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LIC at 69

A Pillar of Trust and Strength

For nearly seven decades, the Life Insurance Corporation of India has been more than an insurance provider. It has been a symbol of trust, stability, and reassurance for millions of Indian families. On September 1, 2025, LIC marked 69 years of service, a milestone that reflects not only its remarkable journey but also its continued commitment to safeguarding the nation's financial future.

From its early years to becoming a household name, LIC has grown into one of India's most respected financial institutions. Even as the insurance sector transformed over the last two decades, LIC has retained its leadership with unmatched strength. In the financial year 2024 to 2025, it held 65.83 percent of the market in terms of policies and 57.05 percent of first-year premium income. Its total assets under management reached ₹54.52 lakh crore, proving the deep trust policyholders continue to place in it.

A key factor in LIC's sustained leadership is its ability to adapt and innovate. The corporation offers 35 individual products, 12 group products, seven individual riders, and one group rider, covering every stage of life and financial goal. From protection and savings to retirement and

health solutions, LIC ensures that every family finds a plan that suits its needs, available through both online and offline channels.

Digital transformation has further strengthened LIC's bond with customers. More than 2.4 crore users have registered on its digital platforms. New services like the LIC Digital NRI App, QR based premium collection, and WhatsApp enabled communication make managing policies easier. LIC Mitra 2.0, a multilingual chatbot in ten Indian languages, provides support for queries and claims, while the Jeevan Saakshya platform has simplified the issuance of existence certificates, with over 50,000 certificates already processed.

LIC's contribution to society extends far beyond insurance. Through its Golden Jubilee Foundation, launched in 2006, it has supported 926 projects, contributed ₹283 crore to social initiatives, and awarded 30,835 scholarships worth ₹80.62 crore.

Recognition of LIC's achievements continues to grow. In 2024 to 2025, it received 22 national awards, was named the fastest growing Indian brand by Brand Finance, and ranked second in Fortune 500 India 2024. It also secured third place among the world's strongest insurance brands.

With operations in 11 countries and a growing presence through its subsidiaries, LIC continues to expand while staying true to its founding principle: "Yogakshemam Vahamyaham" – your welfare is our responsibility. As it steps into its 70th year, LIC remains a trusted companion, safeguarding dreams and shaping India's financial destiny.



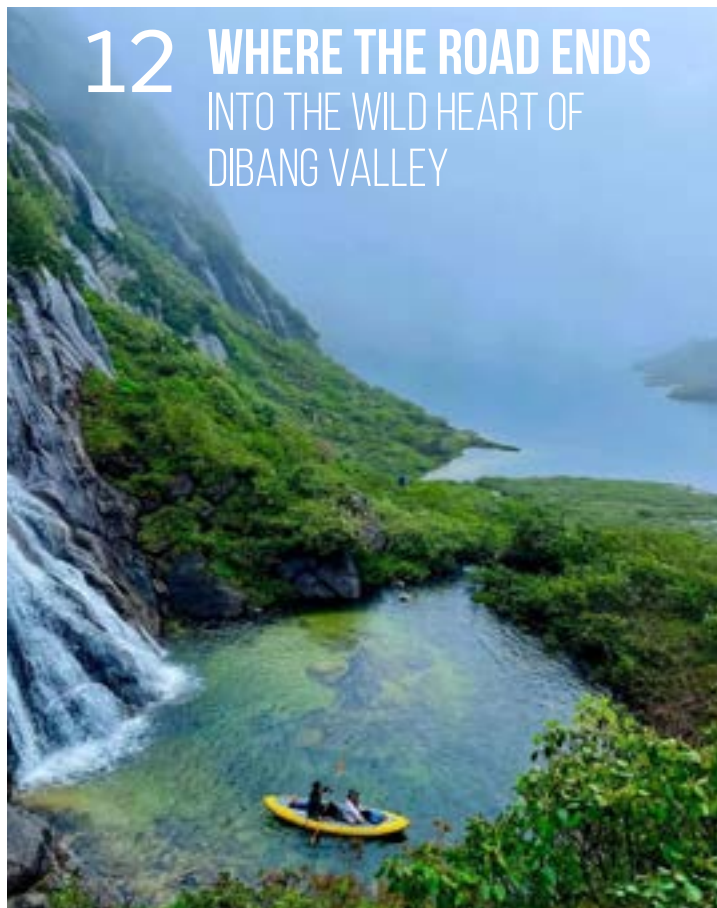
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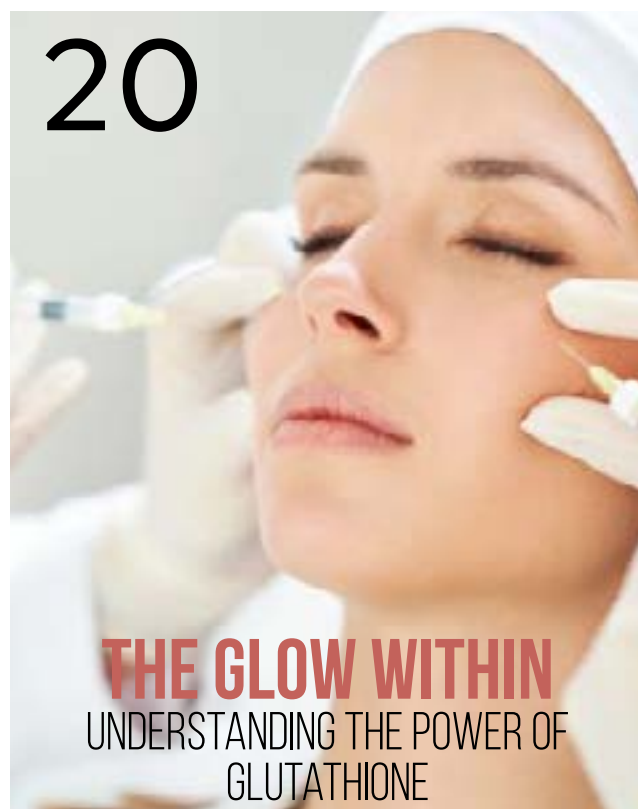


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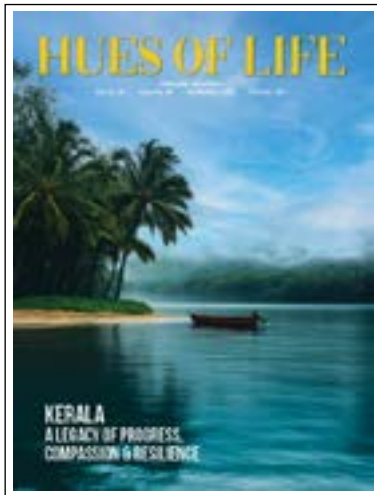
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Dear Readers,

Comfort today carries a deeper meaning. It is less about indulgence and more about awareness, a mindful way of living that connects the soul with the world it inhabits. It is the art of slowing down, of finding peace in presence, and of surrounding ourselves with what feels honest and enduring.

To live sustainably is to choose with intention. A handwoven throw, a ceramic cup shaped by a local artisan, the scent of natural linen each holds quiet beauty. Every mindful purchase becomes a gesture of longevity and peace, reminding us that true luxury lies in thoughtfulness rather than abundance.

Our choices begin to tell stories of care and connection. A simple object crafted by hand carries the imprint of someone's skill and time, and in cherishing it we honour both maker and material. Conscious living, at its essence, is about gratitude for what already exists.

Homes that embrace natural textures and honest materials turn into sanctuaries of calm. The softness of organic cotton, the glow of beeswax, the touch of wood and clay remind us that beauty can be pure and lasting. In these spaces we seek not excess but essence, not perfection but peace.

As we gather and give, awareness deepens. The most meaningful gifts are those that speak of memory and intention. Sustainable living is not about restraint but renewal, a rediscovery of joy in simplicity and comfort in responsibility, the quiet knowing that what nurtures us also nurtures the earth.

Warm regards,

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Editor: NIJITH RAJ.

KERALA

A LEGACY OF PROGRESS, COMPASSION & RESILIENCE



Kerala came into being on November 1, 1956, when the States Reorganization Act reshaped India along linguistic lines. It brought together the princely states of Travancore and Cochin with the Malabar region of the old Madras Presidency, uniting areas that had long been separated by their own systems of governance and economic structures. What bound them together was a shared language, Malayalam, and a common history of social reform that had challenged inequalities for generations.



The birth of Kerala was not just about redrawing borders. It represented a deeper experiment in combining cultural unity with political and economic progress. But the state's early years were far from easy. Kerala was largely dependent on agriculture, land ownership was deeply unequal, and job opportunities were scarce. Poverty and unemployment affected a large part of the population, and the region lagged behind in industrial growth.

Yet, Kerala had a powerful social foundation to build upon. Reformers like Sree Narayana Guru, Ayyankali, and Chattampi Swamikal had already sown the seeds of change, encouraging education, equality, and dignity for all. Early literacy movements and strong labour unions helped shape a society that valued awareness and collective welfare. These roots eventually guided Kerala toward a path of development that placed people and social justice at its core, creating a model that continues to draw attention across the world.

Social Reform and the Rise of Consciousness

Even before the state's formation, Kerala had been shaped by profound social reform movements. Leaders such as Sree Narayana Guru challenged the rigid caste hierarchies, advocating education and spiritual equality as tools for social emancipation. Ayyankali's work among the Dalits in Travancore and the efforts of Chattampi Swamikal in promoting rationalism and social justice created a society more receptive to progressive change. These movements, while addressing social inequities, also fostered a public consciousness that regarded education and health not as privileges but as fundamental rights.

The first governments of Kerala sought to build on this legacy. Policies were introduced to expand access to schools, promote literacy, and improve public health services. Land reforms became a central focus. The Kerala Land Reforms Act of the 1960s and 1970s radically restructured land ownership, abolishing absentee landlordism and redistributing land to tenant farmers. This not only altered the economic structure of rural Kerala but also had far-reaching social implications. Families who had once laboured under feudal constraints

now gained security and agency, laying the foundation for broader human development.

The Kerala Model of Development

By the late twentieth century, Kerala had evolved a distinctive development paradigm, often referred to as the "Kerala Model." Unlike conventional development strategies that prioritized industrial growth and GDP expansion, Kerala emphasized human welfare. The state invested heavily in universal education, achieving near-universal literacy decades before many other Indian states. Public health infrastructure expanded through an extensive network of primary health centres, hospitals and preventive care programs, dramatically reducing infant mortality and improving life expectancy.

Women's empowerment emerged as a defining feature of this model. High female literacy, widespread participation in local governance, and initiatives promoting maternal health and employment created one of the most gender-progressive environments in India. Grassroots participation through community institutions and cooperative societies further strengthened this inclusive framework. The combination of land reforms, social mobilization and investment in education and health created a society that could leverage human capital even in the absence of a large industrial base.

Decentralization and the People's Planning Campaign

Kerala's governance innovations became particularly evident in the 1990s with the People's Planning Campaign. This initiative decentralized development planning, granting local governments authority and resources to identify and implement projects tailored to community needs. Citizens were invited to participate directly in decision-making, from budgeting to project execution. The campaign reinforced accountability and responsiveness, ensuring that development was not an abstract policy but a lived reality for citizens across the state.

Decentralization also fostered innovation in social welfare. Education, public health, water supply and sanitation programs benefited from local oversight,



while cooperative institutions and women's self-help groups played an increasingly active role. The People's Planning Campaign exemplified how governance could be transformed when citizens became stakeholders rather than passive recipients.

Migration and Economic Transformation

The late twentieth century saw another major shift: large-scale migration to the Gulf countries. Beginning in the 1970s, thousands of Keralites sought employment in the Middle East. Remittances from these migrant workers transformed the state's economy, providing households with disposable income, raising living standards and enabling investments in housing, education, and healthcare. This inflow of wealth also reshaped social structures, influencing consumption patterns, aspirations and even local politics.

Simultaneously, Kerala began diversifying its economy. While agriculture remained important, service sectors such as tourism, information technology and finance grew rapidly. The state leveraged its natural beauty, backwaters and cultural heritage to build a globally recognized tourism industry. Information technology hubs emerged, particularly around Kochi and Thiruvananthapuram, integrating Kerala into the broader knowledge economy while creating employment opportunities for the educated youth.



Education and Health as Pillars of Progress

Kerala's commitment to education and health remained central to its transformation. By the early 2000s, literacy rates in Kerala were among the highest in India, with women and men achieving near parity. Education was not limited to basic literacy but extended to higher education, vocational training and skill development. Public health initiatives, including immunization drives, maternal and child care programs, and community health networks, established Kerala as a model for preventive care.

The combination of high literacy, gender equity, and robust health systems created a society that was resilient in the face of challenges. The state's ability to mobilize human resources and social institutions became particularly evident during crises such as the floods of 2018 and 2019, when coordinated responses from government agencies, local bodies, and citizens mitigated the human and economic costs of the disaster.

Cultural Identity and Sustainable Development

Throughout its modernization, Kerala has preserved a strong cultural identity. Traditional arts, literature, and festivals continue to thrive alongside economic development. Simultaneously, environmental conservation and sustainable living have gained prominence. Initiatives promoting organic farming, renewable energy, and eco-tourism reflect a



consciousness that growth should not come at the cost of ecological balance. Kerala's landscapes, stretching from the verdant slopes of the Western Ghats to the tranquil backwaters, have been thoughtfully woven into the state's development strategy, enriching the quality of life for its residents while bolstering its reputation on the global stage.

Crisis Management and Resilience

Kerala's robust public institutions and social networks have repeatedly demonstrated their effectiveness. During the COVID-19 pandemic, the state implemented early testing, quarantine measures, and community-based monitoring. The comprehensive public health infrastructure and high literacy facilitated widespread adherence to guidelines, earning international recognition for the state's management of the crisis. Similarly, the 2018 and 2019 floods tested the state's emergency response systems. While the floods were devastating, the coordinated rescue operations, rehabilitation programs and subsequent reconstruction efforts highlighted Kerala's capacity for resilience.

Kerala Today: Governance and Modern Initiatives

Under the leadership of Chief Minister Pinarayi Vijayan and the Left Democratic Front, Kerala has continued to pursue inclusive and sustainable development. The Life Mission housing project aims to provide affordable housing to the homeless and marginalized, transforming urban and rural landscapes. The Kerala Fibre Optic Network, or K-Fon, seeks to provide high-speed internet access to all households, strengthening the state's digital infrastructure and facilitating education, commerce and governance.

The Nava Kerala Mission and the Rebuild Kerala initiative, launched after the floods, reflect a dual focus on rehabilitation and long-term resilience. These programs encompass water management, sustainable

housing and environmental restoration. Kerala has also prioritized digital learning, artificial intelligence-based educational tools and green energy projects, integrating technology with human-centric development.

Challenges and Continuing Aspirations

Despite these achievements, Kerala faces persistent challenges. Youth unemployment and outward migration remain significant concerns, particularly as younger generations seek opportunities abroad or in other Indian states. Fiscal constraints, partly due to the state's high social spending and limited industrial base, pose challenges to sustaining welfare programs. Yet, Kerala continues to navigate these issues with an emphasis on sustainability, equity and human development rather than short-term economic gains.

Conclusion: A Balance of Progress and Compassion


Kerala's journey from its formation in 1956 to the present is unique in the Indian context. It is a state that has achieved remarkable social development without relying solely on industrialization, a state that values education and healthcare as foundational pillars of progress, and a society that has transformed centuries-old hierarchies through persistent social reform. Kerala has balanced tradition and modernity, welfare and innovation, and growth with ecological consciousness.

Today, Kerala stands as a model of inclusive development, admired internationally not only for its natural beauty and cultural richness but also for its human-centred approach to governance. Its story is not just one of economic metrics or infrastructure but of a society that has chosen to invest in its people, creating resilience, equity, and hope in equal measure. Kerala continues to evolve, yet its enduring legacy remains the same: a commitment to the welfare of its citizens, the empowerment of its communities, and the harmonization of progress with compassion.



An aerial photograph of a lush, green valley. The foreground is dominated by a dense, vibrant green forest. Beyond the forest, the terrain rises into rolling hills and valleys, covered in various shades of green, suggesting different types of vegetation or perhaps a mix of forest and open fields. In the distance, more hills are visible, some partially shrouded in a light mist or low clouds. The sky is bright and slightly overcast. The overall scene is one of natural beauty and wilderness.

Where the Road Ends INTO THE WILD HEART OF DIBANG VALLEY



In a remote corner of India's northeast—beyond the reach of city noise, digital maps, and even reliable roads—lies a land that's more mystery than destination. Welcome to Dibang Valley, a vast and rugged frontier in Arunachal Pradesh, where every step is off-road, and every breath carries the scent of cloud forests, river mist, and wild bamboo. For seasoned trekkers and true wilderness seekers, the Dibang Valley Jungle Trek is not just a trail—it's a confrontation with the untamed.

Dibang Valley isn't for casual hikers or checklist travellers. This is the kind of place where the journey begins after the last vehicle gives up. It starts from Anini, the district headquarters, which itself is a challenge to reach. From the Assam plains, travellers ascend to Roing, then undertake a rough and often weather-beaten drive across the mighty Mishmi Hills, braving landslides, river crossings, and deep forest curves to finally arrive at Anini.

From here, there are no packaged trails. What lies ahead is a wild expanse of terrain that few outsiders have walked—dense subtropical forests, steep ridges, roaring rivers, and tribal villages that still live by ancestral rhythms. The trek to Mipi, one of the most scenic and remote points of the Dibang Valley, is a visceral experience—less about distance and more about immersion.

There's no single defined route. Depending on the season and your stamina, the trek can cover 80–100 km, spread across multiple days. Paths disappear and reappear. Sometimes they're carved into cliffsides, other times

swallowed by undergrowth. The mud can be ankle-deep, the inclines brutal, and river crossings frequent. Your gear gets soaked, your legs burn, and you begin to understand why no brochure ever really mentions this place.

And yet, that's the draw.

The terrain changes dramatically as you ascend—mossy bamboo groves give way to pine forests; waterfalls crash down sheer rock faces; clouds race just above your head. You trek in the company of wild orchids, mountain goats, and maybe—if luck or fate allows—a sighting of the elusive Mishmi takin or a fleeting glimpse of a clouded leopard.

This is India at its most primal, untouched, and alive.

Guided by the Guardians of the Land

No trek in Dibang is complete without the wisdom of the Idu Mishmi people. This indigenous tribe has lived in harmony with the forest for centuries. They are the protectors of



the land, and also your only real compass in a region where GPS signals fail. Hiring local guides isn't a luxury—it's an ethical and practical necessity.

The Idu guides know how to read the clouds, track animal paths, find drinkable water, and construct overnight shelters from bamboo and leaves. Their spiritual connection to nature is deeply ingrained—sacred groves, taboo rivers, and ancestral stones are as much a part of the landscape as trees and rocks.

Evenings in tribal villages are quiet affairs: warm fires, salt tea, slow-cooked meats, and stories passed down in fading dialects. Electricity is scarce. So is modernity. And yet, it feels like the most grounded place you've ever been.

The Sound of Isolation

Perhaps the most striking aspect of the Dibang Valley Jungle Trek is the silence. It's not an empty silence, but one filled with life from the call of gibbons at dawn, the whisper of river currents, the rustle of leaves stirred by wind and unseen animals. It's a silence that strips away the noise of modern life and invites you to listen to the land, to your heartbeat, to your thoughts.

At night, the sky becomes a theatre. With no light pollution, the Milky Way seems impossibly close.

Shooting stars are common. You sleep in tents or village huts, lulled by the sound of rain or the distant roar of the Dibang River, one of the most powerful and sacred rivers in the region.

The Risks and the Reward

Make no mistake—this trek demands both physical endurance and mental toughness. There are no safety nets. Medical help is far, and mobile networks are virtually non-existent. Weather is unpredictable, especially during the monsoons. Leeches are abundant, and so is the mud. Every step is earned.

But so is the reward.

When you finally reach Mipi, perched on the edge of the India-China border, you're greeted with a view that's impossible to photograph and even harder to describe. Rolling green hills disappear into icy peaks. Tribal prayer flags flutter beside deep gorges. Everything feels ancient, vast, and completely untouched by time.

This is the kind of journey that stays with you long after your boots are cleaned and your clothes dried. It reshapes your understanding of wildness, solitude, and scale.



NOVEMBER 2025





THE NOSE RING

*A Beauty Statement
Carved Through
Centuries*

There's a moment when a glint of silver or gold on someone's nose catches the light just right and in that fleeting sparkle, centuries of history shimmer too. The nose ring is not just a piece of jewellery. It is defiance, devotion, identity, art, and allure, all resting quietly on a curve of skin.

In today's beauty world, trends may come and go faster than a viral video. But some things outlive the wheel of fashion. They're reborn in each generation. The nose ring is one such adornment, carrying within it stories of love, power, rebellion, and belonging. This small ornament, worn on a small patch of skin, tells a tale far bigger than it seems.

The First Piercing: Where It All Began

The origin of nose piercing has a very long history than many of the civilizations we read about in schools. Anthropological and historical studies trace the practice back over 4,000 years to the Middle East. It is even mentioned in the Bible, where Abraham gives his daughter-in-law a "golden nose ring" as a wedding gift. This wasn't just about decoration. In many cultures, it was a sign of wealth and status—a declaration that said, "I come from means." From the Middle East, the practice travelled through trade routes to South Asia, particularly India, around the 16th century. Here, it wasn't just embraced; it was transformed.

India's Deep Connection with the Nose Ring

India embedded itself into the cultural and spiritual fabric of nose ring without just getting adopted to it. In Indian culture, the nose ring is far more than a style choice. Traditionally worn on the left nostril (believed to be linked with female reproductive health according to Ayurveda), it became part of a bride's trousseau, a symbol of marital status and family honour.

In some regions, brides wear elaborate nath—large nose rings connected to the hair with delicate chains. These weren't just for show; they symbolized a rite of passage, a girl stepping into womanhood and married life. In Maharashtra, Rajasthan, and Tamil Nadu, the design and placement of the nose ring vary, reflecting local customs, caste, and even religious beliefs.

What's fascinating is how the nose ring manages to be both intensely personal and deeply communal. It's a woman's way of saying who she is and where she comes from. A quiet revolution, worn with pride.

The Global Drift: From Symbolism to Self-Expression

As the centuries rolled on and empires rose and fell, the nose ring continued its quiet journey—moving across oceans, adapting, evolving. In the 1960s and '70s, Western counterculture movements discovered the piercing anew. The hippies who travelled to India brought back more than just spices and spiritual quotes brought the nose ring.

Suddenly, this ancient tradition found itself at the heart of rebellion. In Western cities, wearing a nose ring was an act of defiance against conformity. It became associated with punk subcultures, free-spiritedness, and anti-establishment attitudes. For women, especially, it became a declaration of bodily autonomy. A choice to adorn oneself not for others, but for oneself.

But as the world shrank and boundaries blurred, the nose ring began to shed its rebellious coat and slipped into something more mainstream.

A Return, A Reinvention

Today, we see the nose ring worn by everyone from Bollywood icons to global pop stars, from tribal women





in rural India to influencers on glossy magazine covers. Rihanna sports hers like a queen; Zendaya made headlines with her bold septum jewellery; even supermodels like Bella Hadid and Gigi Hadid have embraced nose adornments as statements of power and poise.

In many ways, we've come full circle. What began as a cultural emblem in the ancient world has become a global fashion statement. Only now, it doesn't belong to one culture. It belongs to everyone who wears it with intent and confidence.

Modern designers are also giving the nose ring a fresh narrative. From minimalistic studs to experimental hoops, the jewellery world is rediscovering this ancient piece with new eyes. Luxury brands now feature nose jewellery as part of high-end campaigns. The traditional nath is making appearances at international runways and weddings alike.

And perhaps the beauty of nose ring is that it carries old-world elegance and new-world attitude in perfect balance.

Wearing the Past on the Present

A nose ring today might just be a gold dot you picked up at a boutique, or a statement piece you had custom-made. Maybe you wear it for style. Maybe it connects you to your roots. Or maybe it's a private celebration of your independence. That's the magic: it means something different to every person who wears it.

It's not always easy to carry history. But the nose ring does it with grace. It doesn't shout but glimmers. And in that glimmer is a story of a woman in Rajasthan adorning herself for a festival or a teenager in New York making a bold choice or a bride in Kerala wearing her grandmother's heirloom or a poet in Cairo writing of love lost. To some, it's just jewellery. But to many, it's lineage, language, legacy.

The Final Sparkle

The nose ring has withstood the tides of change, crossed continents, defied rules, and written itself into our skin. In an age where identity is fluid, and beauty is no longer bound by borders or conventions, this little ring continues to evolve just like the people who wear it. It's more than metal. It's more than fashion. It's a mark of becoming. A memory of where we've been and a whisper of who we're becoming. And the next time you see that little glint on someone's nose, know this: you're not just seeing a trend. You're witnessing centuries of stories, shining in silence.

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THE GLOW WITHIN

UNDERSTANDING THE POWER OF GLUTATHIONE

In the world of wellness and beauty, few names have stirred as much fascination as glutathione. Often called the master antioxidant, it has gained attention for its ability to brighten skin, strengthen immunity, and even slow down the signs of aging. Beyond the marketing buzz, glutathione is a natural substance that plays a vital role in keeping our bodies healthy, balanced, and resilient.

Glutathione is not a chemical invention or an imported supplement trend. It is something our own bodies produce. Made from three amino acids glutamine, cysteine and glycine, it exists in every cell, working silently to protect and repair. Unlike vitamins that must be sourced from food, glutathione is naturally produced by the body, although its levels can decline due to stress, poor nutrition, pollution, or aging.



At its simplest, glutathione acts as the body's most powerful defence against oxidative stress. Every second, the cells in our body generate free radicals as by-products of normal metabolism. These unstable molecules can damage DNA, weaken cells, and accelerate aging if left unchecked. Glutathione neutralizes them, restoring balance and preventing harm. It is constantly at work, defending cells in the brain, liver, skin, and immune system.

The liver depends heavily on glutathione to perform one of its most essential tasks-detoxification. From the air we breathe to the food we eat, the body is exposed to toxins every day. The liver uses glutathione to convert these harmful compounds into water-soluble forms that can be safely removed. When glutathione levels drop, the liver's efficiency declines, making it harder for the body to handle pollutants, alcohol, and medications. This connection explains why low glutathione is often seen in people with liver problems or chronic fatigue.

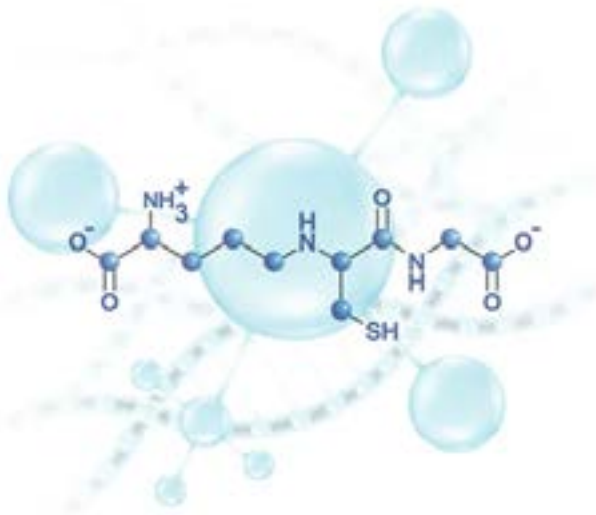
Another area where glutathione shines is the immune system. It supports white blood cells, enhances their ability to fight infections, and helps regulate inflammation. People with higher glutathione levels often experience stronger immune responses and faster recovery from illness. It also supports the mitochondria, the tiny energy producers within each cell, allowing the body to maintain vitality and endurance. When glutathione levels fall, the body feels tired, more vulnerable, and slower to heal.

Over the past decade, glutathione has become a favourite in skincare. Creams, capsules, and even injectable treatments claim to use its antioxidant power to lighten and even out the skin tone. Scientifically, there is some truth behind this claim. Glutathione can influence melanin production, the pigment that gives skin its colour. By reducing the activity of the enzyme that triggers melanin formation, it can help fade dark spots and pigmentation caused by sun damage or aging. However, its effects on skin tone vary from person to person, and the long-term impact of high-dose injections is still being studied.

Naturally, the best way to support glutathione levels is through diet and lifestyle. Foods rich in sulphur-containing compounds, such as garlic, onions, and cruciferous vegetables like broccoli and cabbage, help the body synthesize more glutathione. Vitamin C and E also work alongside it, recycling the antioxidant after it neutralizes free radicals. Fresh fruits, leafy greens, and lean proteins all contribute to maintaining healthy levels. Avoiding smoking, excessive alcohol, and chronic stress also helps, since these factors deplete glutathione stores faster.

For those who want an extra boost, supplements are available in several forms like oral tablets, sublingual drops or intravenous infusions. Among these, liposomal glutathione and N-acetylcysteine (a precursor that supports glutathione production) are considered more effective than standard pills. Still, doctors advise caution. Not all supplements are absorbed well, and self-medication without proper





guidance can disrupt the body's natural balance. Consulting a healthcare professional before starting any regimen is essential, especially for people with medical conditions or those taking other medications.

Like many wellness trends, glutathione is not without myths. Some believe it is a miracle cure for aging or a guaranteed way to achieve fair skin. In reality, while it does play a role in cellular repair and pigmentation, it is not magic in a bottle. Its effects depend on a healthy lifestyle, balanced diet and individual body chemistry. More importantly, its true value lies not in quick cosmetic results but in how it protects the body from within.

In essence, glutathione is the body's quiet guardian, working tirelessly behind the scenes to keep cells strong, organs clean, and energy steady. It is not just about glowing skin or youthful appearance; it is about resilience and balance at the cellular level. Supporting the body's natural ability to produce and preserve this vital molecule is one of the most effective steps toward lasting health and vitality.

When we think of wellness today, it is easy to focus on the external by the creams, treatments and supplements that promise transformation. But sometimes, the greatest change begins with what our own bodies already know how to do. Glutathione reminds us that true radiance is not applied from the outside but nurtured from within.



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VLF MOBSTER 135

ITALIAN STYLE MEETS URBAN PERFORMANCE

The Indian premium scooter market has a new entrant that combines distinctive Italian design with practical performance: the VLF Mobster 135. Launched by Motohous, the company that brought the Brixton motorcycles to India, the Mobster 135 is priced at ₹1.30 lakh (ex-showroom) for early buyers and aims to attract young, style-conscious riders seeking more than a conventional commuting scooter.

VLF, short for Velocifero, is an Italian brand known for its scooters and motorcycles in Europe. Its entry into India via Motohous reflects the country's growing appetite for premium two-wheelers that blend aesthetics, performance, and technology. While competitors such as the TVS Ntorq 150 and Aprilia SR 160 dominate the segment, the Mobster 135 brings its own unique proposition: Italian flair coupled with urban practicality.





At its core, the Mobster 135 is powered by a 125cc single-cylinder, liquid-cooled engine producing 12.1 bhp at 8,250 rpm and 11.7 Nm of torque at 6,500 rpm. Mated to a CVT automatic gearbox, this engine emphasizes smoothness and usability for city riding while still offering enough power for occasional highway rides. With a top speed of around 100 km/h and a claimed mileage of 46 km/l, it strikes a fine balance between performance and fuel efficiency. Its 8-litre fuel tank ensures that longer rides are manageable without frequent refueling. Weighing just 122 kg, the Mobster is nimble, and its suspension setup, consisting of telescopic forks at the front and a monoshock at the rear, provides comfort over uneven urban roads while maintaining stability at higher speeds.

Where the Mobster truly stands out is in its design. Inspired by maxi-scooters, it features angular, aggressive body lines that give it a sporty, premium presence. The stepped seat and split-style footrests enhance ergonomics while adding to its modern, edgy look. An all-LED lighting setup ensures visibility while reinforcing the scooter's contemporary style. The 12-inch alloy wheels with tubeless tyres contribute to both stability and visual appeal, while the front disc brake with Combined Braking System (CBS) guarantees safe stopping. Select models also come with dual-channel ABS, reflecting VLF's focus on rider safety.

The Mobster 135 also embraces modern connectivity and technology, with a 5-inch TFT display providing Bluetooth functionality, turn-by-turn navigation, call and SMS alerts, and ride statistics. A USB charging port

allows riders to keep devices powered during commutes, while underseat storage can easily accommodate a half-face helmet, adding to the scooter's practicality. Additional features such as keyless ignition and backlit switches enhance the premium feel and make the Mobster a fully modern urban scooter.

In terms of urban commuting, the Mobster 135 strikes a careful balance between style, technology, and performance. Its lightweight frame allows for agile handling through congested city streets, while the ergonomics and suspension make longer rides comfortable. The Italian design language adds a sense of exclusivity, appealing to riders who want a scooter that stands out and reflects their personal style.

Competition in this segment is strong, with the TVS Ntorq 150 emphasizing sporty performance and connected features, and Aprilia scooters offering premium styling and larger engine displacements. The Mobster 135 differentiates itself by focusing on a combination of distinctive Italian design, lightweight handling, and balanced city performance. It is a scooter that blends lifestyle appeal with practicality, catering to riders who value both form and function.

In conclusion, the VLF Mobster 135 is a compelling option for young urban riders seeking a scooter that offers more than mere transportation. Its Italian-inspired design, advanced technology, and thoughtful performance make it a noteworthy contender in India's premium scooter market. With its competitive pricing, eye-catching aesthetics, and modern features, the Mobster 135 represents a new kind of urban mobility: one where style, practicality, and technology coexist seamlessly.



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KNOW YOUR CHEESE

A DELICIOUS JOURNEY INTO THE WORLD'S
MOST BELOVED DAIRY DELIGHT

Cheese is one among the few words in the culinary world evoke as much comfort, elegance and joy. From an artfully arranged platter at a dinner party to a humble grilled sandwich on a rainy afternoon, cheese has a quiet way of slipping into our lives and enriching the moment. But beyond its creamy or crumbly textures and delightful taste lies a world as rich and complex as the finest of wines.

To understand cheese is to take a journey across continents and centuries. It is to explore old stone cellars in the French countryside, sunlit hills in Italy, misty pastures in England, and bustling dairy farms in Wisconsin. It is a journey through time, taste and technique—a story of nature transformed by human care, patience, and craft.

Cheese has been a part of human civilisation for thousands of years. Though its exact origins are lost to time, early records suggest that ancient peoples in Mesopotamia and Egypt were making simple cheeses over 7,000 years ago. The method was likely discovered by accident, when milk stored in animal stomachs naturally curdled due to enzymes in the lining. From this fortunate mistake, an entire culinary tradition was born. The Greeks celebrated cheese as food fit for the gods, while the Romans brought cheesemaking with them as they expanded their empire. By the Middle Ages, monasteries across Europe had become centres of dairy experimentation, giving rise to many of the world's best-known varieties.

At the heart of all cheese lies milk—the pure and nourishing liquid that undergoes a remarkable transformation. Cow's milk is the most commonly used and for good reason. It provides a creamy, well-balanced base and



adapts beautifully to both fresh and aged styles. Goat's milk offers a sharper, tangier flavour and produces bright white cheeses with a clean finish. Sheep's milk, richer in fat and protein, yields nutty, robust cheeses with a distinctive body. Then there is buffalo milk, famously used in southern Italy for traditional mozzarella. Its velvety, high-fat quality produces cheese with unmatched creaminess. Even camel and yak milk are used in certain parts of the world, showing the extraordinary adaptability of cheesemaking to local environments and animal breeds.

Though every cheese is unique, the process behind it shares common roots. Milk is first warmed and inoculated with cultures that kickstart fermentation. Rennet or another coagulant is then added to separate the milk into curds and whey. The curds are cut, stirred and gently cooked to release more whey, then drained and shaped into moulds. Salt is often added at this stage to enhance flavour,

preserve the cheese and influence its texture. Some cheeses are enjoyed fresh within a day or two. Others begin their long aging journey in carefully controlled environments where temperature and humidity shape their taste and character over months or even years.

The beauty of cheese lies in its diversity. Fresh cheeses like ricotta and cream cheese are soft, moist and delicately flavoured. They require no aging and are often enjoyed in both sweet and savoury dishes. Then there are soft-ripened cheeses such as Brie and Camembert. These have bloomy white rinds and interiors that grow increasingly creamy and aromatic as they mature. Their flavour profile ranges from mild and buttery to rich and earthy.

Moving to the semi-soft family, cheeses like Havarti and Monterey Jack offer a smooth, supple texture with gentle acidity. They melt easily and are often used in sandwiches, bakes, or simply eaten on their own. Hard





cheeses such as Cheddar, Gruyère and Parmigiano Reggiano are aged for months or years. These cheeses have dense, crumbly structures and deep, concentrated flavours. Their intensity makes them ideal for grating over pasta, shaving into salads, or pairing with bold wines.

Some cheeses are unmistakably dramatic, like the blue-veined varieties. Roquefort, Gorgonzola, and Stilton are ripened with cultures that create their signature marbled appearance and sharp, tangy taste. These cheeses are strong, yes—but also hauntingly beautiful on the palate, capable of transforming a simple dish into a complex experience.



A different group known as pasta filata includes cheeses that are stretched and kneaded while hot. Mozzarella is the most famous example, along with Provolone and Scamorza. Their elastic texture makes them perfect for melting, and their gentle, milky flavour adapts well to many dishes. At the other end of the spectrum are processed cheeses, which are made by blending different natural cheeses and adding emulsifiers. While purists may scoff at their artificiality, they remain staples in many households due to their consistent melt and long shelf life.



One cannot speak of cheese without considering the geography of its origin. Each region brings forth varieties that reflect its climate, landscape, and cultural traditions. France is home to hundreds of cheeses, each with its own Appellation d'Origine Contrôlée, from creamy Brie de Meaux to pungent Époisses. Italy offers an endless table of treasures, from the sharp, granular Parmigiano of Emilia-Romagna to the fresh, cloudlike burrata of Puglia. In Switzerland, Alpine cheeses like Emmental and Gruyère are made with milk from cows that graze on high mountain grasses, giving them their unmistakable sweetness and depth.



Spain contributes bold cheeses like Manchego, made from sheep's milk and aged to develop a firm texture and nutty aroma. Greece has Feta, soft and salty, stored in brine and often crumbled over salads or baked in savoury pies. England offers Cheddar, which has become a global standard but still holds special character in its traditional farmhouse forms. From Denmark to the Netherlands, from India's paneer to Lebanon's labneh, cheese continues to shape and reflect the soul of its place.

But cheese is not just a food of old traditions. It is constantly being reinvented. Today, small-scale artisans are experimenting with techniques that mix the old with the new—using local herbs, aging cheeses in wine-soaked leaves, or fermenting with wild cultures to create cheeses that are entirely modern, yet rooted in tradition. Across cities and countryside, markets now carry handmade cheeses from young producers who value sustainability, traceability, and craftsmanship.

Serving cheese is an art in itself. A well-curated cheese board speaks a language of contrast and balance. Combine textures—soft, semi-soft, hard—and a range of milks for variety. Allow cheeses

to come to room temperature before serving to unlock their aromas and flavours. Accompaniments like grapes, dried fruits, nuts, honey, crusty bread, and olives can bring out different facets of a cheese's character. And of course, the right wine or beverage pairing can elevate the experience to something truly unforgettable.

Storage matters too. Most cheeses do not do well in airtight plastic. Wrap them in waxed paper or cheese paper, and store them in a slightly humid refrigerator drawer. Blue cheeses should be kept separate to prevent their strong aromas from influencing others. Fresh cheeses should be eaten quickly, while aged ones will improve with time if stored properly.

Cheese is also deeply nourishing. It is rich in protein, calcium, phosphorus, and essential vitamins. While some fear its fat content, moderate consumption of good cheese is not only enjoyable but also wholesome. In many cultures, cheese is part of daily meals, offering both satiety and pleasure.

In a world that moves fast, cheese asks us to slow down. It invites us to taste with intention, to appreciate the interplay of flavour and time, and to honour the stories behind every slice. Whether aged for years in cool cellars or whipped up fresh in a farmhouse kitchen, cheese is a celebration of simplicity transformed through care.

To know your cheese is to know something about yourself. It reflects your tastes, your roots, and your openness to the wider world. It teaches you patience, curiosity and pleasure. And above all, it reminds you that the best things in life are often the most thoughtfully made.

So, the next time you place a piece of cheese on your tongue—whether a sharp wedge of vintage Cheddar or a spoonful of creamy mascarpone—take a moment to really taste it. You are not just enjoying a food. You are partaking in a global, living tradition that has nourished both body and soul for millennia.

Let your palate travel. Let your senses learn. Know your cheese.



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FARIZ NETWORKS

A DECADE OF PURPOSE-DRIVEN LEARNING IN SOUTH KERALA



Not every institution is born from ambition. Some are born from necessity—built by individuals who see a clear gap in the system and decide to bridge it themselves. Fariz Networks in Kollam is one such institution. Ten years ago, when its founder, Jimeris Hussain, looked around, he noticed something missing—not a lack of talent, but a lack of structured, hands-on education that could prepare students in South Kerala for careers in the real-world IT industry. It was not just about teaching software or networking. It was about creating a place where students, regardless of their background, could develop into professionals who could stand confidently in interviews, step into competitive tech roles, and find their own place in the digital workforce.

Fariz Networks was not built overnight. It carries the weight of a personal journey and the vision of a teacher who became a trainer, and then an entrepreneur. Jimeris Hussain, a 2003–07 B.Tech Computer Science graduate, began his career through technical certifications and corporate jobs like many others. As his early focus was on networking and cybersecurity, the fields he believed would soon become central to every industry, he trained extensively in India and the Middle East, gaining exposure in Bengaluru and Doha, not just as an employee but as a corporate trainer. But even as his career evolved, the idea of starting something of his own never left him.

When he finally founded Fariz

Networks in Kollam, it was not just the start of a business. It marked the beginning of a purposeful initiative built on vision, dedication and a commitment to meaningful education. The name Fariz, also the name of his son, was chosen to give the venture a distinct identity rooted in personal connection.

Today, Fariz Networks is a name that holds credibility in the southern Kerala education landscape. More than 3,000 students have been trained over the past decade. Over 500 have secured placements in IT companies, start-ups, and institutions across India and abroad. It shows the precise and strict filtering process of the institution to present true talents for future. But more than the numbers, what stands out is the clarity of their approach. The institute does not believe in hollow claims. There are no unrealistic banners promising “100% placement” in bold fonts. What they offer instead is honest support, professional mentoring, and access to a community that values continuous learning.

The strength of Fariz Networks lies in its course structure constantly updated, aligned with industry requirements, and delivered by trainers who know what they're doing. From foundational programs in hardware and networking to advanced tracks in cloud computing, cybersecurity, and full stack development, the curriculum is wide-ranging. Students can prepare for globally recognized certifications from Cisco (CCNA, CCNP, CCIE), Microsoft (MCSA, MCSE), and Red



Hat (RHCSA, RHCE), along with practical training in VMware, AWS, Microsoft Azure, and system administration.

Fariz Networks also runs intensive programs in cybersecurity, offering globally recognized credentials like CEH and ECSA, as well as practical workshops in general ethical hacking and secure infrastructure design. In the software space, the institute covers everything from C++ and .NET to emerging technologies such as Python, R, Flutter, and mobile app development. Their full stack development courses include Python-Django, Java, MERN, and MEAN, each designed to help learners become industry-ready developers with hands-on project experience.

More than an IT institute, Fariz Networks has expanded into creative domains in recent years as well. Its fashion design course, offered in Kollam, has become a flagship program that blends creativity with business awareness. Designed for aspiring designers, students, entrepreneurs, and professionals looking for a shift, the course includes garment manufacturing, textile management, design software training, fashion marketing, and portfolio development. The infrastructure is built to support hands-on learning, with sewing studios, digital labs, and workshops. Students are trained not only in aesthetics but also in how to navigate the business of fashion, from managing client expectations to launching a boutique brand.

The emphasis, across departments, is on practicality. This is not a place where students sit through lectures and walk away with paper certificates. The idea is to learn by doing. Be it through live projects, interactive workshops, or real-world simulations, Fariz Networks prioritizes applied knowledge. Their programs are accessible to a wide range of learners, from full time students to working

professionals, offered in flexible formats such as in person, hybrid, and online, making quality education both convenient and adaptable to diverse schedules.

It's important to note that Fariz Networks does not operate like a commercial franchise institute. It focuses tightly on the South Kerala region, particularly in Kollam and soon in Thiruvananthapuram. This firm approach allows the management to maintain quality, stay connected with student progress, and provide focused placement guidance. They understand the local job market, the challenges students face in smaller towns, and how to build bridges from those realities to larger career goals.

Their placement cell functions as an active support system. While it doesn't promise miracles, it does promise effort by connecting eligible students with recruiters, guiding them on soft skills, mock interviews, and resume building. The institution's philosophy is simple: if the student is ready to put in the work, Fariz Networks is ready to walk every step with them.

At its core, Fariz Networks is an institute built on clarity, not hype. Its mission is unshaken after a decade to equip learners with skills that matter. Not just to get a certificate, but to build a career. Not just to understand theory, but to apply it. In a world increasingly shaped by technology, the institute's goal is to ensure that students from South Kerala are not left behind.

For many, it's just another IT or fashion training institute. But for those who've walked its halls, attended its workshops, or been mentored by its trainers, Fariz Networks represents something deeper—a space where dreams are made real, skills are shaped with care, and futures are built step by step.

A glowing purple square with the letters 'AI' in white, surrounded by a circuit-like border. The background of the entire page is a dark blue and purple gradient with a complex network of glowing blue and white lines representing a circuit board or data flow.


AI

KERALA'S INTELLIGENT LEAP HOW K-AI IS SHAPING THE FUTURE OF SMART GOVERNANCE

In a decisive move toward embedding artificial intelligence within the very fabric of public administration, Kerala has taken a major step forward with its K-AI initiative, a pioneering program designed to transform governance through data-driven intelligence. At a time when governments around the world are navigating the potential of AI, Kerala has positioned itself as a thought leader in India's digital transformation story. This commitment was the centrepiece of the recent workshop titled K-AI: The Guiding Hand of Smart Governance II, held at Hotel Dimora in Thiruvananthapuram, where policymakers, innovators, and technologists gathered to explore how AI can redefine the essential relationship between the citizen and the state.

The Architecture of AI-Driven Trust

The event, jointly organized by the Kerala State IT Mission (KSITM), the Kerala Startup Mission (KSUM), and the ICT Academy of Kerala under the Department of Electronics and Information Technology, marked a defining moment in the state's ongoing journey. It reflected Kerala's determination not merely to adopt cutting-edge technologies but to seamlessly embed them into systems that directly improve administrative efficiency and the lives of its citizens. The groundwork for this strategic shift was meticulously laid by the state's AI Task Force Committee, chaired by Dr. A. Jayathilak IAS, the Chief Secretary, who has guided a series of foundational workshops aimed at establishing a robust and inclusive AI ecosystem. The core mission is to make governance smarter, more responsive, and more transparent—qualities that have long been paramount to Kerala's administrative ethos.



At the heart of K-AI lies a simple yet powerfully effective three-step framework: Capture, Evaluate, and Implement. Through the newly unveiled K-AI digital portal, the state has created a single, structured channel for innovation, inviting government departments, startups, and individuals to submit proactive, real-world ideas for improving public service delivery. These proposals are subjected to a rigorous and transparent evaluation by expert reviewers, who assess each concept based on its innovation, feasibility, and potential impact. Only the best ideas are then moved forward, receiving crucial technical and institutional support from the Kerala State IT Mission and its partners for their implementation and monitoring. This agile system is strategically designed to nurture innovation while ensuring that technology always serves specific governance needs.

From Lab to Law: Practical AI in Action

During the workshop's parallel technical sessions, the immense potential of this co-creation model became clear as startups showcased solutions tailored to departmental problem statements. These innovations spanned critical areas of governance, moving beyond simple automation to genuine intelligent assistance. For instance, AI-powered tools were presented for legal analysis and decision support systems for investigation, while others addressed public safety through advanced facial recognition and vehicle identification for law enforcement. Crucially, the focus extended to social and economic stability, with predictive analytics models demonstrated for issues like fraud detection in financial datasets, disease outbreak forecasting for the Health Department, and even AI-driven crowd management for pilgrim sites. Each solution highlighted the vibrant and productive synergy now flourishing between Kerala's public sector and its robust startup ecosystem.

This deep integration of technology and public purpose aligns Kerala's efforts perfectly with the national digital agenda, specifically the IndiaAI initiative's framework. It ensures the state's AI advancements contribute to and benefit from the cohesive vision for technological progress across the country. As Shri Sandip Kumar IAS, Director of the Kerala State IT Mission, perfectly captured the essence of the initiative, "K-AI represents Kerala's commitment to leveraging artificial intelligence for inclusive and transparent governance. By fostering collaboration between government departments and the startup ecosystem, we are catalysing the co-creation of AI solutions tailored to real-world governance challenges." As the state continues to refine and expand this initiative, Kerala's K-AI stands not just as a model for digital governance but as a promise of what a truly citizen-centric, intelligently administered future can look like in India.

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