse initiatives in the skilling ecosystem and has now completed 12 years.



Skill Development Mission of Government of Kerala

etc in association with partners from the concerned industrial sectors.

The objective of the mission ensure quality training in cutting - edge skills and to cultivate a top-tier talent pool capable of leading and propelling transformation in rapidly emerging sectors. Kerala Academy for Skills Excellence the SSDM ensure that skilling programmes are accessible to all the segments of the population, particularly the marginalised communities and rural areas. As we are a socially and economically progressive State, higher education opportunities are made accessible to every social groups from both urban and rural areas. The employment generation, however for many reasons do not meet the growing requirements. The low employability of educated job aspirants against the dynamic industry requirements is another challenge that leaves many unemployed. Likewise, technology disruptions, mechanisations and automation have made many traditionally sector obsolete or unprofitable. It is essential to reskill and redeploy the workers from redundant traditional and unorganised sectors.

Kerala Academy for Skills Excellence, being the State Skill Secretariat and State Skill Development Mission is now focussing on scaling up skill delivery through a decentralised model, which ensures that skills are made accessible, affordable and inclusive. As part of effectively implement the decentralised model of skill development the State Skill Development Mission has already constituted the District Skill Committees under the Chairmanship of the District Collector in every district. The District Skill Committees are advisory bodies that evaluate the regional employment complexities and formulate strategies to address them. We are also establishing District Skill Development Centres in every district. District Skill Development Centres shall act as a single platform which provides all relevant information on skill/ vocational training to various stakeholders including the beneficiaries of skill development programmes of that district. Information related to private and public skill/ vocational training agencies, courses offered by each of these agencies, training centres and their locations in the district, Central and State schemes that are available for various target groups etc... shall be available on the platform. This platform shall also support the recruiters including MSME recruiters, trainers, private and public training service providers etc. with the information they



**In the current scenario, the limited bandwidth of public training agencies is one of the major challenges to scale up skill/vocational training and also to adapt to the dynamic industrial requirements including skills required for emerging sectors, lucrative sectors, high growth sectors etc.**



would need.

Kerala Academy for Skills Excellence through the District Skill Committees prepares District Skill Development Plan (DSDP) by including skill/ vocational training proposals from various training service providers from both public and private sectors. The proposals received are evaluated against a matrix and such skill programmes which are industry relevant and outcome linked are included in the District Skill Development Plan. This DSDP would cover skill programmes that meet the requirements of various beneficiary groups and demand from industries including MSMEs from the districts. The District Skill Development Plan is then submitted for the consideration of District Planning Committee (DPC) and District Development Committee (DDC). The proposals included in the District Skill Development Plan shall be implemented with the financial support of LSGD, State and Central schemes. This model of decentralised

skill development ensures effective convergence at district level while discouraging all sorts of duplication to ensure quality of investment and it is yet another Kerala Model that the State can proudly present at national level.

In the current scenario, the limited bandwidth of public training agencies is one of the major challenges to scale up skill/vocational training and also to adapt to the dynamic industrial requirements including skills required for emerging sectors, lucrative sectors, high growth sectors etc. The network of skill development centres, course bouquet, resources including skill/vocational trainers are limited within the public training ecosystem. However, there are large number of training service providers in the private sector with adequate training infrastructure, resources and other competencies required. A healthy skill training ecosystem can be established only by leveraging the strength of training service providers on the private sectors.

KASE as part of making the states' skill ecosystem strong, vibrant and unique is accrediting training service providers from private sector. We are able to scale up the skill delivery and increase the access to skill training through this accreditation process. The State's strategy to ensure that skills that are in demand or skills for emerging sectors, lucrative sectors etc. are also made available in the state is by venturing into different skill training initiatives in PPP model.



# THE EXEMPLARY BUSINESS AND LEADERSHIP AWARDS (EBLA) 2024

The Exemplary Business and Leadership Awards (EBLA) 2024, organized by Hues of Life Magazine, was a resounding success, held on August 27, 2024, at Trivandrum Tennis Club, Kowdiar. The event, supported by the Kerala Bureau for Industrial Promotions (K-BIP) and the National Small Industries Corporation (NSIC) as knowledge partners, was a significant occasion to honour the exceptional achievements of businesses and leaders across various sectors in Kerala.

Presided over by Kazhakkootam Constituency MLA Shri. Kadakampally Surendran and inaugurated by Hon'ble Minister of Dairy Development and Animal Husbandry Smt. J. Chinchurani, the event was a testament to the spirit of innovation and leadership in Kerala. The ceremony recognized outstanding enterprises and individuals for their contributions to the state's business landscape, including start-ups, established businesses, service providers, and other organizations that have shown exemplary leadership and innovation. The presence of distinguished guests like Forest Industries Director Mr. Kowdiar Dharman, NABARD DGM Shri. Rajesh S. Earimmal, and Dr. Manju Thampi of NIMS Medicity added to the grandeur of the event.

One of the event's highlights was the unveiling of the third annual special edition of Hues of Life Magazine by the guest of honour, Shri. I. B. Sathesh, Hon'ble MLA of Kattakkada Constituency. This edition celebrates the achievements and activities of the





government over the past year, commemorating the third anniversary of the government.

Additionally, the first poster launch of SHEROES SUMMIT 2024, an initiative by Hues of Life in collaboration with the Kerala Women's Commission, was done by Minister J. Chinchurani. The summit, themed "Recognizing the Hero Within Her," aims to celebrate women's achievements in socio-cultural, economic, and political fields. It also includes competitive segments highlighting femininity and an interactive program with women and female talents from various fields, emphasizing women's empowerment and future opportunities.

The event also witnessed the cover launch of the upcoming flagship edition of Hues of Life Magazine titled "Heritage Treasures: Unlocking the Power of Heritage to Elevate Tourism." This edition, developed in collaboration with the Museum and Archaeology Departments, focuses on





**NABARD**  
*(National Bank for Agriculture and Rural Development)*  
**PIONEER OF RURAL AND AGRICULTURAL  
 EMPOWERMENT**



**LIC**  
*(Life Insurance Corporation of India)*  
**BEACON OF TRUST IN INSURANCE**



**SHRI. M S FAIZAL KHAN**  
*(NIMS MEDICITY)*  
**ICONIC BUSINESS & LEADERSHIP AWARD**  
*(Received On Behalf By Dr Manju Thampi)*



**FEDERAL BANK**  
**MOST PREFERRED BANK by NRIs**



**DR. MEHBOOB A NATHANI**  
*(Dr. Nathani's Diagnostic Centre)*  
**LIFETIME ACHEIVEMENT AWARD**



**LORDS HOSPITAL**  
**EXCELLENCE IN HEALTH CARE**

enhancing Kerala's status as a leading cultural tourism destination by showcasing its rich cultural and historical heritage.

In addition to honouring 20 exceptional enterprises, EBLA 2024 celebrated individuals who have demonstrated a strong commitment to social responsibility and a diverse group of achievers across various industries for their excellence and leadership.

The National Bank for Agriculture and Rural Development (NABARD) was honoured for its pioneering role in rural and agricultural empowerment, while the Life Insurance Corporation of India (LIC) was celebrated as a beacon of trust in the insurance sector. Federal Bank was named the most preferred bank by NRIs, reflecting its strong reputation among non-resident Indians.

Shri M. S. Faizal Khan received the Iconic Business

Leadership Award for his outstanding contributions to business leadership. Dr. Mehboob A. Nathani of Dr. Nathani's Diagnostic Centre was awarded the Lifetime Achievement Award for his significant contributions to healthcare. Dr. Shajahan Aboobacker, the renowned motivational trainer, speaker, and business coach, widely known for "Shajahan Speaks," was honoured for his inspiring business leadership.

Asi Rocky, the businessman and celebrity, was acknowledged as the Rising Star of the Year, while Fathima Siraj from Learndeck Educational Solutions LLP was celebrated as a Young Entrepreneur. Najiya Ershad of Yummy Spot received the Emerging Entrepreneur award for her innovative approach in the food industry.

Pratheeksha Bhavan English Medium School was honoured for Excellence in Education, underscoring its commitment to quality education. Athena Erudition



**Dr. SHAJAHAN ABOOBACKER**  
**(SHAJAHAN SPEAKS)**  
**INSPIRING BUSINESS LEADERSHIP**



**ASI ROCKY**  
**(BUSINESSMAN, CELEBRITY)**  
**RISING STAR OF THE YEAR**



**FATHIMA SIRAJ**  
**(LEARNDECK EDUCATIONAL SOLUTIONS LLP)**  
**YOUNG ENTREPREUENER**



**NAJIYA ERSHAD**  
**(YUMMY SPOT)**  
**EMERGING ENTREPREUENER**



**WALLMARK PLYWOOD**  
**(STAR PLYWOOD INDUSTRIES)**  
**BEST PLYWOOD BRAND IN KERALA**



**JOBSTARS HR SOLUTIONS PRIVATE LIMITED**  
**EXCELLENCE IN HR SOLUTIONS**

was celebrated for its excellence in job-oriented courses, demonstrating a strong commitment to practical education and skill development.

Jobstars HR Solutions Pvt Ltd was awarded for Excellence in HR Solutions, recognizing their outstanding contributions to the human resources field. Firstlogic Meta Lab Pvt Ltd received the award for Excellence in Software Solutions, highlighting their significant achievements in the software sector.

Kings Royal Army Handmade Leather Goods received recognition for Excellence in Artisan Leather Creations, showcasing its dedication to craftsmanship.

D Artistry was honoured with the award for Excellence in Nail Artistry, celebrating its creative and innovative approach to beauty services. Meanwhile, Acua Salon and Makeup Studio was recognized for Excellence

in Beauty and Wellness, highlighting its exceptional services in the beauty industry.

Varsya Eco Solutions Pvt Ltd was celebrated as an Emerging Brand in sustainable packing solutions, highlighting its efforts in promoting eco-friendly practices. Wallmark Ply was esteemed as the Best Plywood Brand in Kerala for its reliability and superior quality products.

TIMS (Trivandrum Institute of Medical Sciences) was recognized for Excellence in Physiotherapy and Rehabilitation. Season Two Senior Living, a part of A S Carehomes Pvt Ltd, was honoured with the Excellence in Senior Citizens' Care award for its exceptional services and commitment to elderly residents.

Ice Loft was named the Emerging Brand in the ice cream category for its unique offerings. Travancore



**FIRST LOGIC META LAB PVT LTD**  
**EXCELLENCE IN SOFTWARE SOLUTIONS**



**PRATHEEKSHA BHAVAN ENGLISH MEDIUM SCHOOL**  
**EXCELLENCE IN EDUCATION (SCHOOL)**



**KINGS ROYAL ARMY HANDMADE LEATHER GOODS**  
**EXCELLENCE IN ARTISAN LEATHER CREATIONS**



**D ARTISTRY**  
**EXCELLENCE IN NAIL ARTISTRY**



**ATHENA ERUDITION**  
**EXCELLENCE IN JOB ORIENTED COURSES**





**ACUA SALON & MAKEUP STUDIO**  
**EXCELLENCE IN BEAUTY & WELLNESS**



**TIMS**  
**(TRIVANDRUM INSTITUTE OF MEDICAL SCIENCES)**  
**EXCELLENCE IN PHYSIOTHERAPY & REHABILITATION**



**ICE LOFT**  
**EMERGING BRAND**  
**(ICECREAMS)**



**VARSYA ECO SOLUTIONS ( P ) LTD**  
**(SUSTAINABLE PACKAGING SOLUTIONS)**  
**EMERGING BRAND**



**SEASONS TWO SENIOR LIVING**  
**EXCELLENCE IN SENIOR CITIZENS CARE**

Foods was recognized for Excellence in Baking, showcasing its dedication to quality and taste in the culinary arts.

EBLA 2024 also marked the culmination of a 60-day campaign launched on International MSME Day. This initiative aimed to inspire future generations of entrepreneurs and was carried out in collaboration with various trade associations and industrial centres across Kerala. The campaign was a massive success, bringing together a community of innovators and business leaders dedicated to shaping the future of Kerala's economy.

For the Exemplary Business and Leadership Awards 2024, only enterprises that emphasize social responsibility and inspire future generations were

considered. The awards were determined after a thorough examination of business-social profiles, growth trajectories, and other criteria gathered through public nominations at various stages.

Each award was meticulously chosen based on a comprehensive evaluation of business integrity, social impact, and the potential to inspire. This approach ensured that the most deserving enterprises were recognized for their outstanding contributions to both business and society, setting a high standard for future growth and innovation in Kerala. The event not only celebrated excellence and leadership but also underscored a commitment to fostering a culture of responsible and impactful business practices, leaving a lasting impression on all who attended.



# THREAD TO THRONE: THE HAND-STITCHED JOURNEY OF KING'S ROYAL ARMY



In a market where established brands often overshadow newcomers, Shanu Varghese, a native of Pullad, Thiruvalla, stands out with a compelling story of passion, perseverance, and craftsmanship. From his modest beginnings eleven years ago, selling a hand-stitched rexine wallet on OLX, Shanu has built King's Royal Army into a renowned brand of handmade leather products and premium wallets.

## A Spark of Inspiration

While working as a gemmologist in Surat, Gujarat, Shanu found an opportunity to reconnect with his childhood love for drawing and crafting. One day, a video of an artist meticulously stitching a wallet captured his imagination. The artist quoted a price of 27,000 rupees for the wallet—a revelation that struck Shanu, who had always used inexpensive wallets. This moment opened his eyes to the vast potential in the leather wallet business, particularly for wallets with high-quality stitching and finishing.

Feeling a growing sense of dissatisfaction with his daily routine, Shanu dreamed of people using wallets crafted from his designs. He was driven not by the desire to sell, but by a passion to create wallets that would be recognized for their quality. One afternoon, Shanu took

a break from work and ventured through various places in Gujarat searching for leather, only to find none. Undeterred, he bought auto Rexine and stitched a wallet using his basic knowledge, attaching a sticker from a shirt to give it a unique touch. He posted it on OLX for 100 rupees, and it sold within 20 minutes. Despite this quick sale, Shanu knew his creation lacked the refined finish he had seen in the video. This realization motivated him to delve deeper into the craft.

## Dedication to Craftsmanship

Determined to improve, Shanu conducted thorough research online, studying techniques and sourcing better materials and tools. He began making wallets every evening after his office hours, gradually perfecting his craft. The act of creating each wallet brought

him immense joy and satisfaction. His goal was never to flood the market but to stitch at least one wallet each day for his peace of mind. For Shanu, crafting wallets was a personal journey—he posted photos on OLX, and sold them only if someone showed interest. This approach allowed him to focus solely on quality, rather than quantity.

In those early days, some of his close associates doubted his efforts, questioning why he would strain his eyes at work only to spend his evenings stitching like a cobbler. However, Shanu's passion remained unwavering. It wasn't until 2017 that he began sharing videos of his wallets on social media. When the COVID-19 pandemic hit, Shanu returned to Kerala to be with his family and was forced to leave his job. Despite this setback, he continued to make wallets, marketing them through buy-and-sell groups on Facebook across various districts in Kerala. For Shanu, the pandemic turned out to be a blessing in disguise, allowing him to fully dedicate himself to his passion for leather crafting.

### **Building a Brand on Customization and Quality**

King's Royal Army's success is built on its dedication to customization and exceptional craftsmanship. Each product is tailored to meet the customer's specific needs, whether it's a unique wallet design or a custom laptop bag with multiple compartments. Customers can request specific dimensions and features, and Shanu ensures the designs meet their expectations before proceeding. The brand uses only vegetable-tanned full-grain buffalo hide leather, renowned for its durability and high quality. About 90 percent of the crafting process is done by hand, using traditional saddle stitching, which enhances the strength and durability of the products.

This hands-on approach extends to every aspect of the brand's operation. Products undergo rigorous testing, including durability assessments in specialized labs, ensuring that every piece meets the highest standards. King's Royal Army has built a reputation for creating products that are not only stylish but also highly functional. Shanu approaches every product from the customer's perspective, striving to address common issues such as bulky wallets that don't fit comfortably in pockets. His sleek designs offer practical solutions that have resonated with a growing customer base.

### **Expanding Horizons and Embracing Trends**

As the brand expanded, so did its product line. Today, King's Royal Army offers a wide range of items, including wallets, passport holders, business card holders, laptop bags, sling bags, personalized keychains, key holders, file holders, body bags, and even gold-plated wallets. The brand sources its leather from Chennai and Italy, combining the best of local and international materials to ensure top-notch quality.

King's Royal Army has also responded to changing market trends. With the rise of minimalist fashion, the brand has introduced slim, sleek cardholders and wallets, catering to customers who prefer more compact options. The brand's commitment to customization remains a key differentiator, offering a level of personalization that is rare even among luxury leather brands. Customers can specify their exact requirements, much like a bespoke tailor, ensuring a perfect fit for every need.

### **A Vision for the Future**

Today, King's Royal Army operates from multiple locations, with a team of 26 people at its Pullad unit, 15 employees handling corporate orders in Chennai, and a five-member social media team in Chengannur. Despite these achievements, Shanu remains focused on his vision for the future. He aims to employ at least one hundred people and open ten outlets, creating more opportunities for skilled artisans in Kerala.

Shanu is also passionate about changing perceptions of the leather crafting industry. He believes there is a shortage of skilled crafters, not because of a lack of talent but due to misconceptions about the field. He wants to encourage more people to explore the opportunities in leather crafting, a sector he views as rich with potential for creativity and growth.



# NAILED IT HOW THARADEVI'S D ARTISTRY REDEFINED NAIL ART



**A**t the core of Thiruvananthapuram's Vattiyoorkavu, a serene yet transformative beauty evolution is underway. It's the story of Tharadevi V.N., an Avant-Garde nail artist who has transformed an often-overlooked corner of the fashion world into a canvas for art and self-expression. Tharadevi's journey from housewife to the first Keralite to enter the World Book of Records for nail art is not just a personal triumph but a testament to resilience, innovation, and the power of passion.

## A Serendipitous Start in Beauty

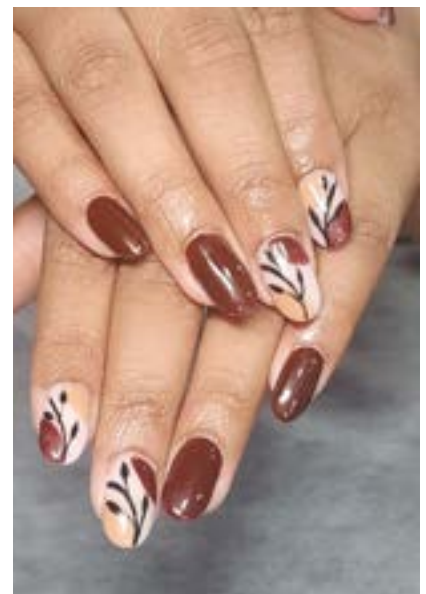
Tharadevi's foray into the beauty industry was anything but conventional. Married at 21, she spent 12 years as a housewife, her days filled with the routine of domestic life. Yet, as her children grew older and her hours alone at home stretched longer, a sense of restlessness took hold. She yearned for something more—an outlet for her creativity and ambition. This search for purpose led her to the world of makeup, a field that would inadvertently introduce her to the art of nails.

The turning point came in 2019 with the release of the Malayalam movie "Love Action Drama." Watching the film's heroine, Nayanthara, grace the screen with impeccably manicured nails that perfectly matched her

costumes, Tharadevi was captivated. She realized that nails, often considered an afterthought, could be as much a part of fashion as any accessory or garment. Driven by this newfound passion, she promptly enrolled in a nail technician course, marking the beginning of her journey into nail artistry.

## Pioneering Nail Art in Kerala

In 2020 June, amidst the uncertainties of the first wave of COVID-19, Tharadevi took a bold leap. She opened D Artistry, a nail art studio in Vazhuthacaud, Thiruvananthapuram. The timing was challenging, and the beginning was humble—only three clients visited in the first month. Yet, each client left with nails that were not just extensions but extensions of their personality,



crafted with care, precision, and artistry. Word of mouth soon became Tharadevi's greatest ally, bringing in clients drawn by the quality and uniqueness of her work.

Back then, the concept of nail art was almost alien to most in Kerala. It was perceived as a luxury reserved for brides or celebrities, not an everyday indulgence for the average woman. Tharadevi's mission was clear: to democratize nail art, making it accessible and understood by all. Her approach was educational, explaining to clients that nail art was far more than just "sticking plastic onto the nail." It was about symmetry, aesthetics, and enhancing natural beauty with extensions tailored to each unique nail type.

### **The Science Behind the Art**

Tharadevi's success is built on an unwavering commitment to excellence. Nail artistry, as she explains, involves a profound understanding of different nail shapes and structures—knowledge that goes beyond what meets the eye. Each nail, from the thumb to the pinky, has its distinct curve and growth pattern. To make them look uniform and beautiful requires meticulous attention to detail and a mastery of techniques that ensure every extension appears natural.

Drawing inspiration from leading nail art practices in Russia and Amsterdam, Tharadevi employs the most advanced techniques and high-quality products to create her designs. In Russia, nail art is revered for its precise techniques, while Amsterdam is known for pushing creative boundaries. Combining these influences, she offers a style that's both cutting-edge and true to her clients' desire for natural elegance. Her method is not just about lengthening nails but about enhancing them to look and feel real, an art form that requires extensive training and practice.



### **Overcoming Challenges and Breaking Records**

The road to success was far from smooth. In a world where nail art was still an emerging trend, many viewed her work with scepticism. However, Tharadevi's determination to educate and innovate began to shift perceptions. Her persistence paid off spectacularly when she achieved a remarkable feat: earning a place in the World Book of Records. She meticulously painted the intricate face of Panchuruli Theyyam, a traditional Kerala Theyyam character, on five nails using a single brush in under an hour. This accomplishment, which involves around 33 intricate steps, not only demonstrated her exceptional skill but also put Kerala on the global nail art map.

### **A Legacy of Empowerment**

D Artistry is more than a studio; it's a community. Tharadevi has made it her mission to empower other women, particularly housewives, by training them in the art of nail design. Many of her staff are women who, like her, once confined their talents to the home. Today, they have become skilled nail artists under her guidance, transforming their lives and supporting their families.

This commitment to uplifting others extends to the clientele as well. Tharadevi recalls a particularly moving experience with a young woman suffering from Onychomycosis, a fungal infection that severely damaged her nails. For years, the woman couldn't even wear sandals due to embarrassment. Through Tharadevi's expertise in nail extensions, the client regained her confidence, moved to tears by the transformation. Moments like these underscore the profound impact of Tharadevi's work—not just in aesthetics, but in boosting self-esteem and helping people see beauty in themselves.

### **Looking Forward: A Future of Innovation**

As nail art continues to gain popularity, Tharadevi's vision for D Artistry remains steadfast: to lead with quality, innovation, and education. She has expanded her studio into an institution that offers comprehensive training, ensuring that the next generation of nail artists is well-equipped with the skills and knowledge needed to excel.

Tharadevi V.N. has indeed proven that success is not bound by time or circumstance. From a housewife who dared to dream to a record-breaking entrepreneur, her journey is an inspiring testament to the power of passion, hard work, and a relentless pursuit of excellence. In a field that often goes unnoticed, she has made her mark—firmly and beautifully.

In a world of fleeting trends, Tharadevi and D Artistry stand as a beacon of what's possible when talent meets tenacity. Her story is not just one of personal triumph, but of elevating an entire industry, proving that true art knows no boundaries—not even the edge of a nail.

# FROM A SINGLE ROOM TO GLOBAL EDUCATION MOGUL

## THE INSPIRING RISE OF FATHIMA SIRAJ AND LEARNDECK

In a world where obstacles often overshadow dreams, the story of Fathima Siraj and her educational platform, LearnDeck, stands as a powerful testament to the triumph of perseverance, vision, and innovation. From the modest confines of a single room to a thriving global institution, Fathima's journey embodies the essence of turning dreams into reality against all odds.

### A Vision Confronted by Challenges

Fathima Siraj's story began in an orthodox family where traditional roles often overshadowed personal aspirations. From a young age, Fathima harboured a deep desire to become a teacher—a dream stifled by societal norms and familial expectations. Despite being married at a young age and stepping into the role of a housewife, her passion for teaching remained unwavering. Her initial attempts to pursue this dream through short-term courses fell short of her expectations, prompting her to seek a more substantial educational foundation.

Determined to make a difference, Fathima enrolled in an LD Remedial course to help children struggling academically. Completing her graduation and acquiring a credible certificate from a reputable institution, she was equipped with the knowledge and credentials to begin her journey as an educator. However, Fathima faced a significant hurdle: translating her knowledge into meaningful action.

### The Genesis of LearnDeck

Fathima's opportunity arose when she began receiving calls from parents distressed by their children's academic struggles. Recognising a critical gap in the education system, she set up a classroom in a room of her husband's house, dedicating her early mornings and late nights to teaching students who needed individualised attention. Her approach was revolutionary—each child was treated as an individual with unique needs, and Fathima crafted customised modules to address their specific challenges.

Her dedication and innovative teaching methods quickly yielded impressive results. Word spread about Fathima's success, and she began to attract more students. Her husband, Sirajuddin, recognising Fathima's potential and the growing demand, suggested formalizing her efforts. Thus, in February 2020, LearnDeck was born—a small yet ambitious venture aimed at providing high-quality education to those who needed it most.





### **Navigating Uncharted Waters**

Just as Learndeck began to find its footing, the COVID-19 pandemic struck, bringing unprecedented challenges. Fathima faced the urgent need to pivot to online education. Adapting quickly, she took on multiple roles—tele caller, teacher, and administrator—while gradually building a team. The transition to online learning was fraught with difficulties, including partner attritions and financial constraints, but Fathima's resilience saw her through.

Despite these setbacks, Fathima's commitment to Learndeck never wavered. She continued to refine the platform, invest in marketing, and grow her team. Her efforts eventually paid off, as Learndeck emerged stronger from the crisis. The platform expanded to include over 100 staff members, both online and offline, and saw a significant increase in student enrolment.

### **A New Era of Growth and Innovation**

Learndeck's recent move to a larger office in Koduvally, Kozhikkode, marks a new chapter in its journey. This new space will accommodate the addition of diverse courses and new faculties, reflecting Fathima's ongoing commitment to expanding educational opportunities. The success of Learndeck has not gone unnoticed; celebrities and influencers have begun to endorse the platform, further boosting its visibility and reputation.

Fathima's vision for Learndeck extends beyond its current achievements. She aspires to establish educational institutions under the Learndeck brand, offering a range of essential courses and programs across various locations. Her ambition is to create a network of institutions that provide high-quality education tailored to the needs of diverse communities.

### **A Legacy of Empowerment and Innovation**

Today, Fathima Siraj stands as a symbol of entrepreneurial spirit and educational innovation. Her journey from a small room in her husband's house to a global educational platform exemplifies the power of dedication and creativity. Learndeck's growth from a local initiative to an international success story highlights Fathima's ability to turn challenges into opportunities.

Fathima's husband, Sirajuddin, is now a key partner in Learndeck, and their son, Hayman Siraj, represents the future of their family's legacy. Together, they continue to drive Learndeck towards new horizons, embodying the values of resilience, innovation, and a deep commitment to educational excellence.

Fathima Siraj's story is a propellant to the transformative impact of following one's passion and overcoming adversity. Learndeck is more than just an educational platform; it is an exemplar of hope and progress, reflecting Fathima's unwavering vision and dedication to making education accessible and effective for all.

## Author “ I am Annie Elizabeth



Dr. Annie Elizabeth(PT)

As a senior physiotherapy consultant at TIMS Orthopedic Physiotherapy Clinic, I am passionate about advancing the field of physiotherapy. With a master's degree in orthopedics, my focus is on integrating the latest techniques and innovations to provide the best care for my patients. I believe in a personalized approach that blends science with empathy, helping people reclaim their mobility and confidence. At TIMS, I am committed to delivering excellence and redefining rehabilitation every day.

### The Quiet Master: How Dr. Shinoj M.R.(PT) Redefines Physiotherapy with Grace and Grit

In an age where many are eager to showcase their achievements, there's a unique charm in those who prefer to let their work speak for itself. Enter Dr. Shinoj M.R.(PT), the founder of TIMS Orthopedic physiotherapy Clinic, who has quietly become one of Kerala's most sought-after physiotherapists. While you won't find him flaunting his success, those who have experienced his care — from former Kerala Transport Minister Thomas Chandy to Chief Minister Oommen Chandy, Ex-Defence Minister A.K. Antony, and a host of celebrities and business moguls know just how significant his impact has been. But Dr. Shinoj(PT) remains unassuming, focused, and driven by a singular passion: to help people live their best lives.



Dr. Shinoj  
Managing Director of TIMS  
Chief Physiotherapist (PT)  
BPT, MPT(Ortho), MD(Acu), CSDN/MIAP

### A Reluctant Luminary

Dr. Shinoj(PT)'s journey to becoming a trusted name in physiotherapy didn't happen overnight. His relentless pursuit of excellence has led him to acquire multiple certifications — in manual therapy, dry needling, cupping, sports taping, and myofascial release — making him a versatile expert in his field. He has spent years refining his craft, often traveling alongside high-profile clients as their on-call physiotherapist. From the corridors of power to high-stakes business meetings, he has been a discreet presence, ensuring his clients are in peak physical condition.

But it's not just his skills that set him apart; it's his approach. "Physiotherapy is not just about treating the body," he explains. "It's about understanding the person, their lifestyle, their challenges, and their goals. Healing is holistic; it requires trust, patience, and empathy." This philosophy has earned him the trust and admiration of countless patients, who often return to his clinic not just for treatment, but for the comfort and reassurance of his care.

### Beyond the Clinic: A Passion for Teaching and Learning

Dr. Shinoj(PT) is not only a healer but also a life-long learner and educator. His curiosity about the human body extends beyond his clinic walls.



He is often invited to observe surgeries, where he gains firsthand insights into nerve damage, post-operative recovery, and the latest techniques in surgical rehabilitation. This hands-on approach enables him to develop new, effective methods for post-surgical rehabilitation, bridging the gap between surgery and recovery in innovative ways.

### **A Family Man with a Heart of Gold**

While Dr. Shinoj(PT)'s professional life is filled with accomplishments, he remains deeply rooted in his personal life. His wife, whom he fondly calls his "greatest cheerleader," has been his steadfast partner through every challenge and triumph. Their bond is built on mutual respect and understanding, which has been cornerstone of his success. "My wife understands the demands of my profession," he says, "and she's always been my pillar of support, ensuring that I have the balance I need to excel both at work and at home."

Despite his busy schedule, Dr. Shinoj(PT) makes time for his family. Whether it's helping his son with school projects or planning a rare family getaway, he knows the importance of being present. "Family is my anchor," he reflects. "They remind me of what's truly important beyond the clinic and the accolades." It's this grounding that keeps him humble, focused, and driven by purpose.

### **A Life of Service and Recognition**

Over the years, Dr. Shinoj(PT)'s contributions to physiotherapy have been recognized with numerous accolades. He has received the Metro Awards, Kerala Kaumady Awards, and most recently, the Hues of Life Award for Best Rehabilitation and Best Physiotherapist. Furthermore, his clinic has been honored with the Award of Excellence for Best Physiotherapy & Rehabilitation Centre for three consecutive years (2022, 2023 & 2024) at various organization award ceremonies, a testament to his team's consistent dedication to exceptional care. Yet, he remains modest about these honors, viewing them not as personal achievements but as a reflection of hard work and dedication. These awards are a testament to the collective effort of everyone at the clinic," he insists. "I'm just one part of a bigger picture." Dr. Shinoj(PT) is also a lifetime member of the Indian Association



Dr. Shinoj's dream project is to establish Asia's largest rehabilitation center, a state-of-the-art facility combining cutting-edge technology with compassionate care. This holistic hub will feature world-class amenities, including advanced rehabilitation machines, a 50-bed hospital, gym yoga center, swimming pool, and experienced staff. His vision is to provide comprehensive and empowering care, offering patients hope and a supportive path to recovery, and setting new standards in physiotherapy.

of Physiotherapists(IAP), constantly contributing to the field through research, mentorship, and innovation. His work has not only elevated the standards of care in his own practice but has also set a benchmark for physiotherapists across the country.

### **The Future Beckons**

So, what does the future hold for a man who has already achieved so much? For Dr. Shinoj(PT), the answer lies in his dream project – the state-of-the-art rehabilitation center that he hopes will be a game-changer in the field. "I want to create a space that redefines what rehabilitation means," he explains. "A place where patients feel cared for, supported, and empowered to recover fully, no matter how challenging their circumstances."

As he continues to work towards this vision, Dr. Shinoj(PT) remains committed to his core values of humility, dedication, and a deep respect for the people he serves. "At the end of the day, it's not about how many awards you've won or who you've treated," he says. "It's about knowing that you've made a difference in someone's life, that you've helped them heal and find joy in living again."

### **A Legacy in the Making**

Dr. Shinoj M.R(PT) is a quiet force in healthcare, revered by patients for his compassion, skill, and humility, and respected by colleagues for his integrity, innovation, and commitment to excellence. As he continues to heal, inspire, and innovate, his legacy will be one of quiet strength, profound impact, and dedication to making the world a better place

# SHAJAHAN ABOOBACKER

## DEFYING LIMITS, INSPIRING CHANGE



**T**he life narrative of Shajahan Aboobacker is a motivational story to the indomitability fate and spirits. Hailing from a background of its own, forged through the torment that follows a speech impairment which leads to mockery and isolation alike, he has converted difficult times throughout his early days into ferocious incentives. From being a motivational speaker to psychotherapist, corporate trainer and blockchain expert today he is said have established his legacy beyond just in the state where originally hails from; Kerala.

### **A Childhood of Silence and Determination**

Shajahan who was born with a speech disability experienced societal discrimination at the very young age. The early years for him were usually unhappy; he was an easy target and frequently misread among his peers. Whereas, Shajahan opted to turned into an unwilling participant in oppression and discrimination; the very things which would have otherwise crippled his potential. It planted the seed for what would become his ultimate goal, to be in a position where he could speak professionally and motivate people though their obstacles, especially those who had faced situations just like him.

### **The Path to Self-Improvement and Success**

Fuelled with same steely determination Shajahan began the process of transformation. He was an insurance sales agent and a teacher at summer

camps before he had even turned 17 to help him foster social connections. These experiences in his early days which played a vital role when he was exploring ways to connect with the people and their challenges lead him down the road of motivational speaking & corporate training.

### **Climbing the Corporate Ladder**

After graduating in Master of Business Administration and specialising in sales and marketing, Shajahan moved up the corporate ladder on a fast pace handling senior managerial / directorial jobs. During his time in those roles, he developed a love of leadership and coaching, leading teams with inspiring methods along strategic business outlines. This makes him unique in a competitive environment as he is one among the very few who accomplished this skillset.

He was also happy with his professional backgrounds and immediately planned to get a master of honours scoring in psychology as if there is no tomorrow. This academic dimension of training had a profound impact on how he subsequently trained, coached and incorporated psychological techniques such as cognitive behavioural theory, hypnotherapy etc into his sessions. With his breadth of approach to life and work, his workshops & seminars were incredibly popular — they had substance.





Even with everything he has accomplished in his career, Shajahan is still as dedicated to helping others as ever. He collaborates with a few NGOs where he counsels trauma-victims and tries to help them re-establish their normalcy, with hope.



### A Visionary in the Digital Era

An individual driven by the quest for knowledge and vision towards future, Shajahan entered into blockchain technology due to its disruptive nature on how businesses are run. After more than a decade of research and passion, he was recognised as Ambassador to the Global Blockchain, with his honorary PhD awarded by European Digital University. Today, he is a prominent figure in the blockchain wellspace, consulting and providing technical assistance to businesses that are looking forward to have this innovative technology implemented.

### A Broader Impact

Even with everything he has accomplished in his career, Shajahan is still as dedicated to helping others as ever. He collaborates with a few NGOs where he counsels trauma-victims and tries to help them re-establish their normalcy, with hope. His empathic style and his shared knowledge of mental health has allowed him to be a guide, consultant even mentor for many.

Shajahan is a globally renowned trainer and coach who has inspired thousands to see everything they previously believed about themselves completely differently; from the perspectives of business leadership, entrepreneurship or even more. He is a well-known thought leader—a global change catalyst, and has spoken at many conferences around the world in various institutions of education. During his appearances on prominent platforms, he honed in and dramatically boosted the stock of his message by expanding it — which has essentially created a compelling speaker out of him.



### Levelled in Experience and Authenticity

When asked about his inspiration and accomplishments, Shajahan deflects praise easily; he is still the same humble soul who knows that real change has to come from within. You cannot change someone in one day, he says. A person has to have a level of hunger that is just intrinsic — it's doing whatever comes in front of you, if that means going out for your dreams or overcoming adversity. He says that his job is to get them in touch with what else has impact so that we can start removing those mental obstacles.

He emphasises the value of balancing realism with optimism, though he admits it's not always feasible. Challenges are life's valuable lessons. Learning this and moving through it is where the actual, lasting transformation happens.

### An Enduring Legacy of Empowerment

Shajahan Aboobacker, who could not speak in the back story of interrupted childhood is now making stories with its words and spreading thousands of people from morning till evening. It is not just about the awards he achieved, or some of seminars he led, but in how many lives he impacted and transformed for good. With every talk delivered, each training program conducted and all consultations done, Shajahan exudes a spirit of anything is possible if you dare to dream big.

It is more than a story of overcoming adversity, it's a manual on failing forward. Shajahan Aboobacker stands as a shining representation of what someone is able to do when they choose to defy their constraints and aspire towards something greater; forging new paths for himself while motivating those around him.



# ACUA SALON AND MAKEUP STUDIO

## REVOLUTIONIZING THE BEAUTY INDUSTRY IN KOTTAYAM

In the early 2010s, Kottayam's grooming industry was bustling with numerous beauty salons, each vying to attract clients with their unique styles and services. The typical scene was quite traditional: men visited local barbershops, their walls adorned with posters of film stars sporting the latest haircuts, while women frequented neighbourhood beauty parlours operated by enterprising women from the community. These establishments offered familiar services, but there was nothing pathbreaking or innovative about them. The idea of a family-friendly salon was unheard of. This status quo persisted until 2011, when a new player entered the market and completely transformed the beauty scene in Kottayam.

### The Inception of Kottayam's First Family Salon

2011 marked a turning point in Kottayam's beauty industry with the launch of HAIRXPRESO, the city's first family salon. This was no ordinary salon—it was the beginning of a trend that would revolutionize the way Kottayam's residents approached grooming and beauty. HAIRXPRESO, later rebranded as ACUA Salon and Makeup Studio in 2013, set a new standard by offering a premium experience for the entire family. This concept was a significant departure from the traditional, gender-segregated beauty parlours that dominated the market. ACUA quickly became a household name, known for its innovative approach, luxurious ambiance, and commitment to delivering top-notch services.

### The Visionary Behind ACUA: Nixon C. George

The mastermind behind ACUA Salon and Makeup Studio is Nixon C. George, a native of Kottayam who spent nearly two decades living and working in Delhi. Nixon's journey into the beauty industry is as unconventional as it is inspiring. After completing his graduation, Nixon moved to Delhi to study fashion design and eventually found himself working in the garment industry. It was in Delhi that he met and married Sonam, a native of Shillong, and together they built a life and family in the bustling city. Despite their deep roots in Delhi, Nixon felt a strong pull to return to his hometown of Kottayam. He wanted to reconnect with his roots and provide his two daughters, Nicole and Vanessa, with a meaningful connection to Kerala before they reached high school.

Returning to Kottayam after so many years was not an easy decision. Nixon knew that building a career in a new field would be challenging. Initially, he planned to leverage his experience in the garment industry to start a related business. However, fate had other plans. During his exploration of potential business opportunities, Nixon identified a significant gap in Kerala's beauty industry: the lack of family-friendly salons. Unlike in Delhi, where families

could visit beauty parlours together and receive unisex services, Kottayam had no such offering. This realization sparked the idea that would eventually become ACUA Salon and Makeup Studio.

### Overcoming Challenges: From Franchise to Independent Brand

Nixon's first step into the beauty industry was through a franchise of a Mumbai-based beauty brand, which introduced Kottayam to its first unisex salon. The concept was well-received, and the salon garnered positive feedback from the community. However, Nixon soon encountered challenges that made the franchise model unsustainable. The high service rates imposed by the franchise did not resonate with Kottayam's price-sensitive clientele. Additionally, the lack of support from the franchise in areas like staffing and marketing hindered the salon's growth. Frustrated by these limitations, Nixon made the bold decision to part ways with the franchise and launch his own brand.

Thus, ACUA Salon and Makeup Studio was born. ACUA, an acronym for "A CUT ABOVE," was not just another beauty salon—it was a game-changer. Nixon envisioned a premium salon that offered exceptional services at reasonable rates, making high-quality beauty and grooming accessible to all. The name ACUA was carefully chosen to reflect the brand's commitment to excellence and its desire to stand out in a crowded market.



## Setting New Standards in Hygiene and Service

One of the key factors that set ACUA apart from its competitors was its unwavering commitment to hygiene and customer satisfaction. Nixon understood that in order to build trust and loyalty, the salon needed to prioritize cleanliness and safety. At ACUA, every client is treated to a shampoo before their haircut—a practice that ensures hygiene and enhances the overall experience. The salon also uses fresh towels and disposable bed sheets for each client, and all equipment is sanitized to the highest standards. These practices, though simple, played a crucial role in establishing ACUA's reputation as a safe and reliable choice for families.

In addition to its focus on hygiene, ACUA also prioritized the comfort and satisfaction of its clients. The salon's state-of-the-art infrastructure was designed to offer a luxurious experience, while its team of skilled professionals ensured that every service was delivered with precision and care. Nixon was meticulous in his approach to staffing; only those who demonstrated exceptional skill and a commitment to excellence were offered permanent positions. This rigorous hiring process ensured that ACUA's team was among the best in the industry.

## Building a Loyal Clientele Through Exceptional Service

ACUA Salon and Makeup Studio quickly gained a loyal following in Kottayam, thanks to its customer-centric approach and high standards of service. Nixon's commitment to delivering a premium experience was evident in every aspect of the salon's operations. From offering special discounts for young clients to launching the ACUA Cashback Program, Nixon continually sought ways to reward loyalty and enhance the customer experience. The salon's emphasis on personalized service, coupled with its professional and friendly staff, made it a favourite among Kottayam's residents.

The salon's success is reflected in its impressive online reputation, with over 2000 five-star reviews on Google. This level of customer satisfaction is a testament to Nixon's vision and the hard work of his team. At ACUA, the client always comes first.



If a customer is ever dissatisfied with a service, Nixon personally ensures that the issue is resolved, either through a complimentary service or a full refund. This commitment to quality has been a cornerstone of ACUA's success and has helped the salon build a strong and loyal client base.

## A Family Affair: The Involvement of Nixon's Daughters

Nixon's decision to return to Kottayam was driven by his desire to provide his daughters with a deeper connection to their roots. Both Nicole and Vanessa have embraced this connection and have found their own paths in the

beauty and creative industries. Nicole, the eldest daughter, pursued a degree in animation at Annapurna College of Film and Media in Hyderabad and now works for a Mumbai-based company. Vanessa, the younger daughter, shares her father's passion for beauty and makeup. After studying at Pearl Academy in Mumbai, one of the country's top institutions for fashion and design, Vanessa managed the bridal makeup section of ACUA before moving on to a career in Bangalore as a makeup and hair stylist at Myntra.

The involvement of Nixon's daughters in the beauty industry is a testament to the family's deep connection to ACUA and their shared commitment to excellence. Their success in their respective fields is a reflection of the values that Nixon has instilled in his family—dedication, hard work, and a passion for delivering the best.

## The Future of ACUA: A Legacy of Quality and Commitment

Despite the success of ACUA Salon and Makeup Studio, Nixon's vision for the brand remains focused and grounded. Unlike many entrepreneurs who might be tempted to expand rapidly, Nixon is content with maintaining the salon's high standards and ensuring that it continues to serve the people of Kottayam with the same level of dedication and quality that has defined it from the beginning. For Nixon, ACUA is more than just a business—it is a legacy. It is a symbol of his commitment to his hometown, his family, and the values that have guided him throughout his journey.

ACUA Salon and Makeup Studio stands as a shining example of how one man's vision and determination can transform an industry. Nixon C. George's journey from the garment industry in Delhi to the beauty industry in Kottayam is a story of resilience, innovation, and the pursuit of excellence. Today, ACUA is not just a salon; it is a beloved institution, a place where families can come together to enjoy top-quality beauty and grooming services in a welcoming and luxurious environment. ACUA truly is "a cut above" the rest, and its story serves as an inspiration for anyone looking to make their mark in the world.



# ATHENA ERUDITION



## A JOURNEY FROM VISION TO VICTORY IN EDUCATION

In December 2020, as the second wave of COVID-19 gripped the world, two friends from Thodupuzha, Asif Nadheer and Muhammad Shabin, saw an opportunity where others saw challenges. With the educational landscape in turmoil, they founded Athena Erudition in Kochi, an institution dedicated to providing cutting-edge technical courses. Both Asif and Shabin were seasoned professionals, having worked in a private academy before venturing into this new path. They describe themselves as intrapreneurs, driven by the experience and insights gained from their previous roles. Today, they are firmly established in Kochi, steering Athena Erudition toward new heights.



### **The Birth of Athena Erudition: A Response to a Crisis**

Athena Erudition was born out of necessity and innovation. At a time when most educational institutions in Kerala were scrambling to adapt their teaching methods to the online world, Asif and Shabin were quick to recognize the potential of a fully online platform. Despite having ideas for offline education, they decided to launch online classes first, setting up their office in Kochi. The transition wasn't easy, with manpower limitations and numerous obstacles during the pandemic, the two friends had to navigate uncharted waters. But they succeeded. Their foresight paid off, and the online classes thrived even when many other institutions struggled.

As offline education slowly became possible again, Asif and Shabin made a strategic decision: to remain online, at least for the time being. They understood the complexities involved in suddenly switching back to offline education, especially concerning student learning placement, internships, and course content. This decision allowed them to continue providing uninterrupted, high-quality education to their students.

### **Building a Unique Educational Experience**

From the outset, Athena Erudition focused on offering practical, industry-oriented courses. Asif handled the admissions, leveraging social media marketing to attract students, while Shabin took charge of academics. Their initial offerings, Python Full Stack and Digital Marketing, were designed to not only teach but also to provide students with hands-on experience through real-world projects. This approach was a game-changer.

While many digital marketing institutes were content

with offering theoretical knowledge, Athena Erudition went a step further. They connected with businesses and secured digital marketing projects, which they handed over to their students. This practical experience allowed students to build impressive portfolios, making them job-ready from the get-go. The results were immediate and impressive—placement success in the very first batch.

As their student base grew, so did their ambitions. By mid-2021, Athena Erudition expanded its operations, hiring a team of twelve staff members, including marketing professionals. With this growth came a comprehensive revision of the syllabus. Their focus for 2021 was to refine their courses, ensuring that each one was aligned with current industry demands. This commitment to quality paid off, with increased admissions and satisfied students.

### **Expanding the Horizon: New Courses and Partnerships**

As Athena Erudition grew, Asif and Shabin saw an opportunity to diversify their offerings. They conducted thorough research to identify industries with the most job vacancies and the least specialized training options. One sector that stood out was hospital administration. While many institutions offered basic hospital administration courses, Athena Erudition was the first to integrate healthcare management into the curriculum, creating a comprehensive program. This innovation led to a partnership with Sunrise Hospital in Ernakulam, where Athena Erudition students could complete internships, further enhancing their learning experience.

The success of this program paved the way for more courses. Soon, Athena Erudition added Logistics and Supply Chain Management, Tally, SAP, Medical Coding, and even Ethical Hacking to their lineup. However, their flagship courses—Python, Digital Marketing, and Hospital Administration—remained at the core of their offerings.

One of their most innovative courses, DIFFA (Diploma in Financial and Foreign Accounting), was developed in response to a common problem in the education sector: the high cost of individual accounting courses. By bundling essential accounting courses into a single, cost-effective program, Athena Erudition provided a solution that was both practical and affordable.

### **A Commitment to Industry-Relevant Education**

At Athena Erudition, the focus has always been on providing students with an education that prepares



them for the real world. Their motto, “Teach what the industry needs,” reflects this commitment. Whether it’s Python, digital marketing, or hospital administration, every course is designed to meet current industry standards. Students don’t just learn; they work on real projects, gaining the skills and experience necessary to excel in their chosen fields.

Asif and Shabin’s roles are clearly defined—Asif leads marketing and sales, while Shabin focuses on academics. Together, they have created a unique educational institution that stands out in a crowded market. Their journey from a small online startup to a respected name in education is a testament to their vision, hard work, and dedication.

### **The Road Ahead**

Athena Erudition’s success story is far from over. With plans to add more courses and continue expanding their offerings, Asif and Shabin are determined to keep innovating and evolving. Their institution is not just a place of learning; it’s a place where students are prepared to meet the challenges of the real world head-on. As they look to the future, one thing is certain: Athena Erudition will continue to set new standards in education, driven by a commitment to excellence and a passion for teaching.

# SCOOP BY SCOOP

## ICELOFT'S CRAFTING THE FUTURE OF PREMIUM ICE CREAM

Iceloft, a premium ice cream brand that has captured the hearts (and taste buds) of Kerala, began its sweet journey in the serene district of Alappuzha. In just a short span of time, it has risen to prominence, becoming a beloved name among ice cream aficionados. At the helm of this delectable venture is Aamina Khalam, a former pharmacist who, along with her husband K. Ajmal, has transformed a simple idea into a successful business, redefining the ice cream experience in Kerala.

Aamina's story is one of curiosity, strategic planning, and a desire to create something different. With a background in pharmacy, she initially had no experience in the world of frozen desserts. The idea of launching an ice cream brand began to take shape when her husband, Ajmal, returned from his stint as a safety supervisor in various Gulf countries. As they pondered their next steps, the couple immersed themselves in the entrepreneurial ecosystem, attending exhibitions and exploring various business opportunities.

It was during this exploration that Aamina discovered the immense market potential for ice cream and popsicles in Kerala. Not one to jump into a venture without thorough preparation, she dedicated an entire year to studying the field. A visit to the French Dairy's ice cream factory in Thrissur provided Aamina and Ajmal with crucial insights into the production process, thanks to the support and guidance they received from industry experts like Nitin Mathew.

Initially, Aamina considered focusing solely on popsicles. However, she quickly realized that to stand out among well-established competitors, her brand needed a more diverse offering. The decision to expand into ice creams and ice candies proved to be a game-changer, paving the way for Iceloft's official launch on December 23, 2023. Within just six months, the brand had distributed products worth 35 lakh rupees, selling 75,000 ice pops and 1,766 kg of ice cream—a testament to its rapidly growing popularity.



Aamina's journey into the world of ice cream wasn't without its challenges. One key lesson she shares with aspiring entrepreneurs in the ice cream sector is the importance of cautious inventory management. She advises against purchasing large quantities of packaging materials upfront, noting that it's better to start small and adjust as demand grows. "We know people who have bought packaging covers up to five times more from manufacturers who only care about their own profit," she says, reflecting on her own learning curve in the early days of Iceloft.

What sets Iceloft apart in the crowded ice cream market is its commitment to quality and authenticity. Unlike many brands that use frozen desserts disguised as ice cream, Iceloft offers genuine premium ice cream made from milk, milk powder, and fresh cream. Aamina emphasizes that while ice cream may not be a daily staple, real milk-based ice cream is far healthier than frozen desserts laden with hydrogenated fats. Iceloft's products contain no chemicals, preservatives, or artificial additives, and even the ice creams are made with minimal artificial colouring. Whether it's their jackfruit popsicles or guava and custard apple flavours, everything is crafted to be as natural as possible.

Iceloft's dedication to using real fruits and avoiding excess sugars like glucose and fructose further highlights its focus on quality. With over twenty-five unique flavours, including innovative options like Malai Kulfi, Gulab Jamun, Jalebi, and Nellikka Kanthari, Iceloft has quickly carved out a niche for itself in the market.

Aamina hints at even more exciting flavours to come and the brand's forthcoming expansion into the cone ice cream segment.

Since opening its first outlet in February 2024, Iceloft has expanded to twelve locations across Alappuzha district and operates a factory with a bunch of dedicated staff at Pathirapally. The brand is also exploring franchise opportunities, with an aim to expand beyond Kerala. Unlike many other franchises that require hefty, non-refundable deposits, Iceloft offers a

more accessible, refundable deposit model, encouraging young entrepreneurs to join the ice cream revolution. Additionally, Iceloft's products are available in other districts and are even delivered to Lakshadweep, showcasing the brand's growing reach.

Looking ahead, Aamina envisions a future where Iceloft's presence extends to over 100 outlets, catering to a health-conscious audience with innovative options like prebiotic, probiotic, and sugar-free ice creams. With her husband

by her side, supporting the management and operations of Iceloft, she is determined to continue her journey of sweet success.

For Aamina, ice cream is more than just a business—it's a passion. She has proven that with dedication, a clear vision, and a commitment to quality, it's possible to carve out a space in even the most competitive industries. Iceloft is not just another ice cream brand; it's a testament to what can be achieved when you dream big and dare to make it happen.



# RISE OF PRATHEEKSHA BHAVAN

## ENGLISH MEDIUM SCHOOL

### **Empowering Future: The Remarkable Rise of Pratheeksha Bhavan English Medium School**

In the heart of Chalil, a village near Cherthala, a remarkable transformation has unfolded—a story of one man's unwavering vision that redefined the future of an entire community. Pratheeksha Bhavan English Medium School stands today as a guiding lamp of educational excellence and a cornerstone of education in the region, owes its existence to the unyielding determination of a native priest, Rev. Fr. Isaac Kochinamkary. With the vision of transforming his homeland through education, Rev. Fr. Isaac embarked on a journey that would change the lives of countless children and uplift an entire community.

### **A Priest's Vision: Transforming Chalil through Education**

Chalil was once an ordinary village with limited access to quality education, where parents yearned for a better future for their children but lacked the means to provide it. There were no English medium schools in or around Chalil, and educational opportunities were scarce. Seeing the developmental strides in the places he visited during his priesthood in the Diocese of Mainz, Germany, Rev. Fr. Isaac's dream of fostering progress in his native village grew stronger. He realized that education was the key to unlock the potential of Chalil's children and set out to make his dream a reality.

Upon sharing his vision with his friends and colleagues in Germany, Rev. Fr. Isaac received an outpouring of support and encouragement. They pledged to help him build an educational institution in Chalil that would provide quality education to all children, regardless of their financial status or background.

### **From Humble Beginnings: The Foundation of Change**

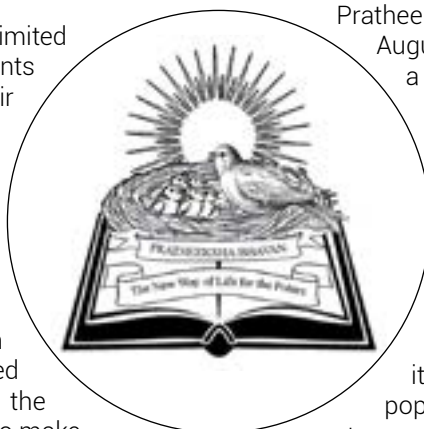
With the blessings of the Chalil Sacred Heart Church's vicar and parish council, Rev. Fr. Isaac initiated his mission on January 5, 1995. He identified over 100 financially disadvantaged families in the village and began providing educational assistance of Rs. 300 to their children, ensuring that the support was extended irrespective of caste or creed. This financial aid program continued for

three years, but Rev. Fr. Isaac soon realized that direct financial assistance was not being utilized effectively for the children's education.

This realisation led to a new idea—a free tuition centre that would directly impact the educational standards of Chalil's children. Supported by his German friends and the local community, Rev. Fr. Isaac established the tuition centre in the parish hall of Chalil Sacred Heart Church. This centre quickly became a beacon of hope, uniting the village in the pursuit of knowledge and progress.

The success of the tuition centre inspired Rev. Fr. Isaac dreams even bigger. Despite facing scepticism and numerous challenges, he remained resolute in his mission to establish an English medium school. With unwavering support from his German friends and the local community, he laid the foundation stone for

Pratheeksha Bhavan English Medium School on August 24, 2003. The school was founded with a commitment to fostering educational and cultural progress, serving as a testament to Rev. Fr. Isaac's vision and determination.



### **Expanding Horizons: Overcoming Challenges and Building a Legacy**

The journey of Pratheeksha Bhavan English Medium School was not without its challenges. As the school grew in popularity, more and more parents wanted to enrol their children. Despite limited resources,

Rev. Fr. Isaac was determined to provide a quality education to all. The need for more classrooms led to the construction of a

U- Shaped single-story building for pre-primary classes. In 2007, a German group impressed by the school's impact visited there and pledged their support for further development. This collaboration enabled the construction of a second three-story building to accommodate the increasing number of students.

By 2010-2011, the school faced new challenges as it continued to grow. Rev. Fr. Isaac's relentless efforts and the community's unwavering support helped secure additional land for further expansion. Overcoming economic constraints, the school built new facilities, including labs, a sports training ground, and an auditorium, further enhancing its educational environment.

## A Commitment to Inclusivity and Excellence

Pratheeksha Bhavan School's success lies in its commitment to inclusivity and excellence. Charging only Rs. 75 for students from financially disadvantaged families, the school made quality education accessible to all. Under the leadership of Rev. Fr. Isaac's, the school initiated various welfare activities, including a free sewing training centre for older girls, a youth movement for local youth, and numerous assistance programs for higher education, patient relief, and marriages. These initiatives have made Pratheeksha Bhavan more than just a school; it is a hub of community development and empowerment.

In April 2013, after years of hard work and perseverance, Pratheeksha Bhavan English Medium School achieved CBSE affiliation. This milestone marked a significant achievement for the school, solidifying its status as



Rev. Fr. Issac Kochinamkary  
(Founder & Manager)



Sr. Minimol Sebastian  
(Principal)

a leading educational institution in the region. The school's growth from just nine students to nearly a thousand by the 2023-24 academic year is a testament to Rev. Fr. Isaac's vision and the community's collective effort.

## A Vision of Hope: The Unwavering Commitment of Pratheeksha Bhavan

Pratheeksha Bhavan  
English Medium

School operates with the fundamental belief that all students are equal and deserving of an enriching educational experience, especially those from financially disadvantaged backgrounds. The institution was not just founded to impart education but to embody a broader vision of holistic development for every child. The school's mission is deeply rooted in the ideals of inclusivity, quality education, and moral values. Rev. Fr. Isaac Kochinamkary, alongside the dedicated faculty and staff, envisioned an institution that would nurture not only the intellectual capabilities of students but also their spiritual, moral, and emotional growth.

## Leadership That Inspires: Sr. Minimol Sebastian's Role

The key figure in the success story of Pratheeksha Bhavan English Medium School is Sr. Minimol Sebastian, also known as Sr. Seby Mary. She is a Spiritual & visionary leader who has made significant contributions to the institution's growth and development. Under her guidance, the school has flourished into a serene and disciplined environment that fosters both academic and personal growth.

One of Sr. Seby Mary's notable initiatives is the introduction of





*Continuing the Legacy: Building for the Future*

the House System, which has fostered a sense of camaraderie and healthy competition among the students. She also implemented a personal point system that encourages students to strive for excellence in all areas, rewarding not just academic achievements but also personal development and good behavior. By organizing various health and competitive programs, and forming student clubs, she has encouraged students to take initiative and develop their organizational abilities.

Sr. Seby Mary is deeply spiritual, and her faith is a guiding force in her leadership. Her calm and composed demeanor has created an atmosphere of peace and tranquility within the school, making it a place where students can focus on their studies and personal growth in a supportive environment. Her profound spirituality is a driving force behind the School's progress. It inspires students, teaching and non-teaching staff to strive for excellence and emulate values of empathy, kindness and respect. This binding force unites the Management, Staff, Parents and students of Pratheeksha Bhavan English Medium School and it's excellence in education.

### **Continuing the Legacy: Building for the Future**

The expansion and development of Pratheeksha Bhavan have been guided by a clear vision of creating a comprehensive educational environment. After the construction of the initial classroom buildings and the achievement of CBSE affiliation in 2013, Fr. Isaac and his team faced the challenge of accommodating an ever-growing student population. To address this, new classrooms were built, and additional land was purchased to construct a multi-storied building to house the school's pre-primary section.

Recognizing the importance of extracurricular activities in fostering well-rounded individuals, Fr. Isaac also focused on creating spaces for sports training, building a bridge across the road behind the school, and constructing a spacious auditorium. These facilities provide students with ample opportunities to explore their talents and interests beyond the classroom.

### **Legacy of Learning: The Lasting Impact of Vision**

Today, Pratheeksha Bhavan English Medium School stands as a pillar of progress and education in Chalil village. With close to a thousand students from various socio-economic backgrounds, the school continues to uphold its mission of providing high-quality education while supporting community welfare initiatives. Programs such as employment opportunities, patient relief schemes, financial assistance for children's higher education, and marriage support reflect the school's deep commitment to the well-being of the community it serves. The school's remarkable growth from a modest tuition centre to a fully-fledged educational institution with CBSE affiliation is a testament to the power of vision, hard work, and community collaboration.

Looking ahead, the school aims to continue its legacy of accessible, quality education, nurturing morally and spiritually enlightened individuals while fostering a sense of community and shared responsibility. With plans for further expansion and new initiatives, the school is poised to become a model institution for educational excellence and community development.

The story of Pratheeksha Bhavan English Medium School is a powerful reminder of what can be achieved when vision meets action, leaving an indelible mark on Chalil village that will continue to grow and flourish for generations. Rev.Fr Isaac Kochinamkary with the blessings of God Almighty the school is expected to become a College, a Higher Education Centre shaping the minds of future generations and making a positive impact on society." More than just a school, Pratheeksha Bhavan is a beacon of hope, a testament to the transformative power of education, and a shining example of what can be accomplished when a community comes together with a shared purpose.

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# JOBSTARS INDIA

## A BEACON OF EXCELLENCE IN THE GLOBAL HR LANDSCAPE

Founded in 2003, Jobstars India has grown from its Kerala roots into a globally recognized leader in comprehensive HR solutions. The company's mission is to bridge the gap between talent and opportunity, connecting skilled professionals with leading companies worldwide. This commitment has fueled its success and propelled it to become a powerhouse in the HR industry. With a team of 350 dedicated professionals, Jobstars India boasts an impressive track record, having partnered with over 5,122 companies and successfully placed more than 72,000 individuals in meaningful roles. Their dedication to excellence is further underscored by prestigious accolades such as the "10 Iconic Brands India in 2023" award, reflecting their unwavering commitment to quality and innovation.

### Beyond Accolades: A Legacy of Exceptional Service

While awards and recognitions are a testament to Jobstars India's success, the company's true legacy lies in its consistent delivery of exceptional HR services. Over the past two decades, Jobstars India has built a reputation for excellence that goes beyond the trophies on its shelf. The firm's innovative approach to HR solutions has earned it a place in the London Book of World Records for HR Excellence & Innovations, and the Excellency Iconic Award for Best Manpower Company. These achievements are not just milestones but also a reflection of the company's commitment to pushing the boundaries of what is possible in the HR sector. Jobstars India's dedication to providing top-tier services is driven by a deep understanding of the needs of both employers and job seekers, ensuring that every placement is a perfect match.

### Strategic Growth: A Global Leader Emerges

Jobstars India's growth strategy has been marked by thoughtful expansion and a keen understanding of the global HR landscape. The company's appointment of Dr. Manish Kumar Singh as Director and Chief Marketing Officer was a strategic move that added significant depth to its leadership team. Dr. Singh brings a wealth of experience and a fresh perspective to the company, which has been instrumental in driving its global expansion efforts. Under his leadership, Jobstars India has



**JOBSTARS  
INDIA**

"Building Signature In Every Move"

opened offices across multiple continents, enhancing its ability to connect talent with opportunities on a global scale. Moreover, the acquisition of the Unlimited Indian Overseas Recruitment Licence has solidified Jobstars India's position as a leading player in international recruitment, enabling them to serve a diverse range of clients and industries worldwide.

### Championing Diversity and Inclusion

At Jobstars India, diversity and inclusion are more than just corporate values; they are the foundation upon which the company is built. The inclusion of Ms. Anju Kamalahasan, celebrated as the "Youngest Women Director of India," on the leadership team exemplifies this commitment. Her presence not only brings a unique perspective to the company's leadership but also sends a powerful message about Jobstars India's dedication to fostering an inclusive culture. This commitment to diversity ensures that the company attracts a broad spectrum of talent, fostering a dynamic and innovative workplace. Jobstars India's inclusive approach is reflected in its recruitment strategies, which prioritize diversity and ensure that clients have access to a wide range of skills and experiences. By embracing diversity, Jobstars India not only enriches its own workplace but also sets a standard for the industry, demonstrating that inclusive practices lead to better business outcomes and more innovative solutions.



Ashok Narayan



Anju Kamalahasan



Manish Kumar Singh

### A Future Built on a Strong Foundation

The future of Jobstars India is anchored in its strong foundation of excellence, innovation, and a people-centric approach. With over two decades of experience, the company has developed a deep understanding of the HR industry and the unique needs of its clients. This experience is complemented by a dedicated team that is passionate about making a difference in the lives of the individuals and organizations they serve. Jobstars India's commitment to building strong relationships with its clients is evident in its personalized approach to HR solutions. By focusing on the human element of HR, the company goes beyond transactions to create meaningful connections that drive success for both job seekers and employers.

### Core Values: The Pillars of Success

The success of Jobstars India is built on a set of core values that guide every aspect of its operations. Jobstars India is committed to delivering unparalleled HR solutions and exceeding client expectations. The company strives to be the best in the industry by consistently raising the bar and setting new standards for quality and performance. This commitment to excellence is evident in every aspect of the company's operations, from the way it engages with clients to the results it delivers.

At the heart of Jobstars India's approach is a commitment to innovation. The company embraces cutting-edge technology, such as Artificial Intelligence (AI), to optimize recruitment processes and enhance efficiency. By leveraging AI, Jobstars India is able to provide more accurate and effective matching of talent to opportunities, ensuring that clients find the right fit for their needs. This focus on innovation not only enhances the company's service offerings but also positions it as a leader in the rapidly evolving HR industry.

Jobstars India values diversity and fosters an inclusive

culture where all employees feel valued and empowered. This commitment to inclusion extends beyond the company's internal operations to its approach to client engagement and recruitment. By promoting diversity, Jobstars India ensures a richer talent pool and a more dynamic workplace, driving innovation and creativity.

The use of advanced technology is a key differentiator for Jobstars India. By incorporating AI and other innovative tools into its processes, the company is able to streamline operations and deliver superior results. This technology-driven approach not only enhances efficiency but also allows Jobstars India to stay ahead of industry trends and provide cutting-edge solutions to its clients.

Jobstars India understands that HR is about more than just filling positions; it's about building relationships. The company takes a people-centric approach to HR, focusing on the needs and aspirations of both clients and job seekers. By prioritizing personalized experiences, Jobstars India ensures that every placement is a perfect fit, creating long-term value for all parties involved.

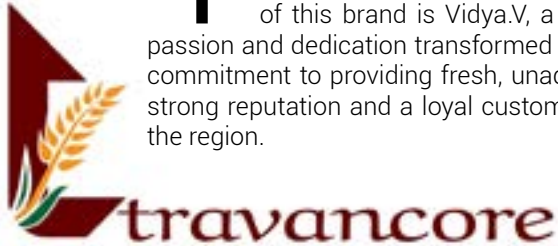
Looking ahead, Jobstars India is well-positioned to shape the future of the global HR industry. With a strategic vision for growth, a commitment to excellence and innovation, and a dedicated team of professionals, the company is poised to continue its trajectory of success. Jobstars India's focus on diversity, inclusion, and technology-driven solutions will ensure that it remains at the forefront of the HR industry, driving change and setting new standards for excellence. As Jobstars India continues to connect talent with opportunity, it is not just shaping the future of HR but also helping to build a more inclusive, innovative, and successful global workforce.

Jobstars India stands as a beacon of excellence in the HR industry, ready to connect individuals with their dream careers and help companies find the talent they need to thrive. With a strong foundation and a forward-looking approach, the company is set to lead the way in shaping the future of HR on a global scale.

# BREAD, BUNS, AND BEYOND

## HOW TRAVANCORE FOODS BECAME A HOUSEHOLD NAME

**T**ravancore Foods has carved a niche for itself in the highly competitive food processing industry, particularly in the bakery and snack sector. Since launching in November 2016, the brand has consistently delivered high-quality bread, buns, cupcakes, and a variety of other baked goods, delighting customers with every bite. At the heart of this brand is Vidya.V, a homemaker turned entrepreneur from Cherthala whose passion and dedication transformed a small food processing unit into a thriving business. Her commitment to providing fresh, unadulterated products has helped Travancore Foods build a strong reputation and a loyal customer base, making it a trusted name in households across the region.



### The Genesis: A Leap of Faith

The story of Travancore Foods began when Vidya decided to venture into the processed foods sector. Hearing about a food processing unit for sale in Cherthala, she saw an opportunity where others saw a failing business. "I wanted to provide good food that is not adulterated and realised that it is possible to deliver fresh products," Vidya reflects. With limited financial resources, she couldn't afford to start a new unit from scratch. Instead, she seized the chance to buy the existing unit, which came with its own set of machinery.

Despite Cherthala being home to several small and large-scale food processing units, Vidya believed she could make a difference in this competitive market. Her husband, Ratheesh, a manager at Tata Motors, stood by her, offering unwavering support. "Many people discouraged me when I took over a loss-making food processing unit," Vidya recalls. However, with encouragement from Ratheesh and two of his friends who worked in the hotel industry, Vidya gained valuable insights into the food processing sector. Once the production methods and strategies for delivering fresh, high-quality food to market were in place, the journey of Travancore Foods began in earnest.

### Overcoming Challenges: A Journey of Determination

Like any start-up, Travancore Foods faced significant challenges, especially in marketing. At the time, monopolistic brands dominated even the rural markets, making it difficult for new entrants to establish themselves. Vidya understood that to succeed, she needed to master marketing techniques and earn customer trust. "Getting customers to try a new product when it first hits the market can be tough," she admits. "Even if people accept it for its quality, initial acceptance is key."

Travancore Foods started with minimal resources—a single production staff member—and a lot of hard work. Vidya





and her mother-in-law took on every role from packing to cleaning. This hands-on approach allowed them to maintain strict quality control and ensure the freshness of their products.

Vidya's philosophy was simple: "If the ingredients are added in the right way, the customer will like it and want to buy again." Unlike many brands that use preservatives to extend shelf life, Travancore Foods has committed to using natural ingredients without compromising on quality. "We don't use anything that reduces the essential ingredients or adds artificial substances to keep the product intact beyond its natural life," she emphasises.

### **Building a Brand: Quality and Freshness at the Forefront**

From the outset, Travancore Foods focused on bringing each product to market with a guarantee of quality and freshness. Initial production was deliberately kept small—up to 100 loaves of bread or fewer than 100 buns a day—to minimise losses and gauge consumer response. The strategy worked; the new brand gradually gained recognition in the local market, and demand grew.

As the years passed, Travancore Foods expanded its production and distribution. Today, the brand produces 1,000 to 1,500 breads and buns daily, along with over 200 packets of cupcakes and various snacks. The increase in production is matched by a growing network of retailers; Travancore Foods products are now available in numerous small, medium, and large shops and supermarkets throughout the northern Alappuzha district.

Vidya attributes this growth to a steadfast commitment to quality and a clear understanding of customer preferences. "The best bakery products have a short shelf life," she asserts, highlighting the importance of freshness. Vidya and Ratheesh have also maintained direct communication with their customers, bypassing marketing agencies to receive unfiltered feedback. "Understanding our customers directly helps us ensure consistency and meet their needs more effectively," she notes.

### **Expanding Horizons: The Future of Travancore Foods**

Looking ahead, Travancore Foods has ambitious plans for growth. The company aims to expand its presence across Kerala, bringing its signature products to new markets. A new line of fries is set to launch soon, and there are plans to diversify the range of snacks further. "Our goal is to continuously innovate while staying true to our commitment to quality," Vidya explains.

The growth of Travancore Foods is also evident in its logistics. What started as a delivery operation on a two-wheeler has now expanded to include eight vehicles dedicated to supplying products to various shops and supermarkets daily. Two more vehicles are set to join the fleet soon, underscoring the brand's rapid expansion.

### **A Story of Passion and Perseverance**

The story of Travancore Foods is a testament to the power of passion and perseverance. Vidya's journey from a homemaker to a successful entrepreneur is a reminder that with vision, hard work, and a commitment to quality, even the most ambitious dreams can be realised. From its modest beginnings in a small food processing unit, Travancore Foods has grown into a beloved brand, known for its high-quality products and unwavering dedication to customer satisfaction.

As Vidya looks to the future, she remains grounded in the values that have brought Travancore Foods this far. "For us, it's always about providing the best possible product to our customers," she says. "That's the heart of our business and the reason for our success."

Travancore Foods has not only become a trusted name in Cherthala and beyond but has also set a standard for quality and integrity in the food processing industry. With plans for further expansion and innovation, the brand's journey is far from over. And as they continue to grow, Vidya and her team remain committed to their original mission: delivering fresh, high-quality food that brings joy to every table.



# FIRST LOGIC META LAB PVT LTD

## PIONEERING INNOVATION IN GLOBAL TECH

In the ever-evolving arena of technology, few companies could strategize better and pivoted as well as First Logic Meta Lab Pvt Ltd. Incorporated in 2016, the Kerala-based company, until recently known as Infotick Solutions, started offering software and web application development services. It soon realized it had to evolve into a better avatar, one that would take on the demands of today's changed digital landscape. First Logic Meta Lab rebooted by rebranding itself through research and development, making sure to add the state-of-the-art technologies in custom software development, artificial intelligence, blockchain, cybersecurity, and IoT).

From its humble beginning with a team of five, First Logic Meta Lab today has grown leaps and bounds, with more than 130 highly skilled professionals serving an extensive portfolio of clients spread across regions like India, Saudi Arabia, the UAE, Qatar, the UK, and the USA. Today, it stands tall—a shining example of innovation that has adapted itself to offer customized technology solutions to help meet complex and ever-evolving needs of businesses from different walks of life.

### The Early Years: Laying the Foundation

First Logic Meta Lab's story started in January 2016 when the company was founded under the name Infotick Solutions. Having core competency in traditional web design and development services, the company worked from a small office in Perinthalmanna, Kerala. Its main goal was to give businesses functional, user-friendly websites and applications that would help them navigate the growing digital landscape.

However, as the industry started to take different dimensions, so did the ambition of its leadership. It dawned on them fairly early that to stay competitive, they would have to keep pace with current technological trends and offer something more than plain, vanilla web development services. Regarding this, the company began its growth and transformation to finally end up as First Logic Meta Lab in 2021.

More than a new identity, it showed the determination of the company to deploy advanced technologies in developing real solutions to market gaps. First Logic Meta Lab was opening its horizons to AI, cybersecurity, blockchain, and IoT.

### Pandemic Pivot: How to Turn Challenge into Opportunity

The COVID-19 pandemic was a turning point for many businesses around the globe, and First Logic Meta Lab proved no exception. While it did bring in unprecedented challenges, it opened up unparalleled avenues for growth and learning. Rather than looking at this period of lockdown as a loss to the company, the leadership at First Logic Meta Lab used that opportunity for R&D and employee development.

To this end, the company encouraged its staff to learn new technologies and further develop their skills during this period. Such investments in human capital paid off when the company began to implement really cutting-edge solutions for its custom projects, thus giving it a competitive advantage in the market. Growing from 12 to 50 employees by mid-2022, First Logic Meta Lab came out stronger than ever from the pandemic and ready for whatever new challenges the post-pandemic world had in store for them.

### Expansion and Global Reach

First Logic Meta Lab indeed has an international outlook, which is one of the strong driving forces responsible for its outstanding success in business. By the end of 2023, the company dealt with over 200 clients across more than ten countries; this international presence placed the company as a global tech industry player.

First Logic Meta Lab, with its all-inclusive service portfolio, has served a wide range of industries and regions. From custom software application development to cybersecurity solutions, to IT consultancy services—the focus of the company has been towards understanding the unique needs of the clients and extending solutions that drive efficiency, productivity, and growth.

Its leadership includes Danish KT Abbas, the CTO; CEO Dr. Shajahan Aboobacker; and Shabeeb Muhammed, the CMO. They are the team that has steered the company through success, based on mutual trust, teamwork, and innovation, something deeply rooted in the culture of the company.

### Commitment to Research and Development

First Logics Meta Lab considers research and development to be at the core of its operations. Understanding that technology is an advancing field and is getting better with each new day, this company has regarded standards of R&D to be significantly close to growth strategy standards. The First Logic Meta Lab invests in state-of-the-art technologies and fosters continuous learning culture for



staying ahead in every innovation.

This emphasis on R&D further empowers the organization to provide highly customized solutions for the needs of its clients. Be it developing an AI-driven platform for a healthcare provider or implementing blockchain solutions for a financial institution, First Logic Meta Lab is capable of offering transformational technologies that address real-world challenges.

It is also continuously researching new and emerging technologies that promise to shift the paradigm for industries. First Logic Meta Lab allows a series of cutting-edge approaches, in turn, not only to be on the bleeding edge but also to help its clients with effective digital transformation and product outcomes.

### **First Logic Institute of Technology: Bridging the Skills Gap**

A subculture of excellence and welfare of employees: One of the defining functions of First Logic Meta Lab is its commitment to promoting a way of life this is conducive and supportive. The organization will acknowledge that it's miles constructed on the muse of its talented employees who have devoted themselves to its achievement, taking each viable degree to equip them with all they need to excel.

Care for the properly-being of personnel is meditated in the manner the corporation emphasizes paintings-existence stability, creativity, and expert boom. First Logic Meta Lab fosters an environment of consider and collaboration where its personnel take possession and contribute to its fulfilment. This ends in better stages of productivity, innovation, and consumer satisfaction.

### **Driving Innovation and Customer Success**

The foundation of all operations at First Logic Meta Lab is an unwavering commitment to the philosophy of customer satisfaction. The company develops software using a design philosophy basically oriented towards the user. This allows it not only to provide technical underpinnings for its solutions but also to ensure its solutions are friendly and

easy to interact with. This idea about precisely what businesses and end-users need allows First Logic Meta Lab to provide them with the necessary software solution to ensure real results.

Other than core software development, the company offers a broad range of cybersecurity services that also involve business protection against the ever-increasing threat of cyber-attacks. First Logic

Meta Lab ensures that data is kept secure and compliant according to industrial standards through the provision of comprehensive solutions that involve data encryption, regular backups, and continuous monitoring.

### **A Culture of Excellence and Employee Well-Being**

One of the defining characteristics of First Logic Meta Lab is its commitment to fostering a positive and supportive work environment. The company recognizes that its success is built on the talent and dedication of its employees, and it goes to great lengths to ensure that they have the resources and support they need to thrive.

This commitment to employee well-being is reflected in the company's emphasis on work-life balance, creativity, and professional growth. By creating a culture of trust and collaboration, First Logic Meta Lab encourages its employees to take ownership of their work and contribute to the company's success. This, in turn, leads to higher levels of productivity, innovation, and customer satisfaction.

### **A Vision for the Future**

Looking in advance, First Logic Meta Lab is poised to retain its boom and enlargement, each in phrases of its customer base and carrier services. The organization's management team remains devoted to fostering innovation, using enterprise growth, and turning in first rate cost to its customers. With its worldwide attain, talented team of workers, and unwavering focus on excellence, First Logic Meta Lab is nicely-positioned to form the future of technology and hold its mission of reworking industries thru revolutionary, custom-built solutions.

In a generation where era is reshaping each side of society, First Logic Meta Lab stands proud as a corporation that isn't handiest adapting to alternate however actively riding it. By staying actual to its centre values of integrity, collaboration, and innovation, First Logic Meta Lab is placing new benchmarks for excellence within the international tech enterprise.

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Maneesh T.M.  
Editorial Assistant

## WHISPERS OF ONAM THE UNSPOKEN ESSENCE

Onam is not just a festival, it's nostalgia of an era when life was simple and age-old traditions were still relevant in today's fast paced world. Every time Kerala bursts out in hues, blooms and a feast during an amazing riot of colour there are calm tears peeking through the virtuous spirit. If pookalams and sadya are imperfections, Onam represents a refinement rarely seen in fast-forward-world today- yearning for an era that was truly traditional rather than the duly centred age we've lived.

Sometimes in all the fun setting up a perfect Onam celebration, these deeper meanings could be left out. Onam is not just about King Mahabali returning symbolically So let's get back to the time of reunion with family and reflection remind each other about humility, equality. It nurtures some of the simplest human desires—sharing with others in an otherwise convenience-generating society. It is, in its purest form simply a slap to take off the deeper end and get intoxicated by looking around you with wide eyes at all joys that comes from huddles of others.

Perhaps what is really unique about Onam in an increasingly globalized world today can be found only through these quiet, barely audible ephemera- the soft nostalgia of a mother recalling her own childhood pulled by Onam; the wan smile on an old face thinking back to home with all those loved ones vanished now. And that's when Onam comes alive. These moments are fleeting, and the cacophony of festivities drowning them out but they represent by far its most important holdover.

Onam reminds us against our will in those few intermittent and quickly passing moments – the invisible ties one has to one's past. The strongest reflection one may have on Onam is not a loud celebration or gathering but in silence as the memory rests. It is at this point that Onam transcends time-a celebration not only of the harvest but also a reflection on humanness, common ancestry and perpetual feeling as one.



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# കേരളം കേരളം കേരളം



## ലോകത്തെ കേരളം കാണിക്കൂ!

കേരളത്തിന്റെ ഭംഗി ലോകത്തെ അറിയിക്കാൻ കേരള ടൂറിസം വകുപ്പിനൊപ്പം നിങ്ങളും പങ്കുചേരൂ. സ്വന്തം നാടിന്റെ ഒരു വീഡിയോ തയ്യാറാക്കി നിങ്ങളുടെ സോഷ്യൽ മീഡിയ പേജിൽ [#entekeralamennumsundaram](#) എന്ന ഹാഷ്ടാഗിൽ കേരള ടൂറിസത്തിന്റെ ഔദ്യോഗിക ഫേസ്ബുക്ക്/ഇൻസ്റ്റഗ്രാം പേജ് ടാഗ് ചെയ്ത് (@keralatourism) അപ്ലോഡ് ചെയ്യൂ. തിരഞ്ഞെടുക്കുന്ന മികച്ച ദൃശ്യങ്ങൾ ടൂറിസം വകുപ്പിന്റെ ഔദ്യോഗിക മ്യൂസിക് വീഡിയോയിൽ ഉൾപ്പെടുത്തുന്നതാണ്.

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കേരള സർക്കാർ

