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WHEN THE WORLD SINGS TOGETHER
THE ENDURING MAGIC OF THE CHRISTMAS CAROL

ECHOES OF HERITAGE, HEARD ACROSS THE WORLD
KERALA'S CULTURAL SOUL ON A GLOBAL SCALE



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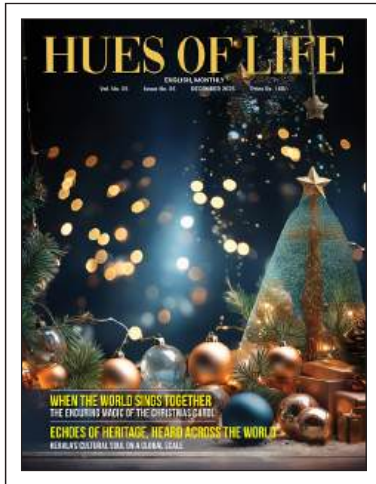


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A Promise That Outlives the Season

Christmas has always been more than a date on the calendar. It is a pause the world takes together, a moment when the noise of daily life softens and the mind becomes ready to reflect. At a time when differences often dominate public conversation, this season reminds us that our shared humanity is still the strongest thread that binds us.

The spirit of Christmas calls for a deeper sense of unity, not the kind that demands sameness but the kind that grows from recognising the dignity of every person. It asks us to pay attention to the world around us and to listen to our own conscience with honesty. In an age when confusion spreads faster than truth, knowing what is right has become essential. Right and wrong are not distant ideas. They shape the way we think, the way we speak and the way we choose to treat others.

This Christmas, let us take a quiet but firm oath. Let us promise to stand for humanity in our everyday actions. Let us protect the rights of others with the same seriousness with which we guard our own. Small decisions made with fairness and kindness carry more strength than loud declarations that fade with time.

As families gather, as churches glow with candles and as cities dress themselves in light, may we carry within us a commitment that lasts beyond the season. Christmas is celebrated across the world because its message crosses borders. It invites us to think with clarity, act with conscience and care for people without conditions.

If we step into the new year with this simple promise, the world will feel a little more compassionate, a little more just and a little more united.

Warm regards,

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A group of about 15 people, including men, women, and children, are gathered on a cobblestone street at night. They are dressed in winter clothing like coats, scarves, and hats, and appear to be singing. The street is decorated with warm white string lights and traditional street lamps. A stone building with a window decorated for Christmas is on the left. A banner hangs across the street with the text 'THE ENDURING MAGIC OF THE CHRISTMAS CAROL'.

THE ENDURING MAGIC OF
THE CHRISTMAS CAROL

*When the World Sings
Together*

THE ENDURING MAGIC OF THE CHRISTMAS CAROL



As December draws its gentle curtain over the year, the air seems to hum with something that words alone cannot hold. Somewhere in the distance, a familiar refrain begins, a child's voice lifted in song, a choir warming its notes in an old stone church, or perhaps a group of friends gathered under a starry sky. The music is tender and timeless, carrying with it the warmth of candles, the scent of pine, and the quiet anticipation of Christmas. This is the sound of the season's heart, the Christmas carol, a melody that has travelled through centuries, weaving faith, joy and human connection into a song that the world still sings together.

Carols are more than seasonal songs, they are living echoes of our shared spirit. Long before glittering lights and crowded markets, it was through song that communities marked the mystery and wonder of Christmas. The earliest carols date back to the Middle Ages when they were sung not only in churches but in village squares and along winter roads. The word carol itself comes from the Old French *carole* meaning a circle dance accompanied by singing. It was an expression of communal joy, a way of gathering hearts around a story that transcended time.

By the fifteenth century, Christmas carols had taken on a distinctly sacred tone, yet they retained their warmth and accessibility, telling stories of hope, devotion, and human kindness through melody and words. Carols were no longer merely an accompaniment to dance, they became a medium through which communities could reflect on the profound meaning of the season. Songs such as *Adeste Fideles* and *God Rest Ye Merry Gentlemen* began to appear, offering melodies that were simple enough for common folk to sing yet rich enough to inspire awe and devotion. Each note carried a sense of continuity, linking one generation to the next in a tapestry of sound and story.

The charm of the Christmas carol lies in its ability to unite people across time and space. In bustling cities, voices rise above cold pavements in spontaneous celebration. In quiet villages, candlelit homes resonate with familiar tunes that have been passed down through families for generations. In India, the tradition has found unique expressions in choirs and community gatherings where both Western classics and local interpretations are embraced. Songs such as *Joy to the World* and *Silent Night* coexist with hymns in Malayalam, Tamil, and Hindi, blending the universal spirit of Christmas with local culture. Contemporary composers and musicians continue to breathe fresh life into these melodies, creating new arrangements that retain the timeless essence of carols while speaking to the sensibilities of today's listeners.



What makes the Christmas carol truly magical is its power to evoke memory. The first notes of O Holy Night can bring back images of childhood winters, the thrill of opening gifts, the quiet wonder of star-filled nights. Carols have a way of connecting the heart to its past and present at once. They remind us of moments of generosity, of small acts of kindness, of laughter shared in the warmth of home. Singing a carol is not simply an artistic act, it is an invitation to step into a shared experience, to join voices with strangers and loved ones alike in celebration of something larger than ourselves.

Over centuries, composers and lyricists have shaped carols in ways that speak to both mind and soul. Charles Wesley's hymns brought theological depth to congregational singing. John Francis Wade gave life to the enduring Adeste Fideles. In the modern era, musicians continue to explore the genre, creating arrangements that resonate with contemporary audiences while preserving the spirit of joy and reverence. Even popular culture has embraced carols as a bridge between generations, allowing grandparents to hear their familiar tunes alongside children discovering them for the first time. In each case, the melody becomes a thread connecting one human heart to another.

In India, the tradition of Christmas caroling has adapted beautifully to local communities. Churches in Kerala, Goa, and Mumbai fill with choirs practicing weeks before Christmas. Children go door to door in





some regions, singing with hope and enthusiasm that mirrors the caroling customs of Europe. The fusion of Western and Indian musical elements has produced arrangements that are joyful, heartfelt, and distinctive. Each performance becomes an act of connection, a moment when cultural diversity and shared celebration find harmony in song.

Beyond its music, the carol carries a quiet message. In a world that moves with relentless pace, where noise and distraction often overwhelm reflection, carols remind us to pause. They teach that there is wonder in simplicity, that joy can be found in togetherness, and that hope is renewed when hearts are open. The carol does not demand attention through spectacle or show, it earns it through sincerity and warmth. Whether sung by a professional choir in a cathedral or by neighbours around a fire, it invites listeners to remember what is truly important: peace, compassion, and the gentle light of human connection.

The enduring appeal of the Christmas carol lies not only in its melody but in its ability to cultivate shared experience. It asks us to listen, to sing, and to feel. It asks us to step into a moment that belongs to everyone, where the boundaries of age, culture, and geography dissolve. In every note, there is a story, in every harmony, a reminder that human hearts are capable of extraordinary unity. The carol becomes a vessel of

memory, a guardian of tradition and a gentle herald of hope.

As the season unfolds, we find ourselves once again caught in the spell of familiar tunes. The voice of a neighbour, the resonance of a choir or the quiet hum of a family singing together creates a tapestry of sound that is uniquely human. Christmas carols remind us that music has the power to endure, to comfort and to inspire. In their timeless melodies we hear not just the story of Christmas but the story of humanity reaching for joy, for connection and for peace.

In the quiet aftermath of each song, when the last note fades into the winter night, the message remains. Carols are more than music. They are a testament to the enduring human need for hope, love, and togetherness. They remind us that in a world that often forgets to pause, there is a season, a song, and a moment for reflection and grace. The Christmas carol carries this truth, inviting us to listen, to remember and to join together in a celebration that is as old as it is new, as personal as it is shared. In singing together, we discover the simple wonder of connection, and in listening, we feel the enduring magic of a world united in song.



There are few places on earth where culture is not just preserved but lived every day. Where rhythm, colour, flavour and gesture carry centuries of memory, devotion and grace. Kerala is one such land. Here, the past and the present walk together like companions. Progress does not erase tradition; it nourishes it. The state's rise on the global stage has never dimmed its cultural essence. Instead, it has made that very essence shine brighter, making heritage Kerala's strongest voice in the modern world.

From the calm of the backwaters to the vibrant temple grounds, from sacred art forms to timeless crafts, Kerala stands as a reminder of how a society rooted in its values can grow without losing balance. At a time when the world looks for meaning in sustainability, community and authenticity, Kerala quietly offers living examples. Its customs, beliefs and creative traditions have become a global language of goodwill, peace and artistic beauty.

Kathakali – The Living Canvas of Emotions

Before a Kathakali performance begins, there is a special silence. The air grows still, and the first beat of the Chenda drum breaks it like the opening of a temple door. What follows is not just performance but transformation. Kathakali is the art of storytelling elevated to a divine experience. The painted faces, ornate costumes and expressive eyes of the performers bring alive ancient epics that speak of courage, devotion and destiny.

Every movement carries emotion, every glance has purpose. The actor does not act; he becomes the character. The audience is drawn into a world where myth breathes, and where words are replaced by the language of the soul.



From temple courtyards in Kerala to great theatres in London, Paris and Tokyo, Kathakali has become an ambassador of India's artistic depth. Yet, it has remained pure, untouched by modern simplification. Whether performed under oil lamps or stage lights, it carries the same spiritual power that was born in Kerala's sacred courtyards. It is a living heritage that expands with every admirer who beholds its beauty.

Aranmula Kannadi – The Mirror That Reflects Tradition

By the banks of the Pamba River lies the village of Aranmula, where a few families guard an ancient secret. They craft the world's only handmade metal mirrors, known as Aranmula Kannadi. These mirrors are not made of glass but of a special alloy, polished with devotion until it captures a flawless reflection.

Each mirror takes weeks of careful work. The process is more ritual than production. The artisans speak little, their concentration absolute, their pride quiet but deep. The mirror they create reflects more than a face; it reflects a legacy.

Today, the Aranmula Kannadi has travelled across the world, gracing homes, museums and royal collections. It is admired not only for its beauty but for what it represents – the patience, precision and humility of true craftsmanship. In an age of machines, it reminds the world that handmade legacies still hold the power to mirror the most refined spirit of humanity.

Handloom – Threads that Tell a Story

If Kerala's culture could be touched, it would feel like handwoven cloth. Across the state, from Balaramapuram near Thiruvananthapuram to Chendamangalam in Ernakulam and Kasaragod in the north, the rhythmic sound of looms fills the air. These are not just workshops but living spaces where tradition continues to breathe through every thread.

In Balaramapuram, one of the oldest weaving centres in Kerala, artisans still follow methods that were once supported by royal families. The soft cotton and delicate golden borders of the Balaramapuram saree are woven on simple wooden looms, guided by hands that have inherited this art from generations before them. The village moves to the pace of the shuttle, calm and steady, as if the heartbeat of time itself has slowed to honour the craft.

In Chendamangalam, where the Periyar River meets the Arabian Sea, the looms tell a story of courage and revival. When floods once silenced them, the people of the village brought them back to life, thread by thread. Their return was more than an act of survival; it became a symbol of Kerala's resilience and strength, proving that beauty can be reborn from difficulty.

Far to the north, the weavers of Kasaragod create cloth that reflects the spirit of their land. The bold colours and strong checks of their designs carry the character of the coast. The fabric is thick and enduring, much like the people who make it. Each region adds its own verse to the long poem of Kerala's textile heritage.

These weaves are not mere garments. They are living stories of patience, discipline and devotion. The weaver does not hurry; the loom moves in its own time. The threads glide like thoughts turning into prayer. In a world that moves fast, Kerala's handloom stands quietly, offering something more meaningful, a touch of human warmth and the beauty of slow creation.

Across international fashion platforms and craft exhibitions, these weaves draw admiration for their honesty and grace. They speak softly but powerfully, reminding the world that beauty born of roots never fades, and that what is made by hand carries a soul that no machine can replace.

Vallamkali – The Rhythm of Unity

When the season of Vallamkali arrives, Kerala's backwaters awaken with excitement. The long wooden boats are polished until they shine, the air fills with music and voices, and the river becomes



a stage for the most spirited festival of the year. The Vallamkali, or snake boat race, is more than a contest of speed; it is a celebration of unity and strength that brings people together in joy.

Each boat stretches across the water like a graceful creature, filled with rowers sitting in perfect rhythm. The vanchipattu, the traditional boat song, begins with a deep, pulsing beat. As the rhythm rises, hundreds of oars strike the water at once. The sound is thunderous, the sight unforgettable. Along the riverbanks, thousands of people gather, shouting encouragement, waving flags and clapping to the beat. The entire landscape seems to move with the same pulse.

The Nehru Trophy Boat Race in Alappuzha is the most famous, drawing teams from across Kerala and visitors from many countries. But every district has its own race, its own story, and its own heroes. Villages work together for months, repairing the boats, painting them with care, and training at dawn. When race day arrives, it is a moment of shared pride. The competition is fierce, but it is also filled with laughter, songs and a spirit of brotherhood.

The Vallamkali teaches an unspoken lesson. A single rower cannot make the boat move faster; only unity can. When one person falters, the others lift him. When one voice calls, the rest answer. It is a dance of togetherness, a reminder that strength lies not in individual power but in harmony.

As the boats surge across the finish line, the cheers rise like a wave that never fades. The joy on the faces of the rowers, the rhythm of the drums, the music and the echo of the crowd all melt into one great celebration. Long after the race is over, that sound lingers in the heart, the sound of Kerala's people rowing together, lifted by pride, passion, and the sheer happiness of being one.

Sadhya – A Feast Beyond Food

If music is heard through the ears, then Kerala's soul can be tasted through a sadya. Served on a fresh banana leaf, this grand meal is not just a combination of dishes but an expression of gratitude, community, and abundance. The sight itself is a festival, rows of green leaves glistening, the aroma of spices and coconut mingling in the air, and people sitting together, smiling as steaming rice is gently ladled before them.

A true sadya is a celebration that brings people closer. It is served with devotion during festivals, weddings, temple feasts, and even family gatherings. Every region in Kerala has its own touch and rhythm, making each sadya a story of place and people. The famous Onam Sadya, which graces every home



during the harvest festival, is a dazzling array of colours and flavours. It is often said that the Onam table unites the whole of Kerala, no matter where people come from.

There are other variations too, each special in its own way. The Aranmula Vallasadya, connected with the sacred boat race, is a grand offering to the oarsmen who row for the Lord Parthasarathy Temple. Here, hundreds of dishes are prepared, and each rower is treated with reverence and love. The temple sadya, or Prasada Sadya, has a quiet charm. It is simple, often served after worship, and carries a deep spiritual energy. Then there is the marriage sadya, known for its festive grandeur and laughter, where the aroma of sambar and avial mingles with the sounds of celebration. Some regions serve the Vishu Sadya to mark the new year, while others prepare smaller, homely versions on birthdays and anniversaries.

Each dish in a sadya has a purpose, a balance, and a story. The rice forms the heart, while parippu, sambar, rasam, and curd flow like chapters in a poem. There is the tangy pull of puli inji, the comforting sweetness of pradhaman, and the gentle crunch of banana chips that echo with childhood memories. The rhythm of serving follows tradition too, from pickles to payasam, every item has its rightful place on the leaf.

Eating a sadya is more than just filling the stomach; it is an act of mindfulness. People sit cross-legged, eat with their hands, and connect to the food with all senses awake. The banana leaf adds its fragrance, and the mixture of tastes, sweet, sour, bitter, salty and spicy creates a harmony that mirrors the balance of life itself.

In villages, sadyas often become a community event. Men and women work side by side, chopping vegetables, grating coconuts, and singing together as the kitchen comes alive with laughter. The joy multiplies when people eat together, sharing jokes, exchanging smiles, and asking for that extra ladle of payasam even when the leaf is already full.

Whether it is a modest home-cooked meal or a feast served to thousands, a sadya never fails to bring happiness. It is Kerala's way of saying that life, like a well-served leaf, is best enjoyed when shared.

Kalaripayattu – The Grace of Power

Long before the world discovered martial arts, Kerala had already perfected one of its own. Kalaripayattu, one of the oldest martial disciplines in existence, is both art and meditation. It blends strength with stillness, attack with awareness, power with humility.

Every movement is measured, every strike guided by balance. Practitioners bow to the earth before they begin, acknowledging that strength without respect is empty. It is as much about training the mind as mastering the body.

Today, Kalaripayattu has inspired martial art forms, choreography and wellness practices across the world. It is taught in fitness centres, featured in films, and admired for its grace and discipline. Yet, its roots remain firmly in Kerala's red soil, in the kalari where teachers still begin each day with prayer. It carries goodwill wherever it goes, teaching that true power bows before compassion.

Religious Harmony – The Soul of Kerala

The most beautiful sound in Kerala is not one voice, but many. It is the sound of temple bells, church choirs and mosque prayers rising together in the same morning air. Faith here is not a wall but a bridge.

In this small stretch of land, temples, churches and mosques stand side by side. Festivals like Thrissur Pooram, Eid and Christmas are celebrated by all. It is common to see friends of different faiths visiting one another's homes, sharing sweets, and joining prayers. This quiet coexistence is Kerala's greatest strength and its proudest message to the world.

In an age where differences often divide, Kerala's harmony shines as proof that diversity need not be conflict. When faith is guided by compassion, it becomes culture. And when culture is rooted in respect, it becomes peace.



A Living Heritage

Kerala's cultural spectrum is vast and radiant. From the divine splendour of Theyyam to the lyrical grace of Mohiniyattam, from the healing touch of Ayurveda to the quiet rhythm of village life, every expression adds colour to the state's identity.

Visitors come from across the world like scholars, artists, travellers and dreamers and each leaves with more than memories. They leave with respect, with wonder, with the feeling that they have seen a land that protects its soul while sharing its beauty.

What sets Kerala apart is that it does not display culture as an exhibit. It lives it. Every festival, every craft, every ritual is part of daily life. The fragrance of jasmine during Onam, the sound of the Chenda during temple festivals, the call of the sea meeting the backwaters are not just sights and sounds but the rhythm of existence.

Kerala's journey into modernity has been guided by this balance. As it strides forward with innovation, technology and sustainable development, it keeps its roots strong. The state's policies and communities have worked hand in hand to protect traditional art schools, support artisans and preserve festivals

and heritage spaces. This harmony between growth and tradition has become the secret behind Kerala's enduring charm.

Where Beauty Becomes Goodwill

Kerala does not just carry goodwill; it radiates it. Its traditions, art forms and way of life are not monuments of the past but mirrors of values that belong to all humanity, peace, compassion, creativity and resilience. In every Kathakali gesture, every stroke of the weaver's hand, every rower's chant and every shared meal, there is a quiet reminder that true civilisation lies in remembering who we are even as we move forward.

Kerala's culture is not confined by geography. It is universal in spirit. It speaks of balance, belonging and beauty that does not fade. As the tides of modernity rise, Kerala stands by the shore, not resisting the waves but reflecting them through its golden mirror of heritage. It shows the world that progress without roots is emptiness, but progress grounded in tradition is evolution.

And in that reflection, the world sees what Kerala has always known, that happiness is found not in having more, but in remembering where we come from.



BRAND RENAISSANCE

THE NEW ERA OF PURPOSEFUL MARKETING AND SUSTAINABLE SALES IN INDIA

In an age where consumers are more discerning than ever, a brand is no longer just a product identity; it is an experience, a belief system and a reflection of values. Across India's vibrant business landscape, a quiet renaissance in branding is reshaping how companies connect with people. The goal today is not just to sell but to resonate, to create brands that speak with authenticity, engage with empathy and endure through trust. This new wave of brand building is driven by changing consumer psychology, digital innovation and a growing emphasis on sustainability. The modern Indian brand is expected to be transparent, responsible and emotionally intelligent. It must offer not just quality, but meaning.

Traditional branding once revolved around visibility, how loudly a brand could announce itself through advertising, slogans or sheer presence. But the landscape has shifted. Today, the real power lies not in visibility, but in value. Consumers no longer respond to one-way communication; they want stories, not slogans. They want brands that understand their aspirations and mirror their values. This evolution has transformed marketing into an ongoing dialogue rather than a monologue. Digital

platforms have become the new playgrounds for brand storytelling, where companies use short videos, social content, and community engagement to interact meaningfully rather than interrupt noisily. Authenticity has redefined success, from market share to mind share.

One of the defining trends in modern branding is personalization. Powered by data, insight and empathy, personalization allows brands to connect with people on a deeper level, tailoring every message, recommendation, or experience to reflect individual preferences and lifestyles. Yet, personalization today is not only about algorithms; it is about understanding humanity. The most effective brands are those that use technology to listen, not just to promote. They create experiences that feel intuitive and genuine, transforming everyday interactions into emotional connections. This approach not only increases customer engagement but also builds enduring loyalty. When people feel understood and valued, they do not just buy, they belong.

Another major shift in India's branding ecosystem is the rise of purpose driven marketing. Profit alone no longer defines success. The modern consumer, especially the younger generation, chooses brands that align with social consciousness and environmental responsibility. From sustainable packaging and ethical sourcing to



inclusivity and community development, purpose led initiatives are becoming the foundation of powerful brand identities. Consumers are drawn to authenticity; they seek out businesses that are transparent about what they stand for. When a brand's purpose resonates with public sentiment, it naturally fosters trust. This alignment transforms transactions into relationships, ensuring not just short-term sales but long term sustainability.

Sustainability itself has evolved from a corporate buzzword into a core brand philosophy. Indian consumers are increasingly aware of the impact of their choices on the environment, society, and economy. As a result, eco conscious branding is no longer a niche; it is a necessity. Across industries, companies are integrating sustainable practices, reducing waste, promoting recycling, supporting local artisans, and ensuring ethical supply chains. What is important is not just the adoption of these initiatives, but how they are communicated. Transparent storytelling around sustainability builds credibility and emotional connection. It reminds consumers that every purchase can be a positive act, a contribution to a cleaner planet and a fairer world. This alignment of commerce with

conscience is shaping a new model of growth, one that benefits both people and the planet.

India's digital revolution has democratized branding, empowering even emerging businesses to reach global audiences. Social platforms, content creators, and virtual campaigns have replaced the traditional boundaries of marketing. Yet, as screens become saturated, what truly stands out is experience. Experiential branding, creating moments that engage all senses and emotions, has emerged as the next frontier. Whether through immersive storytelling, virtual interactions, or community events, experiences create memories that last longer than advertisements. When people experience a brand rather than just see it, they form emotional bonds that translate into loyalty. The modern marketer understands that attention is fleeting, but experience is enduring.

In this age of constant information flow, trust has become the strongest currency in branding. Consumers are empowered with choices and information; they reward honesty and authenticity while quickly rejecting insincerity. Transparency about sourcing, pricing, values, or impact has become a hallmark of modern brands. Even





vulnerability can be powerful when communicated truthfully. Brands that admit, adapt, and engage with humility often inspire deeper respect than those that simply project perfection. Authenticity, therefore, is not a strategy, it is a mindset. It means aligning what a brand does with what it says. This integrity builds credibility, and credibility builds longevity.

The most successful brands of the future will not be those with the biggest budgets, but those with the strongest beliefs. Creativity remains the foundation of brand communication, but today it is guided by conscience. From storytelling that uplifts communities to campaigns that promote mindful living, creative marketing is becoming a tool for impact. It bridges the gap between commerce and culture, proving that profitability and purpose can coexist beautifully. This fusion of creativity and conscience is especially visible in India's emerging markets, where cultural identity, tradition, and innovation blend seamlessly. The Indian consumer appreciates both progress and purpose, and brands that respect this balance find themselves at the forefront of loyalty and growth.

In the end, branding is not about fleeting attention; it is about building emotional equity. It is about

crafting a legacy that endures beyond trends. Sustainable branding in India now means creating ecosystems of trust, collaboration, and consistency. It is about staying adaptable yet authentic, innovative yet ethical. When brands embody these qualities, they move from being products to becoming part of people's lives. As India continues its journey as one of the world's most dynamic consumer markets, the principles of branding are being rewritten. Success will belong to those who combine digital agility with human empathy, and creativity with accountability.

The future of Indian branding can be summed up in one simple mantra: authenticity builds trust, purpose sustains growth, and experience drives loyalty. In this evolving marketplace, the true measure of success is not how loudly a brand speaks, but how deeply it connects. The brands that thrive will be those that understand that sales may sustain a business, but purpose sustains its soul. When branding becomes a story of integrity and inspiration, it transcends commerce and becomes culture. And that is where the new India is heading, toward a future where every brand tells a meaningful story worth remembering.



Sustainable Gifting for the Christmas Season

There is a certain kind of magic that fills the air as Christmas approaches. Streets shimmer with lights, homes glow with warmth, and hearts seem to open a little wider. It is a season of love and gratitude, of remembering what truly matters and expressing it through giving. Yet in recent years, as the joy of gift giving has grown, so too has the mountain of waste that comes with it, from discarded wrapping paper and plastic packaging to forgotten trinkets that end up in landfills before the year is even over. This Christmas, a quiet change is unfolding. More people are discovering that the most meaningful gifts are those that are kind to the planet and carry a story within them. Sustainable gifting is not about giving less; it is about giving with greater thought, intention, and love.

At the heart of this shift lies a simple truth: gifts are symbols of connection. When chosen mindfully, they reflect our values as much as our affection. Handmade and locally crafted gifts have become the soul of sustainable giving. They carry with them the touch of the maker, the time spent shaping something beautiful, and the quiet pride of supporting local artisans. A handwoven scarf from a nearby weaver, a ceramic mug crafted by a local potter, or a candle made with natural wax and

essential oils all tell stories of patience and artistry. These are not just things; they are memories shaped by hands that work close to the earth.

There is also something deeply personal about gifting something made by oneself. Homemade preserves, baked treats, knitted scarves, or painted cards hold an intimacy that no store bought gift can match. They speak of time invested and care given. The act of creating becomes a gift in itself, reminding us that love need not always be expensive, only sincere. Many families are rediscovering this joy, sitting together to make decorations, wrapping gifts in reusable cloth, or writing heartfelt letters that replace impersonal greeting cards. These small gestures, often overlooked, bring the essence of Christmas back home.

Sustainable gifting also encourages us to look beyond physical items. Experiences, after all, last far longer than most material possessions. A ticket to a concert, a spa retreat, a pottery workshop, or a dinner at a favourite local restaurant can create memories that live well beyond the festive season. Experiences foster connection and joy, offering something that cannot be wrapped but can certainly be cherished. Gifting experiences also supports local businesses and communities, spreading the spirit of giving even further.



Upcycled and zero waste gifts have become another beautiful part of this movement. Creative entrepreneurs and conscious brands are transforming discarded materials into stunning products, from bags made out of old fabric scraps to jewellery crafted from recycled metals. Such gifts remind us that beauty can be found in renewal and that sustainability can go hand in hand with elegance. Even something as simple as using reusable jars for gifting treats or wrapping presents in old newspapers tied with twine can reduce waste while adding a rustic charm to the celebration.

Sustainable gifting is not just an environmental choice; it is an emotional one. It invites us to slow down and consider what we are giving and why. In a world where shopping is often rushed and automated, choosing gifts that are kind to the planet allows us to reconnect with the values Christmas truly represents: love, gratitude, and mindfulness. When we choose thoughtfully, we also choose to protect the natural world that sustains us. We give back to the earth even as we give to one another.

The growing awareness around conscious consumption is encouraging communities everywhere to embrace greener festivities. Markets that once overflowed with mass produced ornaments now showcase handmade decor, plantable greeting cards, and locally sourced delicacies. People are turning to artisans who preserve traditional crafts, ensuring that cultural heritage thrives alongside sustainability. By choosing local, we reduce the carbon footprint of transportation and strengthen the livelihoods of those who create with care and skill.

Parents too are finding new joy in teaching children about mindful giving. Instead of piling up toys, families are spending time together planting trees, donating to causes, or making gifts for loved ones. These shared experiences sow the seeds of empathy and awareness in young hearts. They learn that the beauty of Christmas lies not in abundance but in kindness. It is a lesson that grows with them and shapes the way they see the world.

Sustainable gifting reminds us that what we give carries meaning beyond the moment. A thoughtfully chosen present can ripple outward, touching lives we may never see. It can support a farmer who grows organic cotton, an artist who keeps a fading craft alive or a small business that refuses to compromise on ethics. Each conscious choice becomes part of a larger circle of care.

As the season of joy approaches, perhaps the greatest gift we can give is mindfulness. Let every present tell a story of love for both people and the planet. Let every celebration honour the earth that gives us so much. When we give in this way, Christmas becomes more than a day of exchange; it becomes a season of harmony, gratitude, and renewal. And in that spirit, may the joy we create continue to shine long after the lights are taken down, carrying the warmth of kindness into every day that follows.

THE GENTLE ART OF PIGEON FARMING
AND THE GRACE OF PET DOVES





There is something timeless about pigeons. They have fluttered through human history as messengers, companions, and symbols of peace. From ancient palaces and city squares to quiet courtyards and modern farms, pigeons and doves continue to charm with their soft coos, gentle nature, and enduring grace. Today, pigeon farming and dove keeping are enjoying a quiet resurgence, not merely as hobbies, but as meaningful pursuits that blend emotional fulfillment with practical value.

Pigeon farming, once viewed as a modest rural pastime, has evolved into a rewarding small scale enterprise. It does not demand vast land or costly infrastructure, only patience, understanding, and genuine interest in the birds. A few healthy pairs are enough to begin with, and their care is more about consistency than complexity. Pigeons are remarkably adaptable and thrive in diverse climates as long as they have shelter, cleanliness, and good food. Among the many breeds, King pigeons are favored for their larger size and rapid growth, Homing pigeons for their intelligence and loyalty, and Fantails and Jacobins for their ornamental beauty. Some farmers rear pigeons for meat production, while others focus on show breeds or hobby collections that enrich daily life with a sense of calm and companionship.

The living space of a pigeon is central to its wellbeing. A loft or dovecote must be airy, dry, and secure from predators. Pigeons enjoy open flight areas but need protected nesting boxes where they can breed and rest. Each bird requires enough space to move, perch, and stretch its wings



without stress, so overcrowding should always be avoided. Cleanliness is key. Regular cleaning of droppings, disinfecting perches, and replacing the floor covering with fresh sand or sawdust keeps the birds healthy. Pigeons are highly sensitive to hygiene, and neglect can quickly lead to illness or infestation. Water must be changed daily, and feeders should be kept free of moisture to prevent fungal growth.

Feeding practices play a defining role in pigeon farming. A balanced diet of grains such as maize, wheat, peas, and millet provides the nutrients needed for energy and breeding. Grit and mineral supplements help with digestion and shell formation for eggs. Fresh greens, though optional, are beneficial for variety and nutrition. Farmers who observe their birds closely can easily identify what works best for their particular flock. A content pigeon shows its satisfaction through a glossy coat, steady cooing, and alert behavior.

Breeding is one of the most fascinating aspects of pigeon keeping. Pigeons form lifelong pairs, and both male and female share the duties of incubating eggs and feeding the chicks. Under good conditions, a pair can produce six to eight squabs a year. Each chick grows rapidly and is ready to fly within a month. Selective breeding can enhance color patterns, size, or flying ability, depending on the farmer's focus. However, overbreeding should be avoided as it can weaken the stock and reduce vitality. A short period of rest between breeding cycles helps maintain the health of both parents and offspring.

Like any form of livestock farming, pigeon rearing has its challenges. Common issues include parasitic infections, respiratory problems, and viral diseases, all of which can spread quickly in crowded or unhygienic lofts. Preventive care is far better than cure. Routine vaccination, timely deworming, and isolation of sick birds protect the flock. Another concern for farmers is the threat from predators



such as cats, hawks, or rats, which can be managed through strong netting and secure housing. While these obstacles may seem daunting, experienced keepers often describe them as opportunities to learn the rhythm of life that comes with caring for animals.

Beyond its practical aspects, pigeon farming carries emotional and cultural significance. The gentle coo of a pigeon has a calming rhythm that many find therapeutic. In cities, doves are often kept not for profit but for peace, their presence adding serenity to balconies and courtyards. Doves are affectionate, intelligent, and easy to tame. They recognize their caretakers and form strong bonds of trust. Watching a pair of doves preen each other or circle gracefully in the sky can be a simple yet profound joy.

Caring for pet doves is similar in principle to farming pigeons, though the focus is more on companionship than production. They require a spacious cage or aviary where they can stretch their wings freely, along with a quiet environment that allows them to feel secure. Clean water, a mix of grains, and gentle handling are enough to keep them content. Doves respond to calm voices and regular routines, and they quickly learn to associate

their keepers with comfort and safety. Their presence can bring emotional balance, especially for those who seek peace in the midst of daily noise and stress.

Economically, pigeon farming has untapped potential. Demand for pigeon meat is steady in many regions, and ornamental breeds can fetch good prices in exhibitions or local markets. With proper management, a small flock can yield steady income throughout the year. Some farmers also supply manure, which is rich in nitrogen and highly valued as organic fertilizer. In this sense, pigeon farming is both sustainable and resource efficient, an enterprise that nurtures life on multiple levels.

At its heart, however, pigeon keeping is more than a business. It is a quiet partnership between human and bird, rooted in patience, observation, and care. Whether you raise pigeons for livelihood or keep doves as companions, they invite you to slow down, listen, and rediscover a simple beauty often lost in modern life. The sight of a pigeon returning to its loft or a dove resting gently on your shoulder is a reminder of trust, a small enduring connection that has outlasted centuries and will continue to do so as long as humans find peace in the flutter of soft wings.



A GENTLE
RETURN TO
CLARITY



There is a quiet moment that arrives before any true shift, a moment when the mind grows still enough to hear what the body has been trying to say all along. This is where a comprehensive detox begins, not in a chart of forbidden foods or a strict regime, but in that subtle inner pause that reminds us that nourishment is not only a physical choice but a personal rhythm. Detoxing, in its most authentic form, is less about restriction and more about renewal, an invitation to step back from the noise and listen to the language of the body with a tenderness that modern life often asks us to forget.

Within that space, the idea of cleansing returns to something older and more organic than any seasonal trend. It becomes a gentle return to balance, a way of clearing the fog that gathers when the body and mind fall out of sync. A comprehensive detox diet respects this balance by supporting the natural processes that the body

already knows, restoring what has been dulled by restless schedules, processed foods, and the relentless pace that so easily consumes our days. It is not a rebellion against indulgence but a reaffirmation of clarity, a way of allowing the body to do what it is designed to do when given the time and respect it deserves.

Science often describes detoxification in clinical terms that speak of cellular repair, metabolic pathways, and the quiet work of the liver and kidneys. And yet, there is something almost poetic in the way these organs move tirelessly through their tasks, filtering, renewing, and maintaining equilibrium with a fluency that requires no applause. A comprehensive detox simply creates the conditions in which these natural systems can flourish. Mindful nutrition becomes a grounding anchor, allowing the body to receive foods that feel clean and alive, foods that revive the senses even before they nourish the cells. Fresh greens, vibrant fruits, warm broths and simple grains become more than ingredients. They become a conversation between what we take in and what we release, between the energy we hold and the energy we let go.

Hydration deepens this conversation. Water moves through us like a quiet cleansing current, softening the residue of stress and exhaustion that collects in unseen corners. Each sip becomes a small act of presence, a gesture of care that restores clarity not only to the body but to thought itself. Rest, too, becomes a form of nourishment, allowing the body to slow its pulse and repair what has been worn thin by overstimulation. Together, these practices create a rhythm of renewal that unfolds naturally, without force or urgency. A comprehensive detox diet honours this softness, offering structure without rigidity, intention without strain.

Yet the true power of a detox lies not only in its physical effects but in the emotional quiet that often settles in as the days unfold. There is a surprising intimacy in choosing to care for oneself with such steadiness. Old habits fall away like dust shaken from an overlooked corner and beneath them emerges a newfound mental clarity that feels both refreshing and familiar. Thoughts grow lighter. Mood lifts. Awareness sharpens. It is as if the mind, carried for too long by momentum alone, begins to breathe again. This emotional shift is not an accident but a natural response to the refinement of energy within the body. As nourishment grows more intentional, the noise of internal clutter begins to soften.

In this sense, detoxing becomes less a temporary act and more a conscious practice, one that extends far beyond a week of curated meals. Modern wellness sees this shift clearly. It understands that detoxing is most meaningful when it is woven into the fabric of daily life, becoming an expression of self-knowledge rather than a response to guilt or urgency. When viewed in this light, a detox is no longer a short-lived attempt at discipline but a style of living rooted in simplicity, awareness and gentle sustainability. It reflects a deeper desire to align with what feels natural rather than what feels imposed.

Readers who approach a comprehensive detox in this spirit often describe a sense of returning to themselves, as though each day of mindful nourishment pulls them closer to a calmer, more grounded version of their inner landscape. There is something reassuring in this return, something that reminds us that the body is not an opponent to tame but a companion in constant conversation. Renewal becomes a shared effort. Balance becomes a shared reward.

What makes comprehensive detox diets so resonant in contemporary living is not their promise of rapid transformation but their insistence on presence. They encourage us to pay attention. They draw us back to flavours and textures, to breath and rest, to the simple truth that wellness is built through small choices made steadily and with intention. They invite us to explore our own rhythms and find the pace that allows vitality to unfold rather than be demanded.

A thoughtful detox does not demand perfection. It simply encourages awareness. And in that awareness, the body begins to recalibrate with a grace that feels almost effortless. Life grows less cluttered. The senses grow brighter. The mind rests more easily in its own quiet confidence. This is not the dramatic promise of a cleanser on a shelf but the gentle promise of the body itself, renewed through the timeless partnership of nourishment, hydration, rest, and intention.

In the end, comprehensive detoxing is an embrace of simplicity, an act of choosing what brings lightness and leaving behind what weighs heavily. It is a ritual of care that honours both the science of the body and the poetry of the human spirit. When approached with openness and curiosity, it becomes less a diet and more a way of moving through the world with clarity, balance and a quiet sense of inner renewal.



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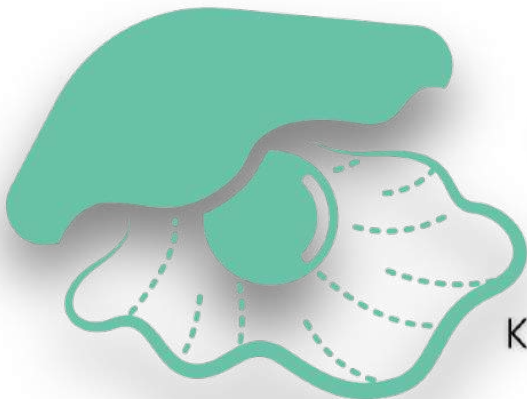


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