

HUES OF LIFE

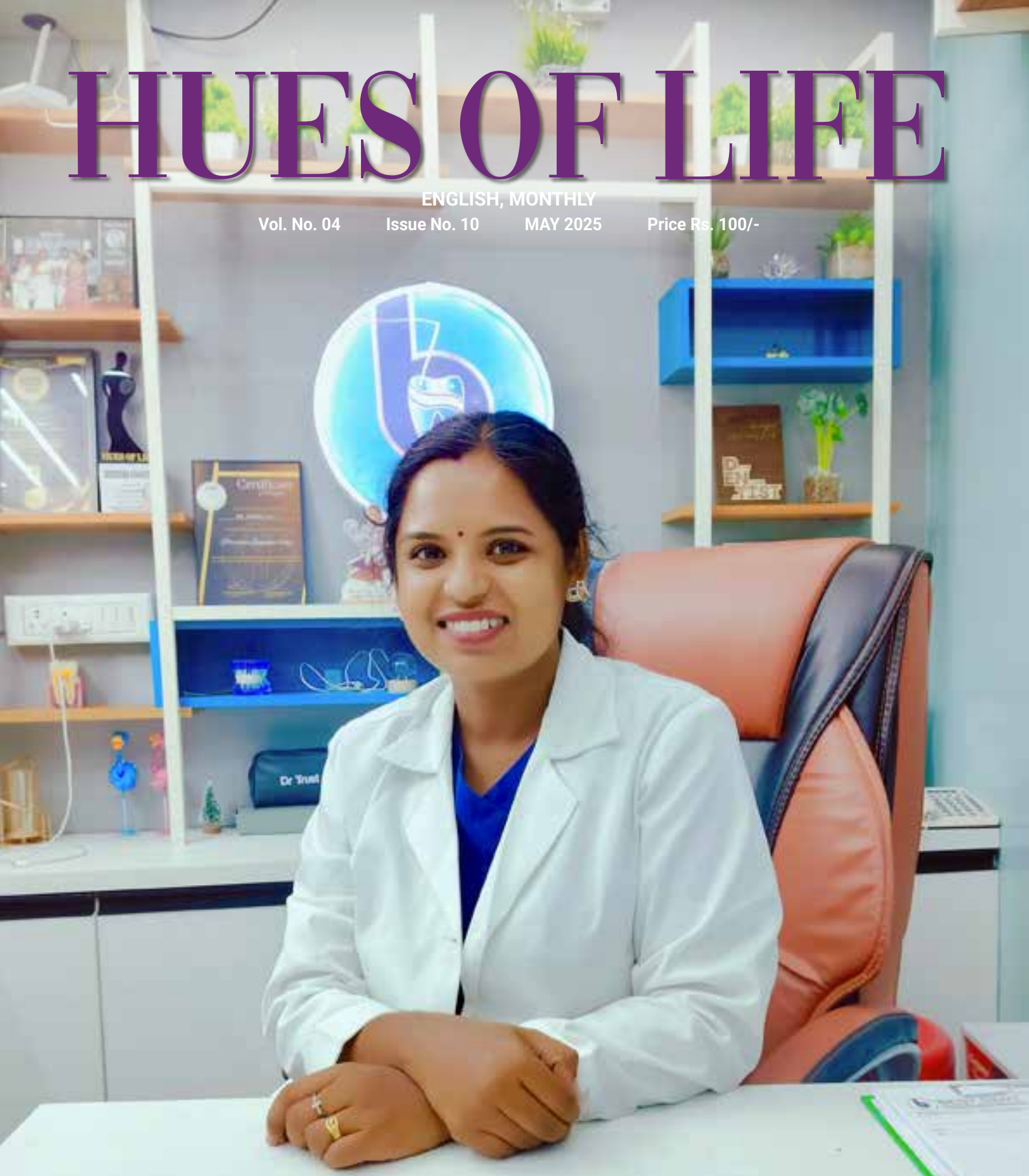
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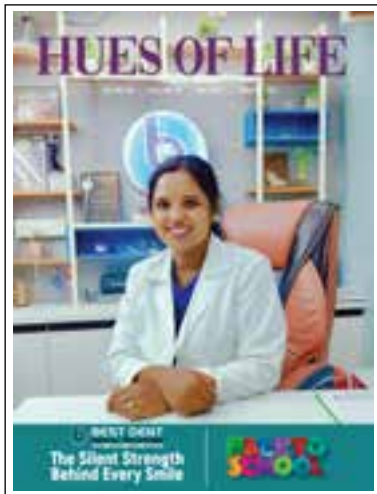
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HUES OF LIFE

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Editor & Publisher	: Nijith Raj
Executive Director	: Sajitha Beegum
Editorial Assistant	: Maneesh T.M.
Art Director	: Kiran Mohan
Creative Head	: Naveen A
Photographer	: Arun S
Correspondent	: Ferzeen Banu
Correspondent	: Priya Gomez
Manager Sales & subscription	: Jayaprakash
Manager- Marketing	: Feni Felix
Business Development Officer	: Vishnu U



Enquires : feifebs247@gmail.com
+91 623 84 899 86

Editor's Desk

Dear Readers.

Throughout history, women have been the quiet architects of change, carrying within them a strength that is both gentle and powerful. Whether their stories have been celebrated or pushed into the margins, their impact has been undeniable. They have nurtured communities, challenged norms, and led silent revolutions—often long before the world was ready to acknowledge their worth.

Today, as society slowly begins to recognize that real progress is impossible without the full and equal participation of women, the idea of women empowerment becomes more than just a conversation. It becomes a necessity. Empowerment is not merely about inclusion or visibility. It is about restoring something that should have never been taken away—dignity, opportunity, and the right to have a voice that is heard and respected.

True empowerment does not come from slogans or symbolic gestures. It is rooted in real access to education, safety, health care, financial independence, and equal opportunities. It exists in a world where a young girl's curiosity is met with encouragement, where a woman's dreams are seen as valid, and where leadership reflects the diversity of the people it serves.

Empowerment is not about giving power to women. It is about removing the barriers that have held them back for generations. Sadly, for many women even today, the journey is filled with hurdles—rigid expectations, cultural limitations, and deeply ingrained inequality. But alongside these challenges, there is another narrative. One of resilience, determination, and rising strength.

We see women breaking barriers in every sphere of life. Women who lead with courage and compassion. Women who create, rebuild, and uplift. Women who not only find their own path but also light the way for others. Their stories are not exceptions—they are the future.

Celebrating womanhood is not just about looking back at how far we have come. It is also a reminder of how much further we need to go. Empowerment cannot be a solitary effort. It must be a shared responsibility—woven into our policies, our workplaces, our homes, and most importantly, into how we value women every single day.

Now is the time to move beyond applause and into action. Let us work toward a world where every woman can grow, lead, and thrive—not despite the system, but because of it.

Warm regards,

Nijith Raj
Editor & CEO
editor@huesoflife.online
www.huesoflife.online

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TUSHAAR MEGA TOURISM B2B MEET 2025

SET TO REDEFINE SOUTH INDIA'S TRAVEL TRADE LANDSCAPE
13 SEPTEMBER 2025 | CIAL CONVENTION CENTRE, KOCHI



The highly anticipated TUSHAAR Mega Tourism B2B Meet 2025 is set to take place on 13 September 2025 at the CIAL Convention Centre, Kochi, marking a defining moment in the travel and tourism industry of South India. Organised by the Keralites Travels & Tours Consortium (KTTC), the event has rapidly gained a reputation as one of the most impactful as well as business-driven tourism meets in the region. With each passing year, TUSHAAR has expanded in size, scale and significance by creating a platform that drives real connections, strategic partnerships and long-term growth for tourism professionals.

Since its inception in 2022, TUSHAAR has grown from a regional initiative into a pan-South Indian B2B powerhouse. The debut edition hosted just over 50 stalls and offered a promising glimpse of what was to come. In 2023, the event doubled its presence by drawing a larger crowd and featuring 100+ stalls at Gokulam Convention Centre in Kochi. By 2024, the meet had widely established itself as the largest tourism B2B gathering in South India, moving to the expansive CIAL Convention Centre at Nedumbassery, showcasing over 200 stalls. The event witnessed the participation of more than 5,300 travel buyers, tour operators, and professionals from across southern India—concreting TUSHAAR's reputation as a key catalyst in the region's travel trade ecosystem.

The 2025 edition is expected to raise the benchmark once more. With broader participation and deeper engagement from leading stakeholders, TUSHAAR 2025 will bring together an energetic mix of travel agents, Destination Management Companies (DMCs), hospitality leaders, technology platforms and tourism boards. The focus will remain firmly on creating a result-oriented environment where business opportunities are not just discussed but actualised. For participating travel agents and exhibitors, this event offers a rare opportunity to connect with relevant partners, explore new markets, and generate meaningful business outcomes in a highly competitive industry.

TUSHAAR 2025's momentum was significantly elevated through its international business prelude held earlier this year. On 19 February 2025, KTTC hosted the TUSHAAR 2025 Business Conference at Hotel Sun Beam, Pattaya, Thailand, in association with Zoombi Holidays DMC Thailand, the event's title sponsor. Organised with the support of the Tourism Authority of Thailand (TAT), the conference marked the official global announcement of the TUSHAAR 2025 Kochi meet. As a gesture of collaboration and goodwill, Zoombi Holidays extended an all-expenses-paid invitation to 40 leading KTTC travel agents to attend the Thailand conference, making it a powerful networking opportunity and a showcase of KTTC's international ambition.

The Thailand conference served not just as a curtain-raiser but as a symbolic leap into a new era of cross-border tourism engagement. The official TUSHAAR 2025 brochure was unveiled by senior officials from

the Tourism Authority of Thailand in a ceremony that reinforced the importance of international cooperation in shaping the future of travel commerce. This global outreach is a strategic move that places Kerala's travel professionals on the international map and reinforces KTTC's vision of connecting local talent with global markets.

More than a broader platform, TUSHAAR 2025 is a momentous business episode. It is structured to ensure maximum value for every stakeholder involved. The environment is curated for high-volume B2B interactions, productive meetings, and the exploration of new products, destinations, and partnerships. Exhibitors benefit from concentrated brand exposure, while buyers gain direct access to a curated network of verified service providers. The event reflects KTTC's core philosophy—empowering travel professionals through exposure, access, and business alignment.

As the countdown to 13 September begins, anticipation is running high. With exceptional infrastructure, professional management, and growing national and international interest, the TUSHAAR Mega Tourism B2B Meet 2025 is poised to deliver yet another unforgettable edition—one that will not only celebrate the vibrancy of the tourism industry but also shape its business future.

KTTC invites all serious players in the travel and tourism sector to be part of this landmark event—where alliances are built, ideas are exchanged, and the future of travel begins.



THE DAIRY PULSE OF INDIA

NOURISHING HEALTH, EMPOWERING THE ECONOMY

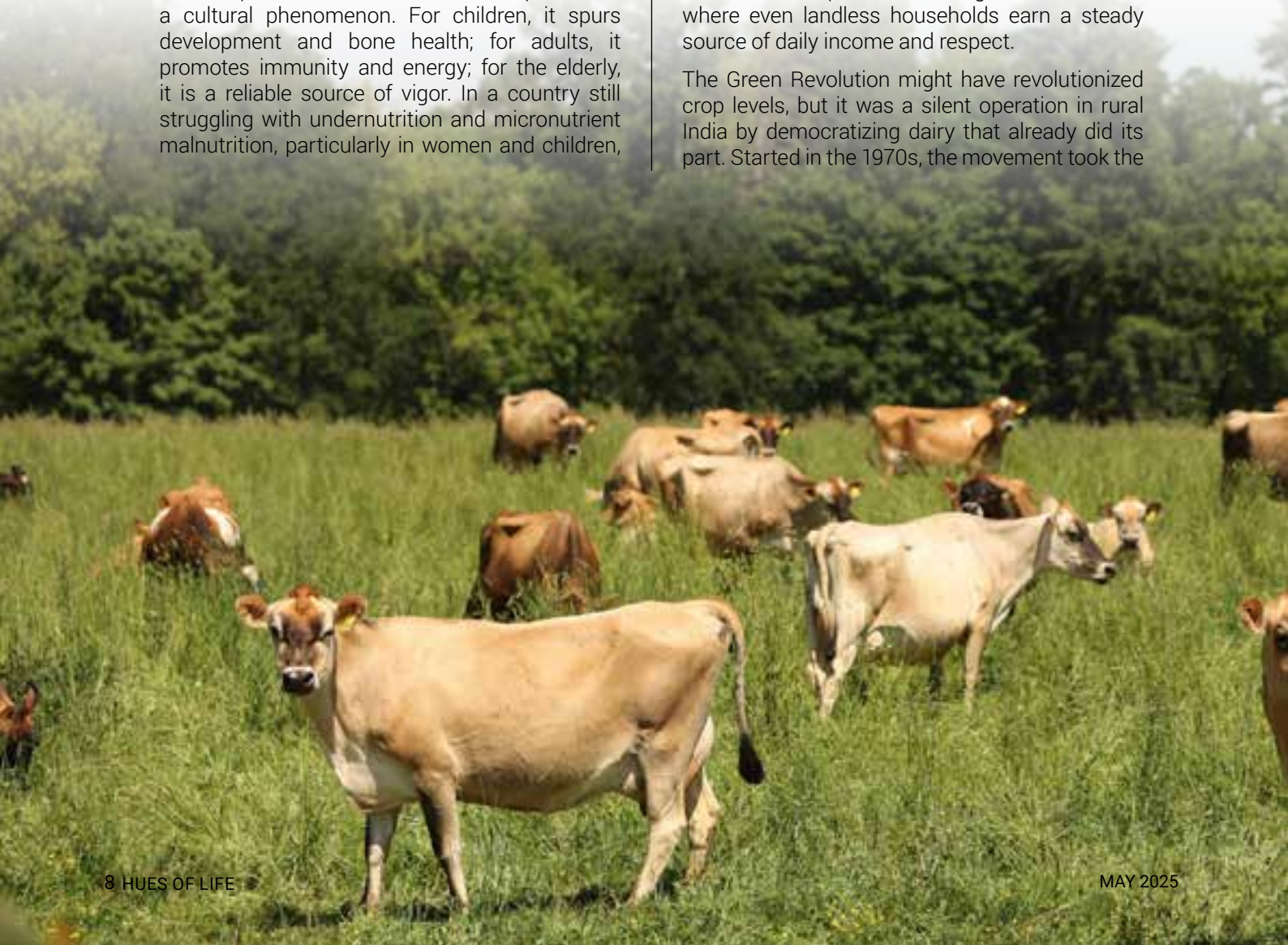
From rural life's slow cadence to the hectic corridors of contemporary supermarkets, dairy moves unstopably through the currents of India's daily life. It is not simply milk; it is memory and livelihood, ritual and nourishment, commerce. Present yet so pervasive in the national psyche as to be taken for granted, the contribution of dairy to India's health, economy, and social fabric is nothing less than revolutionary.

Milk, an icon of purity and strength in Indian culture for centuries, has since generations provided the full complement of calcium, protein, vitamins, and minerals. One of the rare foods found naturally that provides an almost complete nutrient profile, it has risen from a staple diet to a cultural phenomenon. For children, it spurs development and bone health; for adults, it promotes immunity and energy; for the elderly, it is a reliable source of vigor. In a country still struggling with undernutrition and micronutrient malnutrition, particularly in women and children,

dairy is one of the most readily available solutions to nutritional disparity.

The importance of dairy in India goes far beyond the health attributes. It is the unobtrusive economic motor that powers rural stability and national food security. India today is the world's largest milk producer — accounting for more than a fifth of world output — but this success story has not been authored by industrial farms or corporate behemoths. It has been constructed by the hands of more than 80 million marginal and small farmers, a significant proportion of them women, who graze cattle and supply milk to cooperatives and private industry every day. This decentralised form has transformed dairy into one of the most inclusive and equitable Indian agricultural sectors where even landless households earn a steady source of daily income and respect.

The Green Revolution might have revolutionized crop levels, but it was a silent operation in rural India by democratizing dairy that already did its part. Started in the 1970s, the movement took the





narrative of women's empowerment. Women throughout India are the first caretakers of dairy animals. They are responsible for feeding, milking, healthcare, and cleanliness – and in most instances, they are in charge of the money earned. Dairy cooperatives have provided the platform for rural women to become leaders, take business decisions, and contribute actively towards community development. It is one of the only sectors where

nation from being an importer of milk to becoming a self-sufficient, milk-abundant nation. It connected producers and markets through an integrated chain of cooperatives, storage, and cold chains. By doing so, it enabled the farmers economically, as well as socially – endowing them with a voice, agency, and future. Today, dairy accounts for close to 5% of India's GDP and supports more than a quarter of rural families. In much of rural India, it has emerged as the economic pillar that pays for education, healthcare, and entrepreneurship.

Driving this silent revolution is also a compelling

the gender dividend has had real economic effect.

Even while conventional practices continue to underpin India's dairy economy, a tide of innovation is remoulding its shape. From sophisticated breeding methods and veterinary services to digital solutions for milk testing, procurement, and logistics, technology is facilitating enhanced productivity, quality, and farmer incomes. Amul and Mother Dairy have emerged as icons of trust and cooperative might, while start-ups are ushering in traceability, sustainability, and product diversification to centre stage. Whether it is probiotic yoghurts, A2 milk, or artisanal cheese, India's dairy market is changing fast – and the world is taking note.

Nevertheless, there are challenges. Climate change poses a threat to fodder supply and animal health. Much of the industry remains disorganised, with uneven pricing and non-existence of infrastructure. Animal well-being, waste and carbon footprint must receive priority. And though India is a leader in terms of quantity, standards of quality and export competitiveness are areas that require constant attention.

However, the power of the dairy industry is that it is resilient. It bends, it absorbs the shock, and keeps feeding – both the consumers who use it and the people whose livelihood depends on it. At a time of high-speed urbanisation and changing eating patterns, dairy is something that stays constant – known but dynamic, conventional but progressive.

To talk of dairy in India is to talk of balance – between livelihood and health, economy and justice, tradition and modernity. It is not merely an industry. It is the soul of rural India, the sentinel of its nutrition, and the pillar of its economic promise.





WOMEN OF SUCCESS 2025

Honouring Excellence Empowering Tomorrow

The third edition of WOMEN OF SUCCESS, organized by HUES OF LIFE Magazine to honor women who have demonstrated exemplary achievements across various fields with a special emphasis on women's empowerment, was successfully held on April 9 at 6:00 PM at HOTEL SP GRAND DAYS, Thiruvananthapuram.

The prestigious function was presided over by Hon. Kerala Forest Industries Director Shri. Kowdiar Dharman. It was formally inaugurated, and the awards were presented, by Hon. Minister for Dairy Development and Animal Husbandry, Smt. J. Chinjurani. Hon. Kazhakoottam MLA Shri.

Kadakampally Surendran also graced the occasion with his presence, adding political significance to the celebration of women's achievements.

A major highlight of the evening was the Lifetime Achievement Award presented to Padma Shri Dr. K. Omanakutty, a revered Carnatic vocalist and cultural



legend, celebrated for her profound contributions to Indian classical music. The evening's Chief Guest, Smt. Grace Reji, Branch Manager of NSIC Kerala, lent weight to the event's focus on empowerment and entrepreneurship.

WOMEN OF SUCCESS 2025 also marked the concluding conference of SHEROES SUMMIT 2024, representing the culmination of a broader campaign for women's welfare, entrepreneurship, and empowerment. The honorees were selected based on public voting across platforms and evaluated on the basis of their professional excellence, innovation, and social commitment across domains such as business, healthcare, education, arts, and public service.

This year's awardees represented a dynamic spectrum of sectors and accomplishments. Dr. Swarnam. N, Ananthapuri Hospitals & Research Institute, received the Lifetime Achievement Award

for her service in the medical field. Air Commodore (Dr.) Pauline Babu, Chief of Medical Services at Mar Sleeva Medicity, was presented the Beacon of Excellence in Healthcare Award, and Dr. Nafina Jasmine, of Dr. NJ Skin & Hair Clinic, received the Beacon of Trust & Excellence in Skin & Aesthetic Care Award.

In the realm of entrepreneurship, Smt. Anila Shaji of Highrise Ventures LLP was recognized with the Emerging Entrepreneur Award. Dr. Lini Basil, founder of Bylin Medtech Pvt. Ltd., received the Excellence in Medical Innovation Award, and Dr. Anitha Sree L. of BestDent Dental Solutions was awarded for Excellence in Aesthetic & Restorative Dentistry.

Among organizational honorees, GDMR Foundation received the Pioneering Brand Image Consultancy Award. Aranyaveda Wellness was honoured for its natural healing initiatives with the Excellence in Ayurveda Wellness & Postnatal Care Award, while Newbie Roots Preschool Pvt. Ltd. was recognized for its contributions to early education with the Excellence in Preschool Education Award. Edelweiss Language School stood out with the Excellence in Language Education Award, and Spice Cakes (Puthusseri's Spice Bakes) was named the Most Preferred Brand in Cakes.

In fashion and beauty, Smt. Rooma V. S. of Rooma Permanent Cosmetics Professional earned the Excellence in Cosmetology Award. Srelanx Clothing was recognized for its customized services with the Best Customised Clothing Solutions Award, while Shabnams Boutique was honoured as the Best Budget Boutique. Aswathi's Classical Gems received the Best Academy for Arts Award, reflecting excellence in creative training. The PetNest (Pawsitive) was celebrated for holistic care with the Excellence in Comprehensive Pet Care Award.

Further, Smt. Sreemol V. M. of Beyond Looks was honoured with the Professional Excellence in Makeup Artistry Award, and Salini S. P, representing Anagha International Charitable Trust, was lauded for her impact in the community with the Excellence in Social Service Award.

The WOMEN OF SUCCESS 2025 ceremony was more than a celebration; it was a resounding affirmation of the power, passion, and persistence of women leaders, entrepreneurs, artists, and professionals who are transforming society. As the closing chapter of the SHEROES SUMMIT 2024 and its associated empowerment campaign, this event marked a decisive step toward gender equality, community development, and recognition of outstanding contributions by women across the nation.







GDMR FOUNDATION

BUILDING BRANDS, COMMUNITIES, AND LEGACIES

GDMR Foundation is a strong union of vision, heritage, and mission—a consultancy that not only provides services, but weaves change-making experiences for brands and communities. GDMR's journey began during the COVID-19 pandemic, when Githi Sreenivasan, a veteran in retail and visual merchandising, left her successful career at Shoppers Stop in Mumbai to build something greater.

What began as a personal risk during the pandemic has since evolved into a multidisciplinary consultancy that combines creativity, empathy, and a deep commitment to social change in both its approach and operations. GDMR is today a testament to the resilience of family, the potency of legacy, and the capacity to turn adversity into opportunity.

The name "GDMR" is a tribute to Githi's grandparents, George David and Martha Rosily, whose resilience and humility inspired the foundation's mission. But

the real turning point for the foundation came when Githi responded to her father, Mr. Sundar Swamy Srinivasan—a stalwart in the construction industry with over five decades of experience who conveyed his need for one of his successors to step in and support him. That moment became the catalyst for a transformative journey that would shape the future of GDMR Foundation.

At its core, GDMR is fuelled by a collective vision of Githi and her sister Gina Vijayabhaskar, a psychologist and online marketing expert, and their father Sundar Swamy Srinivasan. Shortly after the inception of the foundation their long term friend Akhil Vijayan Pillai joined the force and brought in market insight and a focus on sustainability. Together they became an influential group that provides an integrated solution to business problems, and creating an impact-driven growth model. Through GDMR, customers receive more than mere business solutions—they receive an ally who will assist them along the way to growth, longevity, and social responsiveness.

A Multifaceted Approach to Business Growth

GDMR Foundation provides an in-depth list of services as a one-stop business growth solution with branding and marketing at its core. According to GDMR, a brand is much more than just a logo—it represents the first point of contact a consumer has with a company, setting the tone for their expectations and shaping their perception of the overall experience that follows. With expert brand consultancy, GDMR assists companies in creating a compelling identity, from logo creation to the development of marketing content. Their graphic designers and 2D & 3D artists bring every brand's narrative to life. Another strength is GDMR's visual merchandising skills, turning retail environments into engaging brand experiences. From window displays to store design and in-store installations, GDMR designs environments that convey a brand's spirit and generate sales. This consistent attention to detail carries over into signage, graphics, and both print and electronic installations, giving a consistent brand experience throughout.

Project Consultancy and Execution: Bringing Vision to Life



The foundation's capabilities are not limited to branding alone; the company possess strength in project consultancy and implementation. The firm provides a variety of services, including feasibility studies and land surveys, project estimation, and structural design. GDMR closely collaborates with clients to determine the feasibility of their projects to ensure that all details are carefully planned and implemented with accuracy.

Once the foundation is set, GDMR's project implementation team steps in to ensure each project is delivered on schedule, on budget, and to the highest levels of quality. From managing contractors to obtaining local body approvals or monitoring project supervision, GDMR leaves no stone unturned in ensuring that the client's dream is fulfilled with meticulous attention to detail and professionalism.

A Commitment to Social Impact

What really differentiates GDMR is its dedication to social change. The foundation is deeply concerned with mental health, empowering communities, and sustainable development. With initiatives such as the LIT Bharat Freedom Fashion Pageant blends the fashion industry with a cause of awareness on mental health challenges, addiction, and domestic violence, GDMR joined hands with My Precious Life and brought this dream to a reality. This event, now backed by GDMR since 2023, is a mix of creativity

and compassion that focuses on important social causes while promoting fashion as a tool for change. GDMR oversees all aspects of the event, from theme conceptualisation and graphics to venue handling and public relations, making it an all-encompassing project that generates awareness and impact.

Another flagship initiative is Valiant Day, a day dedicated to recognising people who show courage and resilience in their daily lives. This year, GDMR has teamed up with Chilla, an association that empowers autistic adults from single-parent households, donating money as well as assisting with hands-on support. These actions demonstrate GDMR's resolute commitment to initiating social change and leaving a positive impact on the areas where it operates.

Training and Empowerment: Beyond Business

Apart from its fundamental services, GDMR is also committed to empowerment and skills development. The organisation closely cooperates with governmental institutions and local communities to offer training in such spheres as digital platforms, social media, and even home nursing. Jointly with the Kerala Institute of Local Administration (KILA), GDMR implemented empowerment programs to up-skill community members and local government employees, further affirming its role as a driver for change.

GDMR's capacity to evolve with the shifting business environment and react with creative solutions has made it a leader in the industry. The foundation's philosophy of client relations is founded on trust, transparency, and profound knowledge of every client's needs. "We listen, we understand, and we co-create," Githi states, highlighting the foundation's dedication to providing customised, high- impact solutions.

A Legacy Built on Values

Today, GDMR Foundation is a strong testament to what can be achieved when purpose, expertise, and heart unite. The foundation's endeavour is not merely about business achievement; it's about building lasting relationships, empowering communities, and creating brands that impact. With a team committed to its cause and a vision that is global yet local, GDMR is ready to continue its transformation journey—one project, one brand, and one community at a time.

In a world where authenticity, influence, and social responsibility are highly valued, GDMR Foundation is more than a consultancy. It is a movement—a movement that is crafting the future through creativity, compassion, and an unwavering commitment to building a better world for everyone.





THE POWER OF COLOUR FASHION'S MOST DAZZLING SHADES IN 2025

Fashion has long communicated in colour. Through the regal purples of the past to the punk blacks of the '80s, each period speaks its story through what it hails as its colours. In 2025, colour is no longer just a visual provocation—it's a cultural dialogue. It shows us our changing moods, our dreams, our nostalgia, and our constantly adapting sense of self.

This season, it's not merely a question of what colours are hot, but how they are styled. From creamy neutrals to revived primaries, the 2025 colour palette lies inextricably with shifting silhouettes, sensory textures, and intentional styling.



Butter Yellow: Subdued Luxury and Retro-Femininity

Bye-bye to clashing neons of summers past. In their stead is butter yellow—a rich, mellow colour that embodies the spirit of understated luxury. Front and centre on the catwalks of Chloé, Loewe, and The Row, this colour is part of fashion’s latest fixation: quiet luxury.

Designers are coupling butter yellow with light wools, liquid satins, and retro-crochet, taking plain designs to ultra-feminine extremes. Consider: high-waisted palazzo pants, fine-gauge button-down dresses, and bias-cut slip skirts. The trend is going for flowing shapes, restrained embellishment, and head-to-toe tonal dressing—oftentimes accessorized with soft gold details or vintage tortoiseshell frames. It’s softness, with a backbone.

sculptural trenches, presented in clean, monochromatic layers. Designers are turning to modernist minimalism: baby blue over icy greys, crisp whites, or accessorized with matte silver. With officewear getting more expressive, power suits in this colour are taking the place of plain blacks, indicating a move away from authority and towards approachability.



Moss Green: The Eco-Conscious Edge

As sustainability continues to drive fashion narratives, moss green is not just a colour—it’s a statement. Grounded in earthy tones but polished for city dressing, the colour dominated sustainable-driven collections from Stella McCartney and Bottega Veneta.

Significant trends of the colour involve technonaturalism: comfortable natural fabrics

interlaced with pragmatism-chic inspired constructions. Envision structured cargo kilts, safari jackets with waist belts, and drawstring-hem convertible tops. Moss green is similarly assuming a key place in gender-neutrality fashioning—not bold enough nor subtle enough, yet it tames statement fashion yet still engages the texture games through linen, raw silk, and vegan leather.

Cherry Red: Alluring Silhouettes and Expository Layers

Few colors demand notice quite like cherry red, and in 2025, it’s getting a much-overdue spotlight. From



Baby Blue: Monochrome Minimalism with a Twist

Baby blue has come in as a hip challenger this season—not just in colour, but tone. It’s being employed throughout worked outerwear, utilitarian-cut tailoring, and feminized separates, particularly by labels such as Chanel and Alaïa. The difference with the trend is the combination of this peaceful colour with dramatic cuts.

Look for oversized shirting, oversized collars, and

Valentino's show-stopping gowns to belted leather trenches at Alexander McQueen, this fiery color is taking back its place after decades of dominance from beige.

The style here is decadent layering: draped fabrics, asymmetrical hemlines, and sensual forms. Silhouettes are unapologetically feminine—corseted waistlines, thigh-high slits, or billowy sleeves. This is power dressing with a romantic spin. Many stylists are combining red with glossy black, deep burgundy, or even pale pink for bold contrast, redefining the concept of "clashing" as a visual signature.

Powdered Lilac: Modern Romance Meets Utility

Not quite pastel, not quite grey—lilac powder softly falls between heritage and novelty. Though traditionally tied to retro-femininity, Fendi and Victoria Beckham among others are moving it in fresh directions: puffy jackets, quilted bomber jackets, and fitted jumpsuits.



This trend exploits the hyper-romantic meets utilitarian look. Puffy dresses with workwear belts, floral motifs on cut-to-sharp suiting, and lilac-hued denim redefine the way dainty colours are dressed. Styling goes towards layering with creams, metallics, and even frayed denim—making lilac a viable colour to wear way past spring.

Chalky White: Sculptural Simplicity and Architectural Tailoring

The 2025 fashion tabula rasa is white chalk. Not cold, not ivory—this is a soft matte white that is well-suited to architectural tailoring and spare silhouettes, as evidenced in presentations by Jil Sander and Max Mara.

The trend is being fuelled by purist style: column dresses, wrap jackets, and two-piece ensembles with amplified proportions. Fabrics such as crinkled cotton, crepe, and raw silk are utilized to create visual interest without going for colour. White-on-white outfits take over the quiet luxury dialogue, frequently paired with tonal footwear, matte gold accessories, and sculptural clutches.



Expression with Intention

This year's colour directions aren't random. They're a mirror of the world in transition—one seeking balance, optimism, and self-definition. The colour palette of the runway in 2025 is one of stories about softness after turmoil, boldness fostered by confidence, and romance reimaged through functional lenses.

Instead of commanding, this year's colours encourage. They encourage you to express without restraint, to select joy without forfeiting grace, and to wear not only what appears good, but what feels good. In the constantly changing realm of fashion, colour is the most ageless means of expressing precisely who you are—without uttering a word.

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SHABNAM'S BOUTIQUE

A JOURNEY OF HARD WORK, DREAMS AND STYLE

Shabnam, an entrepreneur from Thiruvananthapuram, transformed her passion for stitching into a thriving business. What began with a single sewing machine and a big dream has grown into a well-known boutique for custom clothing. Through years of dedication, she has built a trusted brand that prioritizes customer needs, fashion, and affordability.

Around 14 years ago, when the concept of a designer boutique was still new in Kerala, Shabnam had already stepped into the field. She started by stitching clothes for her neighbors, friends, and relatives. Her designs were neat, simple, and well-crafted. People appreciated her work and came back with more orders. What began as a home-based activity soon became the foundation for something greater.

When she decided to open her boutique in Manacaud, many people discouraged her. They felt it was risky or believed she should focus on her domestic life. But she remained firm in her decision and opened the boutique with just one sewing machine. In the early days, she handled everything herself from stitching clothes, taking orders, and attending to customers and more. As orders steadily increased, she gradually brought in others to help. Today, her boutique provides employment to about 18 people.

A key factor in her journey was the constant support from her husband, Nizar. He had worked in Kuwait and later joined the Army Welfare Board. After work hours, he would visit the boutique and support Shabnam. On busy days, they worked late into the night, sometimes continuing into the early hours of the next morning. She says she never felt alone, and his



presence gave her the strength to continue even during tough times.

Her early training in fashion design helped her make smart choices for the business. She followed fashion trends closely and understood her customers' preferences. While her designs reflected modern styles, she ensured each piece carried a personal touch. "We don't copy designs exactly. We take the idea and give it our own style," she says. This approach kept her customers loyal over the years.

One of the key highlights of her boutique is its affordable pricing. While most designer wear is often costly, Shabnam always made sure her creations were pocket friendly. Many customers say that for stylish & quality clothing at a fair price, her boutique is their first choice. Her work proves that good fashion doesn't always have to be expensive.

Shabnam's vision was never limited to personal success. From the beginning, she aimed to create job opportunities and help others grow alongside her. Today, she proudly leads a team, most of whom are women, who have found a supportive environment to work and earn. Shabnam values teamwork and fosters a respectful, encouraging workplace.

Looking ahead, she hopes to expand her brand by opening more boutiques in other locations, while staying true to her commitment to quality, service, and reasonable pricing

Her journey is a true example of what can be achieved through belief and hard work. In a society where women were expected to stay home and avoid business risks, Shabnam showed that with courage, talent, and support, anything is possible. She built a brand, empowered others, and stayed loyal to her goals.

In a world full of glamorous business stories and big names, Shabnam's story is simple but powerful. It reminds us that real success, built patiently and with integrity, has lasting value. From one sewing machine to a known name in custom fashion, her journey is about more than clothes. It's about determination, family strength, and making space for women in business.

Shabnam's Boutique is not just a shop. It is a reflection of what happens when someone follows their passion, believes in their dreams, and puts in the effort to make them real.



THE SILENT STRENGTH BEHIND EVERY SMILE

Dr. Anitha Sree's journey as a dentist has been one of deeply held values, resilience and integrity. Rooted in the warmth of a joint family, her childhood was filled with music, discipline and inspiration from teachers and family members who helped shaping her grounded outlook on life. With no doctors in her immediate circle, Anitha build her path through clear determination. The driving force behind her success was her parents' steadfast belief in her dreams.

Under the mentorship of stalwarts like Dr. George Varghese, Principal of Govt. Dental College Kottayam, Anitha laid a strong professional foundation. "That place gave me everything," she recalls, reflecting on the unwavering support and encouragement from her teachers who recognized her early on as one of the college's best students. After graduating with top honours from there, she stepped into the professional world with a vision not just to succeed, but to serve her patients with purpose.

After gaining immense experience from her clinical practice, her first step into entrepreneurship began with acquiring a dental clinic in Peyad. With unwavering commitment and a transparent ethical approach, she transformed it into Smile Multispecialty Dental Clinic. What started as a modest venture quickly became a trusted dental care centre, drawing patients not only from Trivandrum but also from neighbouring districts. Marking the increasing demand for advanced treatments and complete services and with the complete support of her husband Abhilash—her life and vision companion—she made the next leap of faith.

Both of them set up Best Dent Dental Solutions in Nalanchira, a multispecialty dental health care center with

state-of-the-art technology, which was designed to provide international-standard service with an Indian touch. Dr. Anitha's mission was clear: "to provide premium dental care that is accessible and affordable, without compromising on quality or compassion".

At Best Dent, the approach is simple—combine advanced dental technology with a deeply personalized, patient-focused approach. The clinic offers a comprehensive range of treatments, including digital smile designing, orthodontics, endodontics, pediatric dentistry, biomimetic dentistry, cosmetic and restorative solutions, and full-mouth rehabilitation. Whether it's clear aligners, dental implants, veneers, root canal treatment or prosthodontic care, all the services are delivered with professional expertise and empathetic understanding.

What makes Best Dent truly exceptional is its team of handpicked specialists, each an expert in their respective fields, from periodontists and orthodontists to prosthodontists and oral surgeons. The clinic also

emphasizes cutting-edge practices such as rubber dam isolation for clean, effective procedures, and minimally invasive biomimetic dentistry that mimics the natural structure and function of teeth.

Staying ahead of the curve, Best Dent is steadily making a name as a trustworthy provider of modern, compassionate dental care. The clinic is equipped with cutting-edge tools like digital scanners, intraoral camera & scanner, offering patients a comprehensive visual understanding of their treatment from the very first consultation. AI-powered dental robotics and CBCT scans are expected in the upcoming months to improve the clinic's diagnostic and



procedural capabilities. Dr. Anitha and her team also take pride in accommodating medically compromised patients, including those who are wheelchair-bound or bedridden, ensuring dignified treatment through in-clinic or home care services when required. Every component of the clinic, from its fully integrated digital dental software to its 3D smile design planning, is made to produce incredibly precise, visually appealing outcomes. Notably, the digital dentistry wing is supported by one of the top five experts in the field in the country, reinforcing the clinic's commitment to excellence and innovation. Digital smile previews and 3D models enable patients to make educated decisions

regarding their dental aesthetic and functional corrections. Best Dent imports high-quality materials, primarily from Japan, and provides exceptional quality assurance for its procedures.

The focus on hygiene and safety is stringent. With seven-stage sterilization systems, gamma-sterilized packs, and strict protocols, the clinic is known to be clinically uncompromising. Patient comfort is also pushed further with wheelchair ramps, private consultation areas, and a warm, welcoming ambiance that disarms dental fear.



But above the innovations and infrastructure, it is Dr. Anitha's care philosophy that

underpins the soul of Best Dent. Reputed for taking care of patients with special needs and complicated medical backgrounds, she does more than simple diagnosis to provide compassionate, whole-person care. Her consultations are thorough and transparent, usually with real-time imaging and descriptions that educate the patient with knowledge and trust.

As a mother of two, Dr. Anitha plays many roles with ease and transparency. Beyond dentistry, she is committed. Moved by the unseen struggles of cancer-fighting children, she dreams of establishing a trust dedicated to paediatric oncology. She wants to help children and families going through these trials—not only with money, but with emotional support and a sense of community. This project, in her mind, will be her greatest contribution to humanity, her way of giving back.

Looking to the future, she hopes to develop Best Dent into a real dental practice with inpatient facility, operating theatres, and an exclusive wing for prosthodontics and oncology-related dental treatment. She also plans to develop Best Dent into a centre for ethical dentistry training, guiding young professionals by the same ethical and patient-centric approach that marks her own career.

Dr. Anitha Sree's tale is not merely about achieving smiles, but a story of unassuming strength, single-minded determination, and unshakeable compassion. As a dentist, business owner, mother, and rising changemaker, she is reshaping the dental healthcare arena of Kerala—not as a privilege, but as a fundamental right enjoyed with dignity, quality, and kindness.

THE SILENT PACT

RETHINKING OUR RELATIONSHIP WITH THE EARTH



SAVE THE PLANET



There is rhythm in nature—a soft beat, older than remembrance, as steady as breathing. For generations, humankind dwelt by its rhythm: sowing, reaping, roaming, living together. But somewhere along the way of advancement, we stepped out of sync. Asphalt for earth. Plastic for fibre. Ease for ethics. And the planet, long-suffering and generous, started to reveal its cracks.

Environmental awareness is not a fad—it is a wake-up call. It is the desperate awareness that the earth we live on is not an endless resource, but a vulnerable system of which we are just a component. To be eco-aware is not simply to recycle or use a reusable bag. It is to question ourselves—deeply and sincerely—how we live, what we take, what we waste, and what we leave behind.

The world is on the brink. Temperatures are increasing, ice caps are melting, forests are disappearing, and biodiversity is reducing at a rate that is staggering and irreversible. This is no longer news from afar; it is an experience. Droughts are forcing farmers out. Microplastics

are finding their way into our food supply. Coastal towns are preparing for the waves. And yet, the consumption goes on—fast. Food, fast. Fashion is fast, fast is everything—fuelled by systems that make money from short-term profit and long-term loss.

But in all this, there is hope. There is a growing awareness that is subtle but persistent, born from people, communities, and entrepreneurs who are envisioning what it is to live sustainably. The solutions are not one, nor easy, but they are accessible.

It starts with the soil beneath our feet. Regenerative agriculture, once practiced by Indigenous communities long before industrial farming took over, is gaining traction again. This method of farming restores and does not deplete, sequestering carbon in the soil, rebuilding topsoil, and rejuvenating ecosystems. Eating local, organic farmers and seasonal food is not just a taste preference—it is climate action.

In cities, buildings are learning to breathe once more. Green buildings, vertical forests, and roofs that live are reshaping cityscapes. Concrete jungles are transforming into buildings that

harmonize with nature, rather than fight it. Even in the humblest of homes, decisions regarding insulation, energy-efficient lighting and water-conserving fixtures make an observable difference. Sustainability no longer has the face of sacrifice—it has the face of the future.

Fashion, which was once one of the world's most environmentally damaging industries, is facing a deep reckoning. Ethical consumers are demanding firm answers: Who made my garment? What is it made of? And what becomes of it when I throw it away? Brands are responding by adopting slow fashion, circular design, and biodegradable materials. Some are even going beyond carbon neutrality to climate positivity—giving back more than they consume.

Technology, usually blamed for environmental distance, is now being used to bridge the gap. From AI-driven energy networks to blockchain-facilitated transparency in supply chains, innovation is being paired with ethics. The transition is no longer about rejecting modernity; it is about remaking it with purpose and compassion.

At the community level, rewilding schemes are returning habitats, indigenous knowledge is being placed centre-stage in policy development, and cities are designing car-free zones to enhance air quality and wellbeing. The discussion is no longer limited to greens—it now engages educators, business people, artists, and citizens of all ages. Because the environment is not an aside; it is the

platform upon which all human drama plays out.

But maybe the most revolutionary thing to do is be still. In a culture that values speed as worth, to stop moving is to resist. To take time to listen to the birds sing, to walk on grass without shoes, to plant a seed and let it grow—these are not indulgences. They are necessities. They relearn us to the rhythms of time, of cycles, of boundaries. And it is only by being respectful of boundaries that sustainability becomes an option.

Being environmentally conscious in today's world is an act of courage. It is swimming upstream against habits ingrained by generations. It is saying no to overconsumption, no to convenience at the cost of consequence, no to ignorance masked as innocence. But it is also saying yes—to renewal, to resilience, to responsibility.

Our world doesn't require saviours. It requires stewards. It requires storytellers to remind others of its beauty. Scientists to decipher its signals. Citizens who make decisions that ripple outward beyond themselves. It requires us to recall the unspoken agreement we once upheld: to take only what we need, and to leave behind more than we take.

The planet is still giving us an opportunity—not in disaster, but in discernment. The question is no longer "Will we make it?" but "How will we live?" And the answer, maybe, is not in transforming the world, but in transforming our place in it.



THE PLAN BALU ENTERTAINMENTS
PRESENTS

IN THEATERS JUNE 2025



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SCRIPT - DIRECTION
BALU S NAIR

PRODUCER SANDHYA SURESH

EXECUTIVE PRODUCERS NIH & SANTHU

DOP JAGAN PAPPACHAN CREATIVE PRODUCER NIHARIKA PROJECT DESIGNER & CONTROLLER RAJAN MASK
EDITING & DI JITHIN KUMBUKATTU MUSIC ABEY DAVID ART ANEESH. V. K. MAKEUP MALUS KP, RAHUL NARUVAMODDU COSTUMES AZEEZ PALAKKAD
PRODUCTION MANAGER MANEESH.T.M PRODUCTION EXECUTIVE SAKKIR PLAMBAN SOUND MIXING VINEETH ESTHAPHAN
CREATIVE ASSISTANT ALLEN K JAGAN STUDIO AUDIO MATRIX STILLS SYAM MOHAN DESIGN DAVINCI STUDIO

THE FIRST BELL

WELCOMING YOUNG MINDS TO A NEW JOURNEY

The school gates are to be opened to welcome young minds into a brand-new world. The familiar rhythm of morning routines, crisp uniforms and packed lunches returns to households across the country. But for many children, this isn't just a return — it's a beginning. Across classrooms, their tiny feet are stepping into school for the very first time, eyes wide with apprehension, wonder and a lot of unspoken questions covered in innocence. This moment marks more than just the start of school — it's their stepping into another phase of life filled with discovery, friendships, and learning. Not just for the children but for the parents, teachers, and caregivers who are about to play pivotal roles in shaping young minds.

Schools across the country are embracing these first timers with warmth, creativity, and compassion. From welcome songs and colourful balloons to storytelling corners and special assemblies, the atmosphere is crafted with care to ease the transition from home to school. Teachers, now more than ever, are trained to recognize the emotional needs of newcomers and create a nurturing environment that blends discipline with empathy.

For children entering school for the first time, this is more than just learning the alphabet or numbers. This is the place where they begin to mould their personalities form early friendships, understand the boundaries to be set and most importantly, feel safe enough to express themselves. At this foundational stage, children learn not only academic basics but also the important life values like kindness, patience, sharing, and curiosity. The responsibility of moulding them with these values lies not just with teachers but also with parents and the school system as a whole.

It is normal that some children feel anxious, separation-distressed, or socially reticent on the first days of school. While some enter feeling enthusiastic, others cry or hang on to a parent. This emotional storm is not weakness, but an indication of a child's strong attachment to home and terror of the unknown. This is where the school setting must function as a second home — one that ensures, nurtures, and enables children to adjust at their own pace.

Parents also need to prepare their children emotionally and mentally during the days before school. Simple discussions on what to anticipate, reading picture books concerning school life, or even playing "pretend school"



BACK TO SCHOOL

at home can all help to ease the nervousness. Parents can reassure their child that it's normal to feel anxious, and that school is a place where they will be making friends, playing, and learning interesting things.

Just as important is giving children space to share their feelings after school. Instead of immediately asking, "Did you eat all your lunch?" or "Did you behave well?", open-ended questions like "What was your favourite part of the day?" or "Was anything today a little difficult?" give children permission to express their joys and concerns.

The active listening of parents and teachers builds trust and emotional safety – the basis of each confident learner. The beginning of the school year is also the time to learn the independence and responsibility of every kid. Tidying up their school bags, taking care of their lunchboxes, learning to tie their uniforms – all these little things empower them and make them confident about themselves. Schools today emphasize not only academics but overall development through co-curricular and social activities such as art, music, gardening,



sports, and story sessions. These assist kids in identifying their talents, breaking their shyness, and learning valuable life skills such as teamwork, leadership, and empathy.

Parents and teachers must also be aligned in their goals for their children. Open communication between home and school is very important. Orientation sessions, frequent perusal of the school diary, and communication with teachers ensure that any behavioural or academic concerns are addressed early and collaboratively.

Moreover, it's essential to recognize and gently erase the ill effects that may already exist in a young mind – be it fear, insecurity, or rigid attitudes. Children mimic what they observe, so modelling positive behaviour, speaking kindly, and encouraging questions help in developing a healthy mindset. A child who feels seen, heard, and loved is more likely to achieve both in school and in life.

As children go back to school – some for another year of growth and others for the first time – let us remember that education is not just about curriculum. It's about shaping character, nurturing curiosity, and building the emotional strength to face the real world. With the correct blend of support, patience, and freedom to grow, these early school days can become the joyful first steps in a lifelong journey of learning.



EDELWEISS LANGUAGE SCHOOL

A WORLD OF WORDS, ROOTED IN PASSION

“Speaking connects”—the tagline of Edelweiss Language School is more than a catchphrase. It’s an ideology that defines how language is taught, understood, and lived within its classrooms. With an ever-growing reputation for quality and depth, Edelweiss Language School has emerged as a trusted institution offering comprehensive courses in German, English, French, and Spanish.



The force behind this live learning space is Lekshmi P.S., an educator

with vision, grit, and a deep love for language.

Her own journey into language education was shaped by experience rather than design. After completing a degree in biotechnology, Lekshmi moved to Germany following her marriage. There, she immersed herself in the language and culture, studying German at the prestigious Goethe-Institut—a formal beginning to a much larger calling.

Subsequently relocating to Pune, Lekshmi worked as a process lead at AXA, a French multinational, where she was part of the Switzerland team. But during the pandemic years, as remote work became a daily routine, the lack of human interaction led to a period of reflection. Seeking deeper purpose, she returned to her hometown and stepped into a new chapter of her life.

Her entry into full-time teaching came through a Pradhan Mantri Kaushal Kendra (PMKK) project, where she trained a batch of nurses in German as part of their preparation to work abroad. The experience reawakened her passion for teaching. Encouraged by student feedback and increasing demand, she took the leap to launch her own language institute—Edelweiss Language School.

At Edelweiss, learning is not limited to textbooks or exam patterns. The focus is on real-world communication, cultural understanding, and long-term language competence. While the curriculum aligns with globally recognized exams like Goethe, TELC, ÖSD, and ESL, it is delivered through a format that values conversation, context, and confidence.

Batch sizes are purposefully small—no more than 15 students per group—ensuring that each learner receives personal attention. The teaching environment is warm and inclusive, removing traditional hierarchies and allowing students of all ages—from school children to retired professionals—to learn in a space that



encourages curiosity and connection.

A defining feature of Edelweiss is its strong integration of culture with language. Language here is not taught in isolation but as a living expression of the people who speak it. Lessons are designed around real contexts—from exploring German cities like Hamburg,

to understanding their festivals, cuisine, and customs. Cultural immersion is part of the syllabus, making the learning experience deeply engaging and memorable.

Lekshmi's approach is thorough. With five years of teaching experience and certification from Germany, she leads from the front—mentoring learners and guiding a carefully selected teaching team, including a native German speaker, to ensure authenticity and excellence. She believes that language learning should never be rushed or diluted. Edelweiss follows a structured, comprehensive path from A1 to C1, typically spanning 12 months—with levels up to B2 completed in around 10 months—ensuring students are truly equipped, not just certified. In 2024 alone, Edelweiss Language School proudly witnessed 28 students fly to Germany, each carrying not just linguistic proficiency but the cultural sensitivity that makes global integration smoother and more successful.

Looking ahead, Lekshmi's dreams for Edelweiss are both bold and beautiful. She envisions the school evolving into a holistic language hub, embracing not just foreign tongues but Indian languages too. Her dream includes the launch of a language club—a creative space where learners and enthusiasts can come together to watch films, discuss books, share stories, and celebrate languages as living, breathing experiences.

At Edelweiss, every classroom is a stepping stone. Every lesson, a bridge. Under Lekshmi's thoughtful leadership, the school isn't just teaching languages—it is nurturing dreams, shaping global citizens, and proving that the right words, spoken with confidence and connection, can truly change lives.

INNOVATING WOMEN'S WELLNESS

DR. PREETHY KORAH'S BOLD STEP IN COSMETIC GYNAECOLOGY

Dr. Preethy Korah Perumalil does not follow trends—she sets them. Director of Vimala Healthcare and the London Cosmetic Gynaecology Centre in Ettumanoor, she stands as a pathbreaker in cosmetic gynaecology—the first to introduce cutting-edge energy-based device like Jett Plasma to Kerala and redefining intimate wellness for women. After over twelve years of medical practice in the UK and India, she returned to her roots to take over Vimala Hospital, founded in 1977 by her parents, Dr. P. K. Korah and Dr. Aleyamma Korah. Under her visionary leadership, the hospital has evolved into a NABH-accredited institution, blending legacy with innovation. Four

years later, she was joined by her husband, Dr. Jeevan Joseph—an accomplished, UK-trained endocrinologist—who established Jeevan's Diabetes and Endocrine Centre, now a premier super speciality institution for all diabetes, thyroid, and hormonal disorders, further elevating the clinical excellence of the healthcare ecosystem they built together. In recognition of her pioneering contributions and entrepreneurial spirit, the Indian Medical Association of Kerala honoured her with the Women Entrepreneur Award in 2024.

Dr. Preethy's professional story is one of vision supported by expertise. With an MBBS from Kasturba Medical College, Mangalore, and a postgraduate degree from Sri Ramachandra Medical College, Chennai, she proceeded to do advanced training in the United Kingdom, where she obtained the MRCOG and worked in the NHS for more than a decade. Her return to India was driven by a purpose—to bridge the gap between international advancements and the realities of women's healthcare at home.

Her skills in this new area are unmatched in the state. She completed specialized training from Prof. Navneet Magon, Dean of the Indian College of Cosmetic Gynaecology, and was the first gynaecologist in Kerala to be certified as MICCG (Membership of the Indian College of Cosmetic Gynaecology). Giving her profound technical know-how and precise procedural skill, she also holds a Diploma and Master's in Cosmetic Gynaecology.

In July 2024, Dr. Preethy opened the London Cosmetic Gynaecology Centre, a specialist centre launched under Vimala Healthcare LLP. It is a landmark in the medical history of the state: it is the first in Kerala to provide non-surgical, day-case treatment for symptoms such as urinary incontinence, vaginal laxity, recurrent pelvic infection, and vaginal dryness—issues that profoundly affect women's quality of life, but are too frequently underreported or untreated. And within a few months, the London



Cosmetic Gynaecology Centre had already treated many women who had previously travelled out of state or resigned themselves to silent suffering. The centre's approach is holistic, technologically advanced, and deeply humane. By bringing global-standard treatments to a local environment, Dr. Preethy has revolutionized the treatment scenario for women in Kerala.

Central to this innovation is Jett Plasma Therapy, a cutting-edge energy-based therapy based on the principle of electroporation. The process induces nanopores in vaginal cell walls so that cellular regeneration, hydration, and tightening of tissues can occur—all without invasive treatments or prolonged recovery periods. London Cosmetic Gynaecology Centre is also the first in South India to use an energy-based device in the form of Jett Plasma Therapy and Tesla Chair. The audit of the centre's initial fifty patients revealed astounding results, with great relief from urinary leaks, vaginal laxity, and full recovery from vaginal dryness in every instance. The treatment is combined with functional magnetic stimulation technology,



which strengthens pelvic floor muscles—a critical solution to postnatal and age-related pelvic dysfunction.

This change goes beyond clinical practice. Dr. Preethy proactively promotes public health education, posting educational videos, engaging in public discourse, and raising awareness on social media. By de-stigmatizing intimate health issues, she is pulling down the taboo and motivating more women toward receiving timely, respectful care.

Dr. Preethy's contributions and commitments have not only received local recognition but also national recognition. In September 2024, she presented her clinical experience at the 3rd World Congress of Cosmetic and Reconstructive Gynaecology (RECOGYN) in New Delhi. Her presentation received broad appreciation from colleagues and experts alike, validating the centre's approach and confirming its status as a national benchmark.

What is so noteworthy about this project is its scalability. The centre is already set to provide treatment to more patients, and Dr. Preethy has pledged to train other gynaecologists in Kerala to adopt these services and encourage others to do the same.

This is not a personal triumph—it is a structural transformation. It is about providing women with choices where there were none. It is about providing solutions that are scientifically based, non-surgical, and effective. It is about leadership that transcends titles—leadership that heals, inspires, and empowers.

In an industry too often characterized by incremental steps and tentative moves, Dr. Preethy Korah Perumalil has decided to take the lead with boldness. With outstanding clinical acumen, global experience, and a forward-thinking mindset, she is revolutionizing the face of women's healthcare, introducing tomorrow's solutions into today's world.



THE PETNEST BY PAWSITIVE

TRIVANDRUM'S TRUSTED PET CARE DESTINATION, BUILT ON COMPASSION AND COMMITMENT

When Renjini M. G., a former Army nurse, decided to step into the pet care industry, she knew that love for animals alone wouldn't be enough. A lifelong pet parent who once kept more than half a dozen dogs and a variety of pets at her home in Chennai, she carried with her a deep emotional bond with animals. But she also understood the need for expert-backed care, structured services, and a professional setup. That clarity of purpose became the foundation for Pawsitive, a full-service pet care centre in Trivandrum, launched under the franchise of the nationally trusted The PetNest.

Set up just nine months ago, Pawsitive's The PetNest has already made a strong impression in the local community. In Trivandrum, pet parents often struggle to find a single centre that offers comprehensive services under one roof. Recognizing this gap, Renjini brought The PetNest to the city as an integrated pet care facility with extended services

beyond the typical offerings of the brand.

The PetNest's core services include a pet supermarket, grooming centre, and pet store. However, Renjini expanded this model to include clinical care, pet boarding, day-care, dog walking, training, lab testing, and home-cooked meals for pets. These added services have transformed Pawsitive into a complete ecosystem for animal wellness.

Renjini's background as a nurse plays a crucial role in how the centre is operated. Cleanliness and hygiene are given top priority. Routine cleaning is scheduled at regular intervals, ensuring the environment is fresh and safe for both pets and pet owners. "There's no room for compromise in a space where animals live, eat, and are treated," she says. Indeed, one of the first things customers notice at Pawsitive is the absence of foul odour and the high standard of sanitation maintained throughout the facility.

The medical care side of the centre is also robust. Every pet that enters for services such as bathing or grooming first undergoes a basic health check-up. Blood tests are mandatory in specific cases, and health protocols are strictly followed, including vaccination schedules, symptom monitoring, and pet isolation when required. There is a dedicated isolation area for pets with illnesses requiring quarantine, reflecting a scientific approach to pet healthcare.

One of the defining features of The PetNest is its customization of services based on individual pet needs. Whether it's tailored diet plans, behavioural training, or specific grooming requirements, the team ensures that each pet receives personalised attention. Certified in-house and third-party trainers are available, and pet owners can choose services as





per their requirements.

What sets the centre apart is also its round-the-clock availability of veterinary support. A 24x7 doctor and nurse team is on-call, and in-patient care is provided for emergency cases. This rare commitment in pet care services gives customers a sense of security and trust.

Renjini is not running this operation alone. Her daughter Rinku and son-in-law Diljith are deeply involved in the day-to-day operations. Together, they form the core team that keeps Pawsitive running smoothly. “This is more than a business—it’s a family venture where everyone is emotionally invested,” she explains. The presence of family members adds a personal, dependable layer to the services offered, creating a warm and familiar environment for returning customers.

Repeat clients are, in fact, a large part of the centre’s growing success. Many have shared that the human interaction, empathy, and respectful treatment they receive at Pawsitive is what keeps them coming back. Every customer interaction is handled with patience

and understanding—an approach that stems from Renjini’s own values of care and discipline nurtured during her Army career.

Apart from business operations, she also holds strong views on pet ethics and community awareness. She emphasizes that pet ownership comes with responsibilities, particularly in regard to regular vaccination, proper licensing, and ethical breeding. “Too many people treat pets like accessories. They don’t understand that a dog, like a child, needs scheduled vaccinations and consistent care,” she says.

Importantly, in-store pet sales are not promoted at Pawsitive, aligning with The PetNest’s larger vision. The centre encourages adoption, responsible buying, and stands firmly against unregulated breeding and licensing fraud.

At the heart of Pawsitive’s The PetNest story is teamwork, not just in operations but in vision. The centre’s growth is powered by a shared commitment to raising the standard of pet care in the region. “It’s a team effort—without my family, my staff, and our loyal customers, none of this would be possible,” Renjini reflects.

In a city that limited integrated pet care, The PetNest by Pawsitive has emerged as a trusted name—clean, compassionate, professional, and deeply connected to the wellbeing of animals. For pet parents in Trivandrum, this is not just a service provider; it is a partner in their journey of responsible pet parenting.



THE LINE BETWEEN RIGHT AND WRONG

THUG CR 143/24

A Gritty Malayalam Investigation Thriller Hits Theatres on June 06

Malayalam movie audience have grown sharper—and so have their expectations. Especially when it comes to crime thrillers. Viewers now look for layered storytelling, realistic characters, and narratives that provoke thought beyond mere action. Thug CR 143/24, written and directed by Balu S. Nair, arrives with a promise to deliver just that. Releasing on June 06 under the banner The Plan Balu Entertainments, this tightly-woven investigation thriller unfolds over two days and delves into the darker corners of human nature and moral ambiguity.

Set in Alappuzha and its outskirts, the film doesn't follow the traditional hero-centric formula. Instead, it allows each character to momentarily carry the narrative forward. As the case develops, so do the people involved—shifting our perspective on who's really at the centre of the storm.

Director Balu S. Nair on the Vision Behind Thug CR 143/24

"Thug CR 143/24 is an investigation thriller based on events that unfold within two days. There's no hero-heroine concept in this film. Whoever drives the story forward at that moment becomes the focus. That's what

makes it real. A film shouldn't revolve solely around a hero or heroine—the content should be the main element. Since this is a murder investigation thriller, the central character changes—from the investigation officer to others involved—as the plot progresses.

Though the film is titled 'Thug', it's not a humorous entertainer or a play on street slang. This is not Dhyan Sreenivasan's usual comic avatar. His character, Christy Paul, is central—without him, the story doesn't exist. Each character has space and relevance. Dhyan is someone who shows up on time, dubs without hesitation, and delivers what the director envisions. That professionalism is part of what makes this film work.

The runtime is just one and a half hours—tight, without any lag. It's shot mostly on a single location with an anamorphic lens, keeping it visually intense. There's only one song, a reimagined version of 'Unnikale Oru Kadha Parayam', sung by Sudeep Kumar. Using an already beloved song helps build an emotional connection. Thug CR 143/24 will carry a valid message through a focused, realistic lens."

Dhyan Sreenivasan Steps Into a New Shade

"Thug is very different from the films I've done so far. My screen time is minimal, but my character's presence is felt throughout. I've taken a step away from the humour roles I'm known for. This character has a serious, grey shade. Even with limited screen time, the impact is strong. The team has brought out the intensity of my role well."

Zachariah Paulose on Breaking Out of the Background

"As a relatively new actor, I've often seen my roles trimmed out of films completely. But with Thug, I was trusted with a character that mattered. Director Balu S. Nair saw potential in me, and I'm grateful to him and to Rajan





Mask, the production controller, for inviting me to this project.

This film gave me a character with real depth—something I could understand and internalise. I realised I had the space to perform, and sharing scenes with experienced actors added so much to my growth. This was my first leading role, and it felt like a huge step forward.”

Rajan Mask – On Designing a Lean and Efficient Production

“When discussions for Thug began, I took on the role of Project Designer and Production Controller. I started in the makeup field and gradually moved into designing entire film projects. With over sixty technicians and forty-five artists, we completed the film on a limited budget and in a very short time.

We didn’t want to waste even a minute. Today, even big-budget Malayalam films struggle to recover costs, so our approach was clear—make a quality film with minimal waste and ensure the producer

sees a small profit. From the producer and director to the spot boys, everyone worked together, and that made all the difference.

Director Balu is incredibly talented—his short films and web series have won international recognition. He also plays a role in this film. Zachariah Paulose is another discovery—an actor who can truly fill the void left by some of our greatest lost talents. Watching him perform, we knew we’d found someone special.

Thug CR 143/24 is the debut film for both Balu as a feature director and Jagan Pappachan as the DOP. Jithin Kumbukattu, who directed Thureeyam, handled the editing and DI. Abey David from Audio Matrix Studios took care of the BGM and music. Our spot editor Rajeev Ramchandran did brilliant work. Costume designer Azeez Palakkad brought decades of experience. And our makeup team—Malus K.P. and Rahul Naruvamoodu—deserve recognition too. Every crew member, named or unnamed, is part of this film’s success.”

A Tightly Cast Ensemble

The cast blends veterans and new talent: Siddique, Saikumar, Bindu Panicker, Dhyana Sreenivasan, Vinaya Prasad, and Sadhika Venugopal lead the experienced front. Alongside them, Zachariah Paulose, Dev, C. M. George, and several promising faces

from films, commercials, and web series step up with strong character-driven performances.

Importantly, the film was shot with precision—every scene filmed was essential. That meant no actors found their roles trimmed or sidelined in the editing room. The director’s preplanning saved time and budget, all without compromising creative vision.

A Compact Crime Puzzle with Purpose

Thug CR 143/24 doesn’t try to be everything—it stays focused on being a lean, impactful thriller. It’s not about grand sets or formula storytelling. It’s about what unfolds when people are forced to confront harsh truths and twisted motives. With every scene rooted in intent and character, it might just be the kind of crime story that lingers in your mind long after the credits roll.

“Who is the thug? A question for you to unravel, as theatres open their doors to this gripping investigation on June 06.”



MANEESH T.M.
EDITORIAL ASSISTANT

MAY: A TRIBUTE TO THE HANDS AND HEARTS THAT SHAPE OUR WORLD

May is not just another month on the calendar, but a time for reflection, a time to honour the quiet strength and the tireless spirit of workers everywhere. Across fields, classrooms, factories, homes, hospitals, and offices, it is the labour of people that keeps the world in motion. While blossoms bloom and seasons shift, May reminds us to look beyond the surface of our daily lives and recognize the silent, steadfast energy of those who keep the wheels of society turning.

May is a month that calls for a reflection on the hands and hearts that sustain our world through labour. Even though labour is often being spoken of as an economic necessity, at its core it is a deeply human act. It is a declaration of motive, resilience, and dignity.

Work is more than a transaction—it is a mirror of human intent and a channel of self-worth. From the rhythmic pulse of machines in a workshop to the soft rustle of pages turned by a teacher preparing lessons, labour holds within it stories of perseverance and hope. It speaks of generations that came before us, whose calloused hands built the foundations we now stand upon.

Behind every thriving community, every functioning institution, every innovation, lies the quiet work of millions whose contributions often go unnoticed. Labour is not confined to the visible or celebrated roles. It includes the skilled artisan crafting with care, the farmer tending the soil, the teacher shaping minds, the healthcare worker offering healing, and the countless others who provide essential services both paid and unpaid.

These are the people who greet the morning before the rest of us stir, who stay long after the world sleeps. Whether visible or invisible, recognized or ignored, their efforts create comfort, safety, nourishment, knowledge, and progress. The dignity of work lies not in its glamour, but in its sincerity.

Despite its critical role, labour is too often undervalued

or taken for granted yet. The disparity in recognition and protection between sectors, genders, and social classes reveals a great deal about our collective priorities. Recognized internationally as Labour Month, May urges us to rethink not only how we reward work but how we respect the worker.

This moment invites us to challenge longstanding norms that overlook the contributions of certain groups—especially women, informal workers, migrants, and caregivers. Their labour, often unpaid or underpaid, forms the invisible scaffolding of both home and economy. We must ask ourselves: who do we applaud, and who do we ignore? Who benefits, and who bears the cost?

Admiring labour means acknowledging the full spectrum of human effort and ensuring fair treatment, safe working surroundings and equal opportunity. It means giving voice to those who have been marginalized and invisible, whose toil is the backbone of families and economies alike.

To truly value labour is to support systems that uplift rather than exploit, that include rather than exclude. It means protecting the rights of those whose names may never appear in headlines, but whose work nourishes the heart of our world. Respecting the worker means more than appreciation as it demands advocacy, reform, and change.

As we commemorate May, let's not forget that work is something greater than a contract. It is a source of identity and pride, a tool for empowerment and a jumping-off point for social progress. In respecting work, we uphold the dignity of everyone and the promise of a future founded on egalitarianism. Because in every act of honest work lies the power to transform not just lives, but the very web of our society.

Let this May be a reminder—not only to honour labour, but to act for it. To look around and truly see the hands that build, the minds that guide, and the hearts that serve. Their labour is not only a necessity; it is the soul of our shared humanity.



FOREST INDUSTRIES (TRAVANCORE) LIMITED

(A Government of Kerala Undertaking)
Reg. Off. Thaikkattukara P. O. Aluva- 683106, Kerala.
Phone: 0484-2623641, 2623642 (O)

Email: fit.planning@yahoo.com,
salesfit44@gmail.com Web: www.fitkerala.co.in



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