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Editor's Desk

Let the Youth Rise: A Call for Their Involvement During Natural Calamities

Dear Readers,

Disasters have a way of shaking not just the land beneath our feet, but the very rhythm of life itself. When nature shows its raw power through floods, earthquakes, storms, or wildfires, everything else pauses. In those moments, what a community needs most is unity, action, and hope. And more often than not, it is the youth who carry that hope on their shoulders.

Across the world, including in our own country, there are countless examples of young people stepping forward when disaster strikes. Whether it is by wading through water to deliver food, creating online platforms to connect resources, or simply offering comfort to those who are afraid, the presence of young minds and hands has made a real difference. Their courage is not loud. It does not come with applause. It simply comes with purpose.

This kind of participation, however, should not be limited to emergencies. It is time that our society recognizes the importance of including youth in every stage of disaster management. That means preparing them well before calamities happen. Schools and colleges can introduce basic training in emergency response, first aid, mental health awareness, and crisis communication. Community organizations can create youth volunteer groups with clear roles during local emergencies.

When young people are given the right knowledge and tools, they do not just act faster—they act smarter. They adapt quickly to challenges, think on their feet, and respond with both empathy and energy. Their physical strength is often matched by a mental resilience that is rarely acknowledged.

In today's connected world, they also bring an unmatched digital advantage. While older generations may struggle to spread important messages during a crisis, youth already know how to use platforms like WhatsApp, Instagram, and X to reach thousands within seconds. They are capable of leading digital response efforts, coordinating supplies, verifying information, and raising funds online, often faster than traditional systems allow.

But with this responsibility comes the need for care. Youth involvement should never be careless or unplanned. They must not be pushed into dangerous situations without guidance. Their safety must always be a priority. It is our duty as a society to guide them, to stand with them, and to ensure their efforts are protected and valued. Supervision, mentorship, and teamwork with experienced responders can help young volunteers contribute in meaningful and safe ways.

It is also important to remember that young people who go through the experience of disaster relief are often deeply transformed by it. They become more socially aware, more connected to their communities, and more committed to service. In many ways, they begin to understand their own strength.

Our country is blessed with a large and vibrant youth population. In every street, village, city, and town, there are young hearts willing to act. What they need is not just a chance to help—but an invitation. A seat at the table. A place in the plan.

The future belongs to the youth. But so does the present. And in times of crisis, their presence can make all the difference.

Warm regards,

Nijith Raj

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Editor: NIJITH RAJ.



CELEBRATING THE BACKBONE OF THE ECONOMY: MSME CONCLAVE 2025 MARKS A GRAND TRIBUTE TO ENTERPRISE AND INNOVATION

In connection with International MSME Day, Hues of Life Magazine, in association with the National Small Industries Corporation (NSIC), Kerala Bureau of Industrial Promotion (K-BIP) and Kerala Financial Corporation (KFC), hosted the MSME Conclave on June 25 at Hotel SP Grand Days, Thiruvananthapuram. The event brought together a spirited mix of government representatives, business leaders, financial institutions, educators and entrepreneurs to honour the enduring contributions of Micro, Small, and Medium Enterprises—the driving force behind India's economic growth.

The day also marked the official inaugural ceremony of MSME Conclave, launching an extensive 60-day campaign designed to promote entrepreneurship and government initiatives across Kerala. Started the phase one of the broader conclave, the campaign formally began on June 27, International MSME Day and concludes with a Grand Gala gathering on August 30, celebrated as National Small Industries Day, in Kozhikode. With the rallying call of "Make in India" and "Vocal for Local", the campaign seeks to spotlight Kerala's most impactful power brands and honour experienced entrepreneurs whose leadership continues to shape the state's economic progress. The campaign spans all districts through a series of online and offline sessions aimed at raising awareness, mentoring aspiring entrepreneurs, and building a self-reliant business ecosystem.

The inaugural ceremony was presided over by Shri I. B. Sathish, Hon'ble MLA of Kattakada Constituency. Shri O. R. Kelu, Hon. Minister for Welfare of Minorities and Shri Ramachandran Kadannappalli, Hon. Minister for Registration, Museums and Archaeology jointly distributed the awards to the winners across various categories. Their presence reaffirmed the government's commitment to strengthening the MSME sector and encouraging inclusive development.

In addition, the ministers also took part in key symbolic moments of the programme. A major segment of the event was the curtain raiser of EVOLVE Summit, a one-day education-focused initiative aimed at nurturing visionary leadership and institutional transformation. The summit logo was officially launched by Minister O. R. Kelu by handing over the logo to Shri S. Jyothis Chandran, Chairman of the Jyothis Group of Schools. The gesture reflected a shared resolve to align educational development with economic advancement.



The event also saw the release of a special edition by Hues of Life Magazine, commemorating the fourth anniversary of Kerala Government under Chief Minister Pinarayi Vijayan. The edition was released by Minister Ramachandran Kadannappalli. Like previous years, the special issue seeks to inform readers about the government's policy achievements, reforms and forward-looking initiatives. Featuring detailed overviews of departmental performance, cabinet activities and developmental programmes, the edition captures Kerala's progress in socio-cultural, industrial and public sectors while reinforcing the state's dedication to transparency and public engagement.

A landmark moment during the conclave was the launch of Hues of Life's new media arm, CIN News (Citizens International Network News). Designed to stand apart and committed to truth-based, bias-free journalism in a world often clouded by misinformation. More than just a platform for headlines, it promises thoughtful coverage rooted in integrity and public service.

CIN News introduced its flagship podcast series, PAYBACK, which features inspiring stories of individuals who turn their success into service. The series honours those who uplift communities through action and a deep sense of responsibility. As a platform, CIN News strives to reflect not only current events, but the values that drive transformation—both in individuals and in society.

Smt. Grace Reji, NSIC Branch Manager, attended the event as a special guest and delivered an address that reaffirmed NSIC's deep-rooted mission to support MSMEs. She also interacted with business leaders and emerging entrepreneurs, offering guidance and encouragement. Her presence served as a strong symbol of NSIC's hands-on approach to nurturing growth and opportunity across the sector.

An engaging session was conducted by Dr. Shajahan Aboobacker, renowned Corporate Business Trainer, who presented a practical and motivational talk on "Strategies to Scale up your Business." His insights into scaling operations, embracing innovation and navigating challenges resonated



strongly with entrepreneurs, professionals and students in attendance.

Among the standout awardees, Shri Kowdiar Dharman, Director of Kerala Forest Industries, was honoured with the Exemplary Leadership and Social Impact Award for combining entrepreneurial innovation with meaningful community engagement. State Bank of India received the Beacon of Excellence in MSME Banking Award, recognising its outstanding service, accessibility and commitment to MSME lending. Kerala Financial Corporation (KFC) was awarded the Best MSME Loan Provider for Startups, reflecting its critical role in funding young ventures and promoting grassroots innovation.

Bhima Jewellery, a brand woven into Kerala's history, was awarded the Most Trusted and Socially Responsible Jewellery Brand Award. With a legacy spanning over a century, Bhima was recognised for its ethical practices, craftsmanship and enduring trust among the public.

In total, twenty-five entrepreneurs and organisations were felicitated for excellence in areas including innovation, enterprise leadership, professional service and social impact. The awards reflected the true spirit of the MSME community—resilient, committed, and forward-thinking.

As the curtains came down on the opening chapter of the MSME Conclave 2025, what lingered was not just a sense of celebration, but a call to action. The next milestone awaits in Kozhikode on August 30, as the 60-day campaign reaches its inspiring conclusion. Hues of Life, alongside NSIC, K-BIP and other key partners, invites entrepreneurs, innovators, business leaders and changemakers from across Kerala to come together for a landmark celebration of enterprise and empowerment. The gathering promises not just recognition, but renewed vision where success stories are shared, new paths are carved and Kerala's future in MSMEs is shaped by those bold enough to lead it.



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MAR SLEVA MEDICITY PALAI

ADVANCING ETHICAL HEALTHCARE WITH EXCELLENCE



In an era where healthcare often grapples with the delicate balance between quality, accessibility and ethics, Mar Sleeva Medicity Palai emerges as a comprehensive and credible model of integrated medical service. Strategically located on a 25-acre eco-friendly campus in Cherpunkal, near Palai in Kerala's Kottayam district, this state-of-the-art quaternary care hospital is the flagship venture of the Pala Diocesan Medical Education Trust (PDMET). With a patient-first philosophy rooted in humanitarian values, the institution blends clinical expertise, cutting-edge infrastructure and a strong commitment to community welfare.

Founded to offer accessible, advanced and ethical healthcare, Mar Sleeva Medicity stands as a reflection of visionary leadership, institutional discipline, and deep-rooted social responsibility. Since its inception, it has not only raised the benchmark for regional healthcare but also positioned itself as a hub for academic excellence, medical research and holistic healing including traditional systems such as Ayurveda.

What truly distinguishes Mar Sleevea Medicity is its unique combination of modern medical technologies, well-trained professionals, and a compassionate, inclusive approach to healing. As a rapidly growing multispecialty institution, the hospital continues to expand in scope, service and stature, attracting patients not only from Kerala but from across the nation and abroad.

The Origin: Where Vision Meets Compassion

The idea of Mar Sleevea Medicity was born out of a mission to provide top-quality healthcare grounded in Christian values of service and integrity. With the Diocese of Palai at the helm, the PDMET envisioned a health institution that would cater to the underserved populations of Central Kerala while also maintaining the highest international standards. The vision was bold, yet deeply humane—to create a medical centre where ethics and empathy are not just ideals, but daily practice.

Established with the collective goodwill of the Church, medical professionals and the local community, Mar Sleevea Medicity took form as an institution of service rather than commerce. The hospital's foundations were laid with a sense of duty to serve life at every stage—be it preventive, curative, rehabilitative or palliative care.

A Guiding Light: Vision and Mission

Mar Sleevea Medicity's vision is anchored in the aspiration to become a centre of excellence in healthcare through innovation, research and academic brilliance. The hospital seeks to uphold dignity and life through services that are efficient, ethical and accessible to all, regardless of background or economic standing.

Its mission is equally strong and practical. The institution strives to deliver compassionate healthcare using advanced technologies, to promote education through medical and paramedical institutions under its wing, and to cultivate a research ecosystem that continually improves patient outcomes. From critical care to community health outreach, every action of the hospital is driven by its deeply instilled mission.

Departments: Comprehensive Care Across Specialties

One of the hallmarks of Mar Sleevea Medicity Palai is the sheer range of its departments, making it a true multidisciplinary medical centre. The hospital has emerged as a destination for both primary and complex

care, offering robust services in general medicine, surgery, and a wide range of specialty and super-specialty departments.

The Department of Cardiology, backed by a state-of-the-art catheterization lab and experienced interventional cardiologists, handles a high volume of procedures, from routine ECGs to emergency angioplasties. The Department of Neurology, supported by advanced neuroimaging and electrophysiology units, has become a referral centre for stroke, epilepsy and neuromuscular disorders.

The Department of Nephrology, with comprehensive dialysis facilities and transplant capabilities, plays a vital role in managing kidney diseases. Paediatrics and Neonatology at Mar Sleevea stand out not only for their high standards of care but also for the neonatal intensive care units that ensure the survival and recovery of preterm and critically ill newborns.

The Department of Orthopaedics deals with trauma, joint replacements, and spine surgeries, using minimally invasive and patient-friendly approaches. General and Laparoscopic Surgery, Gastroenterology, Urology, Pulmonology, Endocrinology, ENT, Dermatology, Psychiatry, and Geriatrics together round out the hospital's all-inclusive medical spectrum.

Surgical and Critical Care Excellence

The surgical departments at Mar Sleevea Medicity are backed by modular operation theatres equipped with laminar airflow systems, infection control measures, and modern surgical tools. From emergency trauma surgery to elective joint replacements, the surgical teams work in coordination with anaesthesiology, ICU, and postoperative care for seamless recovery.

The critical care units include high-dependency units, intensive care units for adults and neonates, and specialized cardiac care facilities. These units are staffed round the clock by trained intensivists and nurses who are well-versed in international protocols of patient safety.

Mother and Child Health: A Dedicated Wing of Care

The hospital offers dedicated services in Obstetrics and Gynaecology with advanced labour rooms, fetal monitoring systems, and obstetric ICUs. It also provides painless delivery options and supports high-risk pregnancies. The hospital's commitment to mother

and child health is evident in the infrastructure it has developed exclusively for maternity and neonatology services.

Diagnostic and Imaging Services

Accurate diagnosis is the backbone of effective treatment. Mar Sleevea Medicity houses a fully-fledged radiology department with 3 Tesla MRI, CT scanning, digital X-rays, and ultrasound facilities. Laboratory services operate round the clock, offering pathology, microbiology, biochemistry, and histopathology services that comply with NABL standards.

Ayurveda: Integrating Traditional Wisdom

True to its commitment to holistic healing, Mar Sleevea Medicity includes a fully operational Ayurveda division. This wing provides patients the option of choosing classical Ayurvedic treatments for chronic illnesses, stress-related disorders, lifestyle diseases, and post-surgical rehabilitation. Kerala's indigenous Ayurvedic heritage is presented here in a structured, clinically supported environment, with modern facilities that meet hygiene and comfort standards.

The Ayurvedic treatments are overseen by qualified Vaidyas and supported by therapists trained in Panchakarma and rejuvenation therapies. Patients often opt for integrative care, combining allopathy with Ayurveda for conditions such as arthritis, back pain, and stress-related syndromes.

Rehabilitation, Physiotherapy, and Palliative Care

The rehabilitation services are equally well-developed, with physical medicine and rehabilitation units helping patients recover from strokes, injuries, surgeries, and long-term illnesses. The physiotherapy department offers post-operative recovery plans, musculoskeletal therapy, and neurological rehabilitation using advanced modalities.

In line with its mission of ethical and compassionate care, the hospital also runs a palliative care unit for patients facing life-limiting illnesses. Pain management, emotional support, and end-of-life care are provided in a dignified and patient-centred manner.

Academic and Research Programs

Mar Sleevea Medicity is more than a treatment centre—it is also an academic institution. Affiliated programs in

nursing, paramedical sciences, and medical education are underway, ensuring that the next generation of healthcare providers are not only skilled but ethically grounded. The hospital's focus on research and innovation is reflected in its encouragement of clinical studies, medical audits, and participation in national healthcare discussions.

Patient-Centric Design and Amenities

The hospital's infrastructure is meticulously planned. The layout prioritizes convenience and privacy, with separate zones for outpatients, emergency care, diagnostics, and IP wards. Rooms range from general wards to deluxe suites, all designed to provide maximum comfort during recovery. The serene campus, ample greenery, prayer spaces, cafeterias, and pharmacy outlets all contribute to an environment conducive to healing.

Serving Beyond Hospital Walls

Mar Sleevea Medicity Palai has also built a strong reputation for its outreach programs and community health initiatives. Free medical camps, mobile clinics, health awareness seminars, and school-based interventions form part of its wider social impact. During natural disasters and the COVID-19 pandemic, the hospital played a key role in relief and response efforts, reinforcing its standing as a socially responsible healthcare provider.

A Commitment That Grows Stronger Every Day

Mar Sleevea Medicity Palai is more than a hospital. It is a living testimony to what can be achieved when vision is fused with values, and care is pursued with a purpose. In just a few years, it has succeeded in creating a dependable and compassionate institution that is equally progressive and rooted in service.

In the competitive landscape of Indian healthcare, where patients often struggle between affordability and quality, Mar Sleevea Medicity offers a rare assurance. It proves that world-class medical care can still be humane. That tradition and technology can coexist. That health, when delivered with integrity, becomes a blessing not just to the body, but to the spirit.

As it continues to grow in reputation, reach, and responsibility, Mar Sleevea Medicity Palai stands tall—not just as a hospital, but as a symbol of hope.



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.



TERRACOTTA JEWELRY

EARTHEN ELEGANCE IN FASHION

In an age of high-shine metals and machine-cut gems, a quiet fashion revolution is being led by the humble earth. Terracotta jewellery, made from sun-dried and baked clay, is steadily making its way from local markets to international runways. Rooted in Indian tradition yet tailored for the contemporary wardrobe, these handcrafted pieces tell stories of nature, artistry, sustainability, and style. Earthy in tone, rich in character, and bold in design, terracotta jewellery has become an expressive fashion choice for those who seek both authenticity and individuality.

Terracotta, derived from the Latin words “terra” (earth) and “cocta” (cooked), has been a part of Indian art for centuries. From temple sculptures in Tamil Nadu to tribal ornaments in rural Bengal, the use of clay to craft figures, pots, and accessories dates back to the Indus Valley Civilization. However, in recent years, the humble medium has been reborn in the hands of skilled artisans who are reinterpreting ancient styles for a modern audience. The results are breath taking—necklaces that echo temple architecture, earrings shaped like flora and fauna, and bangles embossed with tribal motifs.

What makes terracotta jewellery stand out is its raw, organic appeal. No two pieces are exactly alike. Each one bears the subtle marks of the artisan’s hand—the fingerprint, the carving, the brushstroke. There’s a tactile softness to clay that no machine-made item can replicate. When baked in traditional kilns and painted in natural dyes, these ornaments gain a rustic texture that enhances their artisanal charm. While most popular in warm shades like brown, burnt orange, and ochre, terracotta jewellery today also comes in bold palettes with intricate detailing, mirror work, bead additions, and even metallic finishes that give the look of oxidised silver or antique gold.

Styling terracotta jewellery offers endless creative options. The pieces blend beautifully with cottons, linens, khadi, and other breathable fabrics. A chunky terracotta necklace can transform a plain saree into a statement outfit. Oversized jhumkas or dangles crafted in clay look regal when paired with handloom kurtas or even a simple black dress. They are perfect for festive occasions, college gatherings, office ethnic days, or just when one wants to wear something unique and conversation-worthy. In fact, the versatility of terracotta lies in its ability to appear both earthy and elegant, traditional and experimental—all at once.

Another compelling reason behind the growing popularity of terracotta jewellery is its eco-friendly essence. In a world waking up to the dangers of fast fashion and plastic pollution, clay-based accessories provide a guilt-free alternative. Terracotta is completely biodegradable, sourced from nature and returned to it without harming the environment. Many brands now collaborate directly with rural artisans, ensuring that the jewellery





not only supports sustainability but also empowers small communities with fair wages and recognition.

Women across India, especially younger urban audiences, are embracing terracotta jewellery not just as an accessory but as a style statement. The minimalist appeal of handcrafted clay pairs well with boho-chic fashion, fusion wear, Indo-western silhouettes, and even formal attire when worn right. Influencers, stylists, and fashion bloggers have further propelled the trend by showcasing how these timeless pieces can be layered, mixed, and matched.

What's remarkable is that despite its increasing global appeal, terracotta jewellery remains incredibly affordable. You don't need to break the bank to own a piece of wearable art. This accessibility has helped democratize fashion, allowing people from all walks of life to explore their personal style without compromising on quality or aesthetic. Many local brands and online platforms now offer customizable designs, allowing customers to choose shapes, colours, and patterns that reflect their personal identity.

Craftsmanship lies at the heart of every terracotta ornament. The process is labour-intensive but deeply rooted in tradition. Artisans first knead the clay until it reaches the right consistency.



Then, each element—bead, pendant, leaf, or motif—is hand-moulded and left to air dry. After this, the pieces are baked in a kiln at high temperatures to make them sturdy. Once cooled, they are polished, painted, and assembled into finished pieces. Every step is manual, and every piece has a soul.



Regional variations of terracotta jewellery also add to its richness. In West Bengal, the Bishnupur artisans are known for their fine detailing and religious motifs. Tamil Nadu's clay artists incorporate temple architecture and mythological scenes into their designs. Odisha and Jharkhand have tribal touches, using geometric and natural patterns that reflect their community life and beliefs. Each state brings its own flavour, making terracotta jewellery a journey through India's cultural tapestry.

In the global context, terracotta jewellery is becoming a symbol of

slow fashion. As buyers in Europe and the Americas look for ethical fashion and handmade accessories, Indian terracotta is carving a niche. Exhibitions, fashion weeks, and online marketplaces have started showcasing this earthy elegance to global buyers, turning village art into global chic. It also taps into the rising popularity of artisanal brands that highlight heritage over trends, and story over sparkle.

While terracotta jewellery is mostly seen as women's fashion, there is a growing interest in unisex pieces. Bracelets, pendants, and rings designed in muted tones or minimalist styles are finding space in men's and non-binary fashion. This shift points toward a broader appreciation of the art form and its potential to cater to diverse audiences.

In conclusion, terracotta jewellery is more than just clay moulded into ornaments. It is an expression of heritage, sustainability, and creativity. It represents the hands that shape it and the stories it carries. For the fashion-conscious, it offers originality. For the environmentally aware, it provides ethical satisfaction. And for the culturally rooted, it keeps traditions alive in the most beautiful way.

As the world continues to seek deeper connections with nature, craft, and culture, terracotta jewellery stands not just as an accessory, but as a movement. In its quiet, earthy elegance, it whispers the wisdom of the past and the promise of the future.



GUARDIAN TUTOR ONLINE

BRINGING STRUCTURE, SOUL, AND SUCCESS TO ONLINE TUTORING

Learning today is abundant in supply, but lacking in depth. As virtual classrooms proliferate and digital means dictate the agenda, learners are frequently left stranded as recipients of data, but not necessarily as participants in learning. In the midst of increased mechanization of learning, Guardian Tutor Online provides something wonderfully intentional: human-focused, appropriately challenging instruction that adjusts to the pace and personality of the individual.

Founded in 2019 by Ms. Theressia P. George, a passionate teacher and her husband, Mr. Mabin Binny Mathew, a veteran of the Indian Navy, Guardian Tutor Online was founded on the belief that education must be made to suit people and not the other way around. By merging educational knowledge with wise operational execution, the pair created a platform that focuses on subject proficiency with compassion, where every class is a display of undivided attention.

In operation today in twenty-five nations, the Institute continues to expand by remaining true to its fundamental principle: education works best when experienced as personal, significant, and accountable. The following discussion provides a reflective assessment of the values, design and uniqueness of this Kerala-based project of education, which is quietly crafting futures across the globe.

Personalized Learning at Its Core

Behind Guardian Tutor Online lies a dedication to learning the unique needs of each student. In contrast to many other online educational systems that are based on standardized curricula and one-size-fits-all delivery, this system works on a flexible, student-focused philosophy. Students can opt for individual sessions or small group environments, as per their unique learning styles and objectives.

Guardian Tutor Online provides an extensive array of subjects, languages, and academic boards from Kindergarten to Postgraduate level students. The Institute ensures that no student is left out because of syllabus restrictions or geographical distance.



Irrespective of whether the student is studying from the CBSE, ICSE, IB, IGCSE, State Board, or an international university syllabus, Guardian Tutor Online shows flexibility with accurate attention and dependability.

Tutors are carefully selected not just for subject matter expertise but for their ability to guide and engage. Each teacher is trained to deliver content responsively, track student progress, and inform parents or guardians where appropriate. The result is an extremely personalized learning experience that goes beyond content delivery to support long-term educational development.

Founders with complementary strengths

Guardian Tutor Online's leadership is a unique blend of pedagogical understanding and operational effectiveness. Ms. Theressia P. George brings years of teaching experience and first-hand knowledge of pedagogy. She is vocationally and personally passionate about education as she has seen the life-changing impact of student-focused pedagogy for herself.

Her husband and co-founder, Mr. Mabin Binny Mathew, left a prosperous career in the Indian Navy to pursue entrepreneurship, driven by a dream to design systems characterized by both order and flexibility. His extended leadership experience in logistics and personnel development is the foundation of the institution.

They have built together a culture of learning that is based on moral values, characterized by operational excellence, and committed to learning advancement. This balance is seldom seen in the competitive context of e-learning.

Global Reach with Local Insight

Despite its increased global footprint, Guardian Tutor Online continues to be very sensitized to the unique cultural and contextual contexts of students. With twenty-five countries now represented by active students, the system is spread across multiple time zones and education systems, yet continues to maintain its hallmark character of personalized delivery.

What distinguishes this institution from its foreign equivalents is its capacity for growth without loss of identity. Management is more interested in controlled,



organic growth rather than rapid growth at any price such that tutor quality, learner engagement, and academic performance are all maintained at all levels.

Student and parent responses consistently highlight the platform's reliability, availability, and depth of care-qualities not always found in larger, machine-learning-based education providers.

A Comprehensive Perspective on Education

While high academic achievement continues to be the primary goal, Guardian Tutor Online also incorporates co-scholastic growth as an essential part of its pedagogy. Tutors are taught to acquire more comprehensive life skills such as critical thinking, time management, communication and emotional resilience.

This method is particularly useful to students who are coping with important academic changes, studying for competitive exams, or adjusting to foreign education systems. Moreover, the platform is accessible for students who require periodical academic assistance because of relocation, illness or other personal reasons, thus ensuring a smooth re-entry into regular school. By providing stability, flexibility, and motivation, Guardian Tutor Online is not merely a source of academic support, but a dedicated partner in long-term educational success.

Guardian Tutor Online gained its reputation not by brute marketing or bulk enrollments, but by results, retention and trust. Its founders continue to be hands-on in day-to-day operations, mentoring the staff personally, and continue to be committed to the same original vision that every student is met with compassion and shown to be led with excellence.

In a saturated online education market, Guardian Tutor Online stands out in that it offers something many of the bigger systems cannot: a human element in a virtual setting. For families concerned with quality, accountability, and human development, it is a good and solid choice.

JOHNSON UPVC DOORS AND WINDOWS

BUILDING A FUTURE OF COMFORT, STYLE, AND STRENGTH

When entrepreneur Mithin Simon returned to his hometown Thiruvananthapuram in 2014 after completing his education and gaining valuable work experience in the UK, he brought back a vision. For three years, he worked in the construction sector in Kerala, gaining ground-level insight into how the industry was evolving. Later, he joined the family business, Johnson Wood Industries, a company with over four decades of experience in timber industry. This period proved to be a turning point in his journey.

During his years in the timber sector, Mithin witnessed the shifting trends in construction materials. While wood has long been a beloved choice for doors and windows due to its natural beauty and strength, he got insights that the demand for timber would steadily decline within some years. Rising costs, environmental concerns and limited availability meant that real wood was slowly becoming a luxury few could afford. He realized that the market was primed for a new, sustainable, and cost-effective alternative—uPVC.

In 2022, Mithin launched his independent venture, Johnson uPVC Doors and Windows, built on the foundation of experience, innovation, and the desire to deliver quality products suited to the evolving needs of modern Indian buildings.

Mithin used the insights he had gained in the timber sector to fuel his new venture. He wasn't just shifting from wood to uPVC but was adapting to the future. Unlike wood, which is increasingly costly and labour-intensive, uPVC (Unplasticized Polyvinyl Chloride) offers a perfect blend of durability, aesthetics and affordability. More than a business move, the



transition from traditional wooden frames to modern uPVC systems was a response to the changing aspirations and practical demands of the Indian homeowner and builder.

He also ensured that his brand was backed by world-class quality. Johnson uPVC became an authorized fabricator and dealer for VEKA, a global leader in uPVC profile manufacturing. Headquartered in Germany, VEKA operates in 49 countries and manufactures in 25, commanding the trust of architects, builders and homeowners around the world. With this partnership, Johnson uPVC brought to Kerala the highest standards of engineering, reliability and longevity.

What sets Johnson uPVC apart is its commitment to precision, performance and personalization. Each product is manufactured using digital measurements taken after plastering, ensuring a perfect, custom fit for every customer. The design-to-installation process is seamless. Once the product is ready, trained technicians complete the installation with efficiency and care. The result is a hassle-free experience and a flawless finish that enhances both the functionality and beauty of any space.

Once considered a premium option used only in metro cities or luxury villas, uPVC has now become accessible and relevant to all kinds of construction projects. From independent homes and apartments to commercial spaces and institutions, uPVC is gaining traction for its practical advantages. Its ability to last up to 60 years, combined with its modern and clean appearance, has made it one of the most trusted materials in contemporary construction.

What makes uPVC such a revolutionary material is its remarkable set of qualities. It is incredibly durable, resistant to moisture, corrosion and UV exposure. It does not warp, crack or fade over time and requires virtually no maintenance beyond a simple wipe-down. uPVC provides excellent thermal insulation, keeping interiors cooler in summer and warmer in winter. It also offers exceptional sound insulation, making it ideal for urban homes or workspaces that need peace and quiet. Fire resistance, water resistance and complete weatherproofing make it a reliable choice for India's



diverse and often harsh climate. The material is recyclable, non-toxic and environmentally friendly. In terms of design, it allows for a wide variety of customization from colours and textures to sizes and shapes, ensuring that style is never compromised.

Johnson's commitment to quality extends to every element of the product. The uPVC used is made from high-grade virgin material, with PVC resin sourced from Reliance Industries. The formula includes precise proportions of

calcium carbonate and premium-grade titanium dioxide, ensuring colour stability, weather resistance and superior strength. Every product comes with government-certified quality and a 20-year warranty. The hardware used is OBEN, VEKA's trusted in-house brand, with a five-year warranty. All gaskets are made of Thermo-Plastic Elastomer (TPE), a material known for its flexibility and resilience. These components come together to create high-performance products that are tested for noise cancellation, airtight sealing, and long-term durability.

But Johnson uPVC is more than just a product provider—it's a service-oriented brand committed to educating and assisting customers. Those who are unfamiliar with uPVC are offered personalized consultations and even site visits to help them make informed decisions. From design to delivery, from aesthetics to technical performance, the team at Johnson ensures that every customer gets exactly what they need, without compromise.

In an industry where many substandard and imitation products are widely available, Johnson stands as a trusted name offering genuine, internationally recognized profiles with local expertise. With its blend of global technology and Indian sensibilities, Johnson uPVC Doors and Windows is not just manufacturing frames, but is shaping a new vision of construction, one that is smarter, stronger and more sustainable. Under Mithin Simon's leadership, while the brand is keeping up with the times, it's staying ahead of time. Expanding its reach beyond Kerala, Johnson uPVC Doors and Windows opened a new branch in Thirunelveli last month, marking another milestone in its journey to bring high-quality, durable and modern uPVC solutions to a wider audience.

FREEDOM AT 78

ARE WE TRULY FREE TO LIVE IN INDIA?

As the sun rises on August 15, 2025, and India steps into the 78th year of its independence, flags will flutter in the wind, voices will unite in singing the national anthem and official functions across the country will recall the sacrifices of our freedom fighters. Children will wear white uniforms with tricolour pins on their chests. Television channels will play old clips of the midnight of 1947 and leaders will make speeches celebrating the legacy of a nation that broke its chains.

Yet, beneath this ceremonial grandeur lies a deeper question that echoes through quiet corners of the country. After 78 years of self-rule, are we really free to live in India? It is a question that does not question the worth of independence, but rather the nature of freedom itself. If independence was the beginning of liberty, then freedom must be its everyday expression. And in that expression, many Indians still feel unseen, unheard, and unsafe.

To be free is not merely to live in a country that has sovereignty. It is to live without fear, without discrimination, and without compromise on dignity. Sadly, for many, these ideals remain aspirational rather than actual. A child born in a remote tribal village today may not have access to clean drinking water or basic education. A woman walking home late at night in a bustling city may carry pepper spray instead of a sense of safety. A young boy from a religious minority may lower his voice when speaking his mother tongue in certain neighbourhoods. A Dalit student might hesitate to voice an opinion in a classroom where bias still whispers through attitudes and actions.

These experiences are not the shadows of colonial rule. They are the burdens of our own making. Caste, gender, religion, language, and class still dictate the level of access and acceptance one receives. And despite laws, policies, and court rulings, these invisible borders continue to hold people back in ways that are deeply systemic and socially tolerated.

Even within the corridors of privilege, the fear of expressing independent thought has grown. Writers, artists, academics, and journalists have faced increasing scrutiny, online harassment, and even legal consequences for questioning authority or narrating inconvenient truths. While the Constitution guarantees freedom of speech, the reality on ground often whispers otherwise. The right to dissent is slowly becoming a privilege, and in some cases, a danger.

Technology, too, has transformed the idea of freedom. While we have access to global conversations at the touch of a screen, the digital world has also become a surveillance playground. Personal data is sold, tracked, and used to shape opinions. Echo chambers reduce dialogue, and the very platforms that promised open expression are now fertile grounds for misinformation, hate, and polarization. The freedom to think critically is under pressure, and the lines between patriotism and blind loyalty are becoming increasingly blurred.

In the midst of all this, what does freedom mean to the common citizen? To the farmer in drought-stricken Vidarbha, freedom may simply mean freedom from debt and despair. To the girl in a conservative town, it may mean the right to finish her education or choose whom to marry. To the migrant worker, it may mean access to a home that doesn't vanish in the next lockdown or demolition drive. To the mother waiting at a government hospital for her child's treatment, it may mean the dignity of timely care. These are the freedoms that remain elusive for many even today.

India has made immense progress since 1947. Our democracy has survived despite numerous tests. Our economy, though uneven, has become one of the world's largest. We have sent satellites to Mars, developed vaccines, and nurtured a rich culture of resilience. Millions of Indians wake up each day with courage and hope. But if we are to be honest, we must acknowledge that freedom in India is still not equally shared. It is tilted. It is conditional. And it is fragile for those who stand at the margins.

There is also a growing culture of silence. Many ordinary citizens feel compelled to censor their thoughts in everyday life. In offices, universities, and social circles, the fear of offending or being labelled discourages open dialogue. This internal censorship is perhaps more dangerous than any imposed law, because it normalizes the idea that it is safer to stay silent than to speak truth.

The Indian youth—more educated, more connected,



and more restless than any previous generation—are slowly realising that inherited freedom is not enough. They want equal freedom. They want the freedom to question and the freedom to belong without altering their identities. They are not anti-national. They are simply asking for the promises of 1947 to be fulfilled in full spirit.

So when we stand up this August 15 to sing the national anthem, let us ask ourselves: Are we free to live in our own truths, or are we performing a version of freedom that only fits certain boxes? Are we celebrating unity while quietly excluding those who do not conform to a singular idea of nationhood? Are we empowering citizens equally, or just a few who already hold privilege?

True freedom is not just absence of oppression. It is presence of dignity, safety, fairness, and inclusion. It is not just the right to vote, but the right to dream without boundaries. It is not just independence from colonial rule, but independence from fear, hate, and silence.

India is a land of extraordinary strength. Its soul lies in the diversity of its people and the wisdom of its ancient and evolving culture. But the time has come to confront the uncomfortable realities that continue to divide us. We cannot build a truly free India unless we are willing to listen to those who are still fighting for their piece of liberty.

As we mark 78 years of independence, let this celebration not just be about remembering history, but about rewriting the present. Let us not simply wave flags, but also raise voices—against inequality, against prejudice, and against apathy. Let us teach our children not just to salute the tricolour, but to carry its meaning in their conduct.

Independence Day is not just a memory. It is a mirror. And if we dare to look closely, it will show us not only how far we have come, but how far we still need to go. The future of freedom in India depends not just on what was won in 1947, but on what we do with it today. Only then can we truly call ourselves free.

STEM ROBOTICS ACADEMY INTERNATIONAL

PIONEERING THE FUTURE OF ROBOTICS AND AI EDUCATION



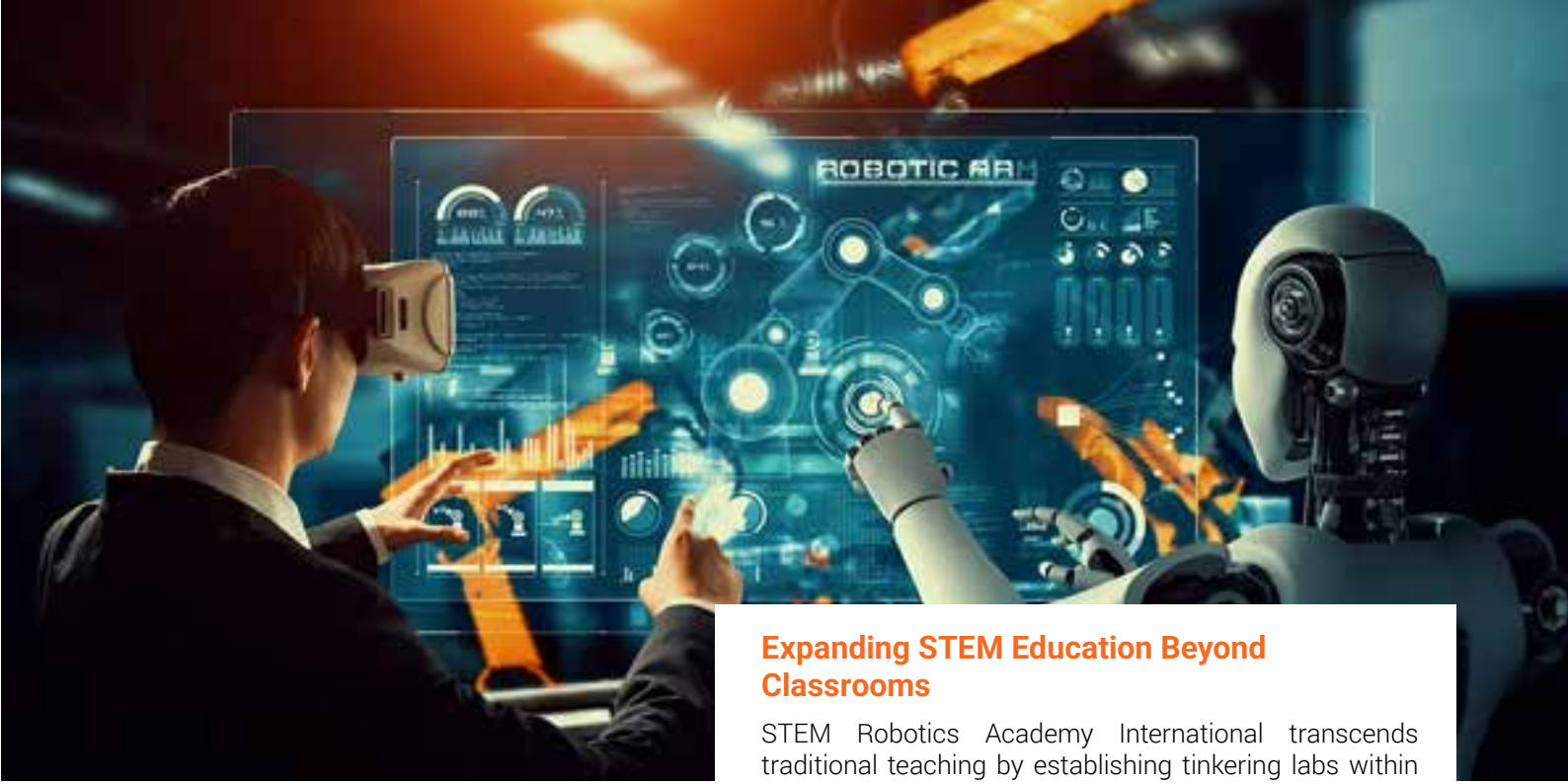
With the technology advancing at a rate like never before in this age, STEM education is essential to get students and professionals ready for tomorrow's challenges. STEM Robotics Academy International is at the forefront of this revolution, preparing learners with state-of-the-art skills in Robotics, Artificial Intelligence (AI), and Internet of Things (IoT).

Established by Rajasekharan A. H, a visionary in robotics education and international training solutions, the academy has trained more than 80,000 students and collaborated with 90+ organizations globally. With over 20 years of experience in STEM fields, 12 years in the embedded industry, and 8 years of specialized training in Coding, Robotics, and Artificial Intelligence, Rajasekharan has positioned the academy as a powerhouse of futuristic education. The institution has trained over 80,000 students across 90+ institutions, offering out-of-the-box courses that have been featured in top publications like Times of India, Indian Express, CEO Magazine and BizMedia. Its profile and curriculum have received official approval from HRDF Malaysia and the Ministry of Education, Singapore. The academy's programs are globally accredited and accepted by the Singapore Ministry of Education (MOE) as well as the Malaysian HRDF. Thus, the students get a globally accepted certification, which provides them with a competitive advantage in the job market.

Unlike conventional theoretical instruction, STEM Robotics Academy International focuses on application-based learning and hands-on practice. Its curriculum ranges across several levels and covers school students, graduates, and working professionals. The academy provides schools with robotics labs, diploma and postgraduate studies in AI and IoT, as well as faculty development training to ensure teachers are equipped to train future technology leaders.

At the core of its innovation is SARA (STEM Advanced Robot for Academics), a prize-winning educational robot that makes learning robotics interactive and fun. Awarded the "Best Robot to Teach Robotics" at the International Robotics Conference in the Philippines, and having represented India in the same conference across 2019, 2020, 2021, and 2023, SARA allows students to learn problem-solving, analytical, and technical skills in an experiential setting.





Expanding STEM Education Beyond Classrooms

STEM Robotics Academy International transcends traditional teaching by establishing tinkering labs within schools, in which students are allowed to tinker with AI and robotics technology. The labs provide imaginative spaces for prototyping, experimentation, and innovation, creating experiential learning opportunities and paving the way for students to have careers in technology in the future.

Besides, the academy also helps institutions develop robotics clubs where students take part in projects, competitions, and mentorship opportunities with professionals from industry. Its worldwide workshops and STEM conferences complement the sharing of knowledge by bringing students in contact with top professionals working in the industry.

Closing the Gap Between Industry and Academia

Aside from education, the academy is actively engaged in high-end robotic applications, AI chatbot solutions, and Customised Robotic Solutions through its subsidiary, SRAI Smart Solutions Pvt Ltd. In addition, Rajasekharan A. H, being Co-founder of SRAI Smart Solutions Pvt Ltd, has been actively involved in robotic automation, bridging the industry-need gap with academic learning.

Enabling the Future Generation of Tech Innovators

With a combined experience of over 20 years in STEM education, STEM Robotics Academy International stands out as the frontrunner in driving students into the future of AI. Through the fusion of research, innovation, and industry partnership, the academy is rewriting the playbook on robotics education and building a world where STEM education goes beyond the classroom, it's a transformative, career-defining journey.



MANAPAD

A COASTAL TREASURE UNFOLDED

Tucked away along the southern edge of Tamil Nadu's coast lies a village where time moves gently, waves kiss the shore in rhythm, and heritage breathes through salt-tinged winds. Manapad, often overlooked in the rush of mainstream tourism, is a place of soul-soothing quietude and cultural richness. It offers not just the charm of scenic beaches and age-old churches, but also the authentic rhythm of coastal life. For travellers seeking stories, serenity, and an escape from the mechanical rush of cities, Manapad is a place waiting to be found.

The first sight that greets you as you approach Manapad is the shimmering stretch of the Bay of Bengal unfolding under a vast open sky. The beach, unspoiled and often near empty, stretches with a sense of calm that is rare on more popular shores. There are no noisy water sports or commercial stalls here. Instead, you find fishermen mending their nets, children chasing waves, and boats gently rocking along the shore. The sea here is generous and calm, its moods shifting only slightly with the breeze. Early mornings are particularly magical, as the sky softens into streaks of amber and rose, and the first boats begin their journey into the horizon.

Manapad's heart lies not only in its coastline but in its history. One of the most notable landmarks is the Holy Cross Church, perched on a cliff that gazes over the sea. This church has stood for centuries, its white facade weathered by salt winds and sunlight, yet unwavering in dignity. Built in the 16th century by Portuguese missionaries, it has become a place of pilgrimage, especially in September when the Exaltation of the Holy Cross festival is celebrated. The relic of the True Cross is said to have been brought here, giving the village its spiritual significance.

Walking through the village, you notice the influence of both Tamil and Portuguese cultures. The architecture carries remnants of colonial pasts, with houses that have arched doors, colourful walls, and tiled roofs. There is a gentle blend of traditions here. Local Christian festivals are celebrated with as much joy as the coastal Hindu rituals. The people of Manapad are warm and welcoming. Visitors are often greeted with quiet smiles and curious glances, and it is not unusual to be offered a plate of freshly fried fish or a cup of spiced tea from someone's veranda.

The fishing community forms the lifeblood of Manapad. Unlike modern mechanised harbours, the village continues with traditional fishing methods. Wooden boats are pushed into the sea with collective effort, and the return is welcomed by the community with the same enthusiasm each time. The fish markets in the early morning are an experience in themselves. Vibrant, energetic, and full of chatter, these markets reveal the day's catch in gleaming silver and vibrant hues. From pearl spot and mackerel to crab and squid, the bounty of the sea supports not just food but culture.

Food in Manapad is simple and memorable. Fresh seafood, spiced with local flavours, is the mainstay of the kitchen. The use of coconut, tamarind, curry leaves, and freshly ground masalas lends each dish its own identity. A meal of rice, meen kuzhambu, and fried fish eaten under a thatched roof as the sea breeze drifts in is



something that stays with you long after you leave.

For those with an interest in heritage, Manapad is a quiet archive of stories. The village finds mention in Christian lore, notably the journey of St. Francis Xavier. He is believed to have lived here for some time, preaching and serving the local people. His footprints remain not just in church records but in the faith and oral history of the villagers. Some of the pathways he is said to have walked still remain untouched, now covered with quiet trees and flowering bushes. These stories are not tourist material but live in the words of elders who speak of them not as myths, but memories.

While the village maintains its old-world charm, it is not frozen in time. There is a slow but steady rise in awareness of sustainable tourism. A few homestays have begun to emerge, run by locals who wish to share their slice of paradise without disturbing its soul. These homestays offer more than just a bed. They invite you to cook with the family, to join fishing trips, and to sit by the shore listening to age-old folk songs. There are no hotel bells or room service menus. Instead, there are stories, starlit nights, and the scent of the sea on everything.

Manapad's geographical location also makes it a quiet point of connection to other scenic parts of Tamil Nadu. It lies close to the town of Tiruchendur, known for its grand temple by the sea. A short drive can also take you to the sand dunes of Uvari, or the lively markets of

Tuticorin. Yet, even when the options are many, most visitors find themselves returning to Manapad's own shores each evening, drawn back by its tranquillity.

The best time to visit Manapad is between October and February, when the sun is gentler, and the sea is at its most inviting. During festival times, especially the Holy Cross celebrations, the village becomes vibrant with processions, prayers, and community feasts. For a visitor, it is a chance to witness devotion expressed not through grandeur but heartfelt rituals and togetherness.

Nature, history, and culture meet in Manapad with an effortless grace. It is not a place of grand hotels or glamorous attractions. Rather, it offers something far more enduring. A chance to reconnect with simplicity. A moment to watch the sun dip into the sea without a camera lens between you and the view. An opportunity to walk through sand with no footsteps ahead of you.

In a world that chases pace and polish, Manapad reminds us of the beauty of slowing down. It asks nothing of you but attention. And in return, it gives stories to carry, silences to treasure, and a longing to return.

Whether you are a traveller in search of peace, a pilgrim seeking meaning, or simply someone curious about corners of the country still held by human hands, Manapad is waiting.



BRIDGING CONTINENTS

THE STORY OF TRANSLINGUAINDIA

In a world where global communication and international education define success, Translinguaindia Institute of Foreign Languages (TIFL) and Translinguaindia Education Consultancy (TEC) have emerged as pioneers in language training and global education guidance. Established with a mission to bridge cultural and academic gaps, Translinguaindia has become a trusted name for empowering students, professionals, and businesses with the linguistic proficiency and international exposure needed to thrive in today's interconnected world. At the helm of this transformative journey is Mr. D.V. Arun Kumar, Founder and CEO — an accomplished academician and internationally certified German language expert, whose vision and relentless commitment have shaped the organization's purpose and progress.

Mr. Arun Kumar's credibility as a global educator is further underscored by his active affiliations with several prestigious international and national bodies. He has been a member of the American Association of Teachers of German (AATG) since 2020, and of the European Association for Language Testing and Assessment (EALTA), a leading forum for language testing professionals across Europe. A passionate advocate for Indo-German exchange, he has played key roles in organizations such as the Indo-German Forum for International Understanding, DACHL-IN (since 2003), and InDaF (since 2008). His linguistic expertise has been recognized by scientific institutions as well, serving as a panel translator for the Vikram Sarabhai Space Centre (VSSC) since 2005 and the Liquid Propulsion Systems Centre (LPSC) since 2006. He is also a member of the Indian Institute of Ecology and Environment, and since 2015, has been the Secretary of the Society for Promotion of Indo-Austrian Relations (SPIAR), further fostering cross-cultural and academic collaborations.

D.V. Arun Kumar: Founder & CEO

The journey of Translinguaindia began with the unwavering vision and determination of Mr. D.V. Arun Kumar, Founder and CEO, whose academic credentials include an M.A. in German (Language & Literature), an M.A. in Public Administration, and an International German Examiner License. A passionate and student-focused educator with over two decades of experience, Mr. Arun Kumar has dedicated his life to empowering learners by imparting the German language through a unique and structured methodology grounded in his philosophy of the 3Ds — Devotion, Dedication, and Determination. His commitment to academic and cultural exchange extends beyond the classroom. He has served as the Executive Member of

the Indo-German Forum for International Understanding, and has been the President of the Indo-German Forum, Trivandrum since 2004. He also led the Talents Arts and Sports Club as its President from 1998 to 2001. Deeply involved in German language education networks, he has been the Secretary of Gruppe Deutsch: Deutsch als Fremdsprache since 2009 and the Secretary of the Society for Promotion of Indo-Austrian Relations (SPIAR) since 2015. In recognition of his ongoing contributions to education and alumni engagement, he also assumed the role of Secretary of the Alumni Association of Kendriya Vidyalaya, Pattom, in May 2025. His leadership continues to shape Translinguaindia's mission of transforming lives through language and international education.

25 Years of Service Excellence

Translinguaindia was established in 2000 to propagate German Language training and its allied services. The onset was the introduction of German language training through its first venture: Translinguaindia Institute of Foreign Languages (TIFL) with the motto of promoting the German language (Basic, Intermediate as well as Higher levels) and culture of German-speaking countries, to foster dialogue, exchange and cooperation between people and cultures. The institute has an impeccable reputation for the past 25 years and has been well established in Kerala with its offices and training centres in Trivandrum and Ernakulam. During this time span, TIFL has trained innumerable students and professionals (IT professionals, researchers, nursing, medical, engineering, management and other streams)

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various IT firms like TCS (Tata Consultancy Services), Infosys, Tata Elxsi, Allianz Cornhill Information Services Private Limited, Allianz Technology SE, Case Consultants, and also research institutes like RGCB (Rajiv Gandhi Centre for Biotechnology), RRL (Regional Research Laboratory), RCC (Regional Cancer Centre), Tourism and Hotel Management institute like LMCHMCT (Lourdes Matha College of Hotel Management & Catering Technology), KITTS (Kerala Institute of Travel and Tourism Studies), Swastik Tours & Travels and at Engineering colleges like LMCST (Lourdes Matha College of Science and Technology), MBCET (Mar Baselios College of Engineering & Technology), Government Engineering College (Barton Hill), IIST (Indian Institute of Space Science Technology) and also provided admission, enrolment and placement services for students in abroad universities. Gradually, other foreign languages like French, Russian, Japanese, Spanish along with IELTS and soft skill trainings like Personality Development & Communicative English were also included.

In addition to language training, TIFL also acts as a cultural exchange centre sensitizing the prospective students and job seekers about the cultural background of the country that they are opting to better equip them for the cultural re-rooting and help them in easily integrating, blending and flourishing in the new environment.

Simultaneously along with German language training, the demand for higher education guidance to Germany also grew rapidly and therefore paved way for the establishment of the second venture Translinguaindia Education Consultancy Private Limited (TEC), to fulfil the rapidly demanding need for higher education guidance to German speaking countries and other top study destinations across the globe. TEC provides excellent admission guidance and assistance for students and candidates to the most outstanding and popular universities, colleges and institutions across the world.

The trained and experienced team of counsellors and professionals at TEC help students identify a study program (bachelor's degree, master's degree, Doctoral/PhD., Ausbildung - Vocational Training in Germany, PG Diploma, Diploma) and university that perfectly matches their aptitude, interests, academic and financial background. TEC expertise lies in enriching students and directing them towards making informed decisions in choosing the appropriate study stream and advanced educational programs suiting their preferences and career aspirations, thus enabling them to be globally competitive.

The Impact of Foreign Language Training

Language is more than just a communication tool—it is a bridge to new opportunities. TIFL provides structured foreign language training that caters to all levels, from beginners to advanced learners. It's a unique institute for German as well as other foreign languages, with various types of courses suiting students of different profiles. Its interactive learning approach immerses students in real-world conversations and cultural insights, making language acquisition more engaging and effective.

Beyond individual learners, TIFL has helped corporate professionals and multinational businesses enhance their global reach. In today's interconnected economy, companies require multilingual expertise for international trade, diplomacy, and business expansion. By training professionals in languages such as German, French, Spanish, Russian, and Japanese; TIFL has played a vital role in strengthening cross-border collaborations.

Over the years Translinguaindia have been widely recognised and awarded for their business and service excellence. The organisation's continued efforts have led to the betterment of thousands of lives, and this aspires to be the driving force of this renowned institution.

Guiding Students to Global Education

While language proficiency opens doors, higher education solidifies success. Translinguaindia Education Consultancy (TEC) assists students in securing admissions to top universities abroad. With a vast network of global partnerships, TEC simplifies the complex process of international admissions, offering personalized guidance in university selection, application procedures, visa support, and career counselling.

Unlike conventional agencies, TEC tailors its approach to each student's aspirations, ensuring they make informed decisions. Its transparency, integrity, and up-to-date knowledge of global education trends make it a preferred choice for students and parents.

A Legacy of Transformation

The impact of Translinguaindia is evident in the success of its students and trainees. TIFL alumni have secured roles in diplomatic missions, multinational corporations, and global non-profits, while TEC graduates have gained admission to top-ranking universities worldwide.

With a visionary leadership team, expert faculty, and commitment to innovation, Translinguaindia continues to set new standards in language education and global academic counselling. As the world moves toward a borderless future, Translinguaindia remains dedicated to empowering individuals with the skills and knowledge needed to succeed on the global stage.

DR. MEERA A

UNLOCKING HUMAN POTENTIAL THROUGH SCIENCE AND SELF-AWARENESS

An expert psychologist, NLP practitioner and Director of Zoechea Wellbeing Centre, Dr. Meera A., began her professional journey not in a clinic, but in a classroom. For over a decade, she taught chemistry, working closely with students and noticing an unsettling pattern. Beyond the academic grind, many children lacked happiness and essential life skills. A teacher handling a single subject could not address the broad spectrum of issues children faced.

Her perspective began to change when she was given the opportunity to conduct career guidance sessions for students. Through these interactions, she realised a worrying truth: a generation of children was growing up in stressful, examination driven environments, often with emotionally unavailable parents. The result was a steady erosion of emotional resilience and life skills.

This realisation took her to Bangalore, where she became the Research Head for three schools, focusing on ways to enhance the overall quality of education. Here, she explored Howard Gardner's Multiple Intelligence Theory, recognising that education should be activity based and nurture all intelligences, not just academic ones. Over two years, she designed and tested programmes that trained teachers, parents and students to make learning both engaging and holistic. This work proved to be her professional turning point.

It was during this period that she encountered the Dermatoglyphics Multiple Intelligence Test (DMIT), a scientific method of decoding genetic potential through fingerprint analysis. Recognising its value, Dr. Meera became the first to introduce the DMIT tool in Kerala, founding Zoechea Wellbeing Centre in Kochi in 2013 as a counselling and personal development hub.

The DMIT tool, she explains, is a holistic life mapping instrument that reveals an individual's innate personality traits, intelligence types, tendencies and sources of happiness. Once these inborn potentials are identified, guiding a person, whether child or adult, towards the right path becomes far more effective. It is not just about improving academic performance.

It is about preventing depression, identifying talents and nurturing the genius in each person. While her early years with DMIT were met with limited public understanding, her 2016 doctorate from KEISIE University, South Korea and subsequent international publications helped spread awareness and credibility.

Dr. Meera's qualifications extend far beyond psychology. She is a Certified Multiple Intelligence Expert, a Train the Trainer specialist trained by Blair Singer, a Certified NLP Practitioner (ABNLP, IHA), and holds certifications in Reiki (Levels I to III),



Sujok therapy, Heartfulness Meditation, Pranic Healing, Quantum Mind Science, yoga training and nutritional science. She has also completed the Cambridge International Diploma for Teachers and Trainers and a Foundation Course on Education for Children with Learning Disabilities. Her expertise includes cognitive behavioural therapy (CBT), energy psychology, positive psychology and various neuroscientific approaches for mind body integration.

Her work at Zoechea spans therapy, career guidance, corporate training, and leadership development. She has conducted workshops for Fortune 500 companies like Applied Materials, as well as for IT firms, hotels and top educational institutions. Topics range from stress management and work life balance to NEP implementation, multiple intelligence in education and mind power training.

In her practice, Dr. Meera differentiates between clinical therapy for diagnosed mental illnesses and life coaching or mentoring for individuals facing everyday struggles. While psychometric assessments have their place, she emphasises that biometric assessments like DMIT can reveal a person's natural blueprint, allowing interventions to align with how the brain is wired. Nurturing what the brain already responds to, she says, creates a more balanced and fulfilled life.

She has trained batches of psychologists, stressing that before applying a therapy to clients, a practitioner must first apply it to themselves. Self-work, she believes, is non-negotiable for any psychologist. "What a psychologist cannot do for themselves, they cannot offer to the person in front of them," she says. This philosophy underpins her own two decades of engagement with human potential, a study she calls endless.

Zoechea's reach has expanded steadily. What began in Kochi in 2013 is now in its twelfth year, with a branch in Bengaluru since 2020. Her clientele includes individuals and couples from

across India and abroad. As a relationship coach, she has successfully resolved cases even through online sessions, with couples committing to a structured therapeutic process. She has also created a complete therapy procedure in video format for remote clients.

Her experiences in abnormal psychology have been equally striking. She recalls working with individuals who misinterpreted psychological symptoms as paranormal experiences and cases where phobias were resolved in months through targeted interventions.

For Dr. Meera, well-being begins with self-awareness. She rejects the notion that self-awareness is selfish. Instead, she sees it as the foundation for contributing positively to society. Self-love, she explains, is like filling your own cup before pouring into others. True well-being involves not only doing what you enjoy but also aligning your thoughts, emotions and body to maintain physical, emotional and mental balance. Without this alignment, the body and mind begin to control us, rather than the other way around.

Her definition of success is refreshingly simple. It is not about grand milestones, but about handling each day with stability and balance. "If you can live one day empowered, in physical, mental, emotional, and spiritual balance, you have succeeded that day," she says. A self-aware person can find joy in every moment and that, she believes, is the truest measure of success. Relationships, careers and achievements are only parts of it. The real victory is being able to stay present, resilient and at peace.

Through Zoechea Wellbeing Centre, Dr. Meera continues to merge science and compassion, offering people the tools to understand themselves deeply, manage their challenges and live more intentional lives. Her journey from a chemistry teacher to a global trainer and psychologist exemplifies a powerful truth. When knowledge meets empathy, transformation becomes not just possible but inevitable.



MTM 2025: HABIBI, WELCOME TO MALABAR! GATEWAY TO THE UNCHARTED REGION OF KERALA

A new adventure in travel is just over the horizon in Northern Kerala, a lively, historic corridor waiting to be the next flagship destination for India. The Malabar Tourism Meet (MTM) 2025, an event for the innovators in tourism, will be held on August 30, 2025, at the brand new Tiara By MPS in Kozhikode, shall change that.

And organized by the Malabar Tourism Council, a vibrant organization of Passionate Tourism Entrepreneurs from Northern Kerala, MTM is a B2B platform to engage this untouched, vividly authentic, potential market. MTM has gotten off to a wonderful start, with its inaugural meeting in 2022, and then was able to pivot during the 2023 Nipah pandemic with full success and an impactful Familiarisation parts, and now it is time to take it to the next level. For the global travel trade theatre, this is a once-in-a-lifetime opportunity to diversify and develop go-dot-market portfolios with fresh experiences, to connect with over 200 local stakeholders that are engaged, uniquely involved, and focused on inbound and domestic travel.

Malabar's beauty is in its diversity. You can travel to the historic port of Kozhikode, a UNESCO City of Literature, the lush and misty hills and beautiful topography of Wayanad, and the beautiful beaches, like the well-known drive-in beach in Kannur, rich traditions of Theyyam ceremonies, and other vibrant coastal experiences for which Kannur is famous. Kasaragod is a must-visit location with its famous Bekal Fort. Palakkad's cinematic villages, rich with culture and people, are waiting to be experienced. Malappuram remains a top global wellness destination, with Kottakkal (a well-known global Ayurveda destination) and the more recent luxury wellness destination, Tulah (an integrated total and medical wellness facility) both located in Malappuram.

From green hills and empty beaches to backwaters and spice-laden air, Malabar provides an alternative to crowded traveler circuits. The diversity of this region is matched only by its ease of connection: "it is the only place in India with five international airports, in close proximity—Mangalore, Kannur, Kozhikode, Coimbatore and Kochi; move on with a rail of trains from each of those destinations and you can see the diversity of landscapes without difficulty." The access is seamless, experience and desire to come travel to Malabar, and Malabar will not disappoint with its hospitality anywhere you go.

This planned growth is being led by the leadership of the Malabar Tourism Council. Sajeer Padikkal, President, explains, "It is high time for all stakeholders in tourism to discover Malabar. We strongly believe the next Kerala is North Kerala, and we want to show it with strict sustainable methods that save our natural beauty and life in the village".

This emphasis gives rise to fantastic demand. "The response from both big and small quality agencies coming to MTM 2025 has been overwhelming, we have had no choice but to extend the area for stalls and secure more rooms for our hosted buyers," Secretary Rajeesh Raghavan remarks. This growth is a real indication of Malabar's increasing international importance.

Come to Kozhikode and be a part of the next great discovery in tourism. This is NOT just another Travel Expo—this is a moment of authenticity and a doorway to a remarkable tourism destination.

**For more details, Contact: Sajeer Padikkal,
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Amidst the swift advancements in building technology, the evolution of doors and windows has reached new heights. Leading the charge in Kerala is Prompt Window & Door Systems, a premier fenestration solution provider renowned for their cutting-edge uPVC profiles crafted using advanced German technology. These profiles adhere to the highest industry standards, offering an innovative blend of aesthetics, functionality, and sustainability.



Prompt's uPVC Window & Door systems epitomize engineering excellence and artistic finesse. Their offerings stand out not only for their visual appeal but also for their unmatched durability and performance. Architects and builders globally acknowledge the superior quality of uPVC Windows & Doors, appreciating their customizable nature that fits any size and design specification. Prompt's solutions are designed to enhance the beauty of any space, whether residential or commercial, providing a lifetime of style, strength, and security.

At the core of Prompt's success is their commitment to quality. Their uPVC profiles are manufactured from the finest raw materials, ensuring resilience against fading, discoloration, and cracking. Free from lead and other hazardous substances, these profiles are environmentally friendly, aligning with green building concepts and designed specifically for Indian tropical conditions. Conforming to BSEN12608 standards, Prompt's products are a superior substitute for conventional wooden frames, offering significant benefits in cost, strength, and ecological impact. The engineered profile system is adept at preventing heat, cold, sound, and dust from entering your home, thereby ensuring a comfortable living environment.

Prompt offers an extensive range of window and door systems, available in a variety of contemporary styles and natural wood finishes. Their comprehensive solutions encompass everything from initial design to final installation, catering to both home and commercial needs. Each product is meticulously crafted to meet exacting standards, providing a perfect blend of ventilation, robustness, and aesthetics.

Unplasticized Polyvinyl Chloride (uPVC) has revolutionized building joinery products with its rigidity, longevity, and impact strength. Widely used across Europe, uPVC is gaining rapid popularity in India, thanks to its numerous benefits. Prompt Window & Door Systems leverage these advantages to provide profiles that are free from lead, eco-friendly, and designed for high UV resistance and weld strength. Sourcing the best raw materials from Europe, they ensure that their products maintain enhanced UV resistance, mechanical properties, and gloss levels.



Prompt's commitment to environmental sustainability is evident in their eco-friendly production processes. Their manufacturing plant optimizes resource use and avoids smoke emissions, hazardous chemical waste, and non-biodegradable garbage. The company's products are 100% recyclable, contributing significantly to reducing carbon footprints and promoting eco-friendly practices.

Quality is the cornerstone of Prompt's operations. Rigorous quality control measures are in place, with products undergoing a series of stringent tests including impact resistance, heat reversion, weathering, and weldability. Their product range includes casement windows, sliding windows, tilt and turn windows, sliding doors, and more, each available in a spectrum of textures and colours to match diverse interior designs.



The innovative designs and high weather resistance of Prompt's products make them ideal for the Indian climate. Their profiles are crafted to withstand long-term exposure to sun, rain, wind, and moisture without compromising on quality. With features such as extreme weather resistance, crack resistance, colour stability, and gloss retention, Prompt's uPVC systems offer an excellent cost-benefit ratio compared to traditional timber frames.

Installation and customer service are integral to Prompt's brand promise. Their dedicated installation team ensures precise fitting of windows and doors, while their passionate customer service team provides continuous support post-installation. This comprehensive service approach underscores Prompt's commitment to building lasting relationships with their customers.

Prompt UPVC Window Solutions stands at the forefront of the fenestration industry in Kerala, offering products that combine advanced technology, superior quality, and environmental sustainability. Their uPVC profiles are a testament to engineering excellence, promising style, strength, and security for a lifetime. Whether for homes or commercial spaces, Prompt's solutions deliver unmatched value, making them the preferred choice for modern fenestration needs.



EVERY CHILD CAN LEARN

A JOURNEY OF HOPE, FAITH AND LEARNING WITH SJ PROCEDO



Established in 2015, SJ Procedo is a centre based in Ernakulam that offers focused academic support and intervention for children with learning disorders. At the core of its vision and operations is Suni Jolly, the founder and director, whose background in special education, counselling psychology and instructional training has shaped the institution's comprehensive approach to inclusive education.

From the beginning, SJ Procedo has worked on the principle that learning must be individualised. The centre designs Individual Learning Plans (ILPs) for each student, tailored to their specific challenges and strengths. Instead of using generic academic models, SJ Procedo builds foundational skills through structured and measured intervention. The primary focus is on improving reading, writing, and comprehension, with subject-specific remediation available in English, Mathematics, Hindi and Science.

Since opening its doors, the centre has supported more than 500 students, offering both offline and online sessions. Many of these learners arrive at the centre after facing consistent academic hurdles in mainstream environments often misunderstood, under-supported or incorrectly labelled. At SJ Procedo, the aim is not only to close academic gaps but also to restore self-confidence, address behavioural challenges, and equip children with strategies to manage their learning independently.

This work is grounded in the expertise of Suni Jolly, who brings a rare and interdisciplinary skill set to the field. A qualified special educator, she is also trained in Gestalt therapy, Transactional Analysis, NLP (Neuro-Linguistic Programming), Jolly Phonics, EFT (Emotional Freedom Technique) and Acupressure. These overlapping disciplines allow her to understand children beyond their academic needs like addressing emotional, psychological and sensory aspects that often accompany learning difficulties.





One of SJ Proceso's notable contributions has been in the area of awareness and capacity-building. Identifying a gap in the training of teachers and caregivers dealing with learning disabilities, Suni Jolly designed a six-week course on Learning Disabilities. The programme is aimed at special educators, parents, and other stakeholders who wish to support children more effectively. To date, around 100 participants have completed the course, gaining both theoretical insights and hands-on strategies related to assessment, classroom support and behavioural interventions.

The centre, located at Kacheripadi in Ernakulam, operates with a compact team but makes a large impact. During and after the pandemic, SJ Proceso expanded its digital presence, allowing it to offer classes online to students across different regions. This shift to a hybrid model has since become a permanent fixture, giving families access to specialised support without geographical limitations.

Sessions are short, targeted, and adapted to the learner's pace. The staff is trained to observe subtle cues like signs of fatigue, anxiety, disengagement and modify instruction accordingly. For children who have been in rigid or performance-driven environments, this flexibility is a turning point. They are not pushed to keep up with a class, but instead taught to understand their own learning rhythm.

The philosophy behind SJ Proceso reflects Suni Jolly's broader engagement with the field of education. Beyond her directorship, she regularly conducts seminars, workshops, and presentations on brain-based education, effective parenting, student behaviour management, token economy systems, and more. Her sessions have been featured in forums including Snaha Sadan College of Special Education,

Rajagiri College of Psychology, and naval public schools, among others. These engagements aim to build a wider understanding that learning disorders are not indicators of intelligence or capability, but simply a call for different instructional methods.

India's educational framework is still in the process of becoming fully inclusive. While policies exist, implementation is inconsistent, and awareness around learning disabilities remains limited in many regions. In such a context, SJ Proceso's work is both practical and pioneering. It demonstrates that with the right interventions, children previously written off as underachievers can thrive academically and personally.

Looking ahead, SJ Proceso's goals include strengthening its educator training programmes, deepening partnerships with schools for early identification, and incorporating newer tools in digital assessments. However, its core remains unchanged: to ensure that no child's potential is missed because their learning didn't fit the conventional mould.

For Suni Jolly, the progress children make at SJ Proceso is not explained by methods and training alone. She attributes every breakthrough to the quiet but undeniable hand of God. Time and again, she has seen children in the most difficult situations begin to flourish at just the right moment and she calls that timing divine. To honour and preserve that grace, she approaches her work with physical readiness, mental clarity and a spirit anchored in prayer, ensuring that faith remains at the heart of every step forward.

Through SJ Proceso, Suni Jolly has created more than just a centre for remediation. She has built a platform where education is redefined as individualised, compassionate and deeply respectful of every learner's journey.

AL RUBA

A SPICE STORY ROOTED IN PASSION, GROWING BEYOND BORDERS



In the village of Madhur in Kasaragod, a unique spice brand began its journey, not with a grand launch or a marketing campaign, but through years of quiet dedication. Al Ruba, founded by K.B. Muneer, stands as a testament to how sincere intent and consistent quality can create something that resonates across regions and cultures.

Before Al Ruba came into existence, Muneer spent over two decades working in the Gulf, steadily rising through the ranks in fast-food chains. From chef to supervisor to operations manager, he gained hands-on experience in food preparation, customer behaviour, and service logistics. Yet behind the fast-paced nature of his job, Muneer held on to a personal vision, one that didn't revolve around restaurants or franchises but a single, standout product: a fried chicken masala that could deliver bold, comforting flavour using honest, high-quality ingredients.

His idea stemmed from observation. Over the years, he noticed how the flavour of well-seasoned fried chicken brought people joy. The delight, he realized, wasn't just in the crunch, it was in the spice. During his off hours, he began experimenting: blending, adjusting, and perfecting the ratios. There was no rush. His approach was patient and deliberate, guided by the belief that good flavour takes time.

When Muneer eventually returned to Kerala, he continued refining his masala while working briefly at a friend's restaurant. The kitchen became his testing ground, and customer feedback became his compass. One evening, he served fried chicken seasoned with his final blend. The response was immediate and enthusiastic. People began asking where they could buy the masala. That moment marked the informal launch of Al Ruba.

The name was deeply personal 'Ruba' was Muneer's daughter's name, and 'Al' was added to give the brand a broader yet grounded identity. From the start, Al Ruba was defined by a clear purpose: no added MSG, no artificial colours, and no shortcuts. Only pure, carefully sourced spices, blended in small batches to preserve authenticity and freshness.

Muneer started small, distributing to local stores in Kasaragod. The initial batches sold quickly, and word spread organically. Customers returned not just for fried chicken, but to use the blend in grills, marinades, and gravies. Soon, restaurants and caterers took notice, and demand grew steadily.



Al Ruba scaled up without compromising its founding principles. The brand introduced both retail packs for home kitchens and bulk quantities for commercial buyers. Muneer's operational experience helped streamline the supply chain, ensuring reliable distribution while maintaining quality.

Today, Al Ruba has found its way into homes and restaurants across Kerala and other Indian states. It has also reached international markets, including the Gulf countries, Malaysia, New Zealand, and the United States. Yet the brand's growth has remained organic driven by trust, quality, and word of mouth.

For Muneer, success isn't measured by numbers alone. It's reflected in the photos families share of meals made with Al Ruba masala, and in the way small eateries proudly display the packets in their kitchens. This emotional connection with customers is what truly sets the brand apart.

More than just a spice mix, Al Ruba embodies a grounded approach to entrepreneurship — one that values patience, consistency, and honest flavour. Muneer never rushed into mass production or aggressive branding. Instead, he focused on the product, allowing its quality to speak for itself.

Looking ahead, Al Ruba is preparing to expand its range thoughtfully. Plans include introducing spice rubs, marinades, and traditional Kerala blends but only when they meet the same uncompromising standards. For Muneer, the guiding principle remains unchanged: flavour that feels honest, and products that can be trusted.

In a market often crowded with loud branding and artificial additives, Al Ruba stands out by doing the opposite, quietly delivering on its promises. Rooted in tradition, refined by experience, and built with integrity, Al Ruba continues to grow from a small village in Kasaragod to kitchens around the world.

LIVING FEATHERSTONE

WHERE BRIDAL COUTURE FINDS ITS AURA

When some brands are born out of market research, some others are born out of need. But a few, like Living Featherstone, are born from a personal moment of revelation an unmet expectation that sparks a desire to fill the space with an exceptional brand.

When Justin Sebastian and Sharlet N. Shaji were preparing for their wedding, they were struck by a startling realization: Kerala, despite its deep cultural roots and aesthetic sensibilities, had few options when it came to true bridal couture. In those years, wedding gowns were still an unfamiliar territory for many. The designs available locally were often mistaken for holy communion dresses-simple, basic and lacking the elegance and grandeur associated with a bride's big day. What should have been a joyful search for the perfect wedding ensemble turned instead into a quest that revealed a clear gap in the market.

During a visit to Chennai, the couple walked into a boutique in Chennai unlike anything they had seen before-tastefully curated, professionally styled, and artistically elevated. It wasn't just the gowns that impressed them, but the mood, the space, the entire atmosphere that spoke of celebration and sophistication. It was the kind of place they wished existed back home. The idea lingered. What if they brought that experience to Kerala not just as a boutique, but as a bridal fashion destination?

Justin, who was then working in technical support at Microsoft and Sharlet, whose creative instincts were sharpened by their shared design sensibilities, began putting together what would eventually become Living Featherstone-a bridal boutique that would offer

something Kerala had never seen before: couture-level craftsmanship, a deep respect for personal style and a completely customized experience.

Launched in Changanacherry, Living Featherstone quickly grew beyond the conventional image of a boutique. This wasn't a rack-to-trial operation. Every gown that left their hands was one-of-a-kind, made to measure, and designed in close collaboration with the bride herself. From the very first consultation, the brand stood apart for its intimate, process-driven approach. Some clients arrived with Pinterest boards and fabric samples, others came with no clear idea at all. Regardless, each consultation became a dialogue about design, silhouette, embroidery, fabric movement and most importantly, emotion.



The boutique operates both offline and online, with equal commitment to detail. In-store appointments are immersive, allowing brides to feel the textures, see the details and experience the creative journey first-hand. Online consultations—more time-intensive by nature—are handled with care. It may take some days just to finalize a design remotely. Yet nothing is rushed. Measurements are guided through video calls, with someone from the bride's side being coached to take precise measurements under the team's supervision. Every inch matters. Every stitch is made to last.

What truly distinguishes Living Featherstone is its technical precision married to artistic flexibility. Embroidery is often a blend of handwork and machine techniques. High-grade base materials are selected and elements

like zippers and inner linings are never compromised. In many cases, plain fabrics are transformed through advanced stitching techniques to create textures that feel exclusive and refined. Some gowns include personalized elements like initials, symbols, even motifs that reflect cultural identities, all seamlessly integrated into the design.

As India becomes increasingly multicultural in its celebrations, the boutique also receives requests rooted in global traditions—Sri Lankan wedding styles, for instance, or Western silhouettes with Eastern nuances. These are not copied, but interpreted. The aim is never to dilute cultural essence, but to honour it, elevate it and make it personal.

Behind every gown is a team trained not just in tailoring, but in understanding moments. They are artists, listeners, advisors, and perfectionists. The final result is not just a garment—it's an heirloom in the making.

Though Living Featherstone remains a bridal-exclusive brand, the founders have also launched a parallel fashion line: MOSSES VIBES, which focuses on designer wear outside the wedding space. Based in Newington, USA, and expanding soon into the UK, this label caters to global fashion tastes, with in-house production and exports. Still, bridal fashion remains closest to their heart. As Justin puts it, "When you stay in the bridal industry, you're constantly evolving. Brides are never the same. And neither are their dreams."

In a world of mass production, Living Featherstone stands for something slower, finer, more meaningful. It is a place where love stories are stitched with precision, where fabric carries memory, and where a bride doesn't just wear a dress—she becomes it.



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