

HUES OF LIFE

ENGLISH, MONTHLY

Vol. No. 05

Issue No. 02

SEPTEMBER 2025

Price Rs. 100/-



Onam

KERALA'S FESTIVAL OF HARVEST AND HERITAGE



केनरा बैंक
Canara Bank
A Government of India Undertaking



Together We Can

DEDICATED SAVINGS &
CURRENT ACCOUNT FOR
**QUICK AND
EFFICIENT BANKING**
TRANSACTIONS FOR INSTITUTIONS

PRESENTING

Canara
TRUEEDGE
Savings & Current Account



**GROW WITH TRUST.
LEAD WITH EDGE.**

The Ultimate Banking Solution for Trust, Association, Society,
Club (TASC), Administrative Entities, Educational Institutes etc.



PRIVILEGES:

Zero Balance Account | Unlimited Free Transactions | Cash Handling Charge Waiver
Free POS, QR & Soundbox | ERP Solutions with Concessions
Relationship Manager | Banking Across any Branch

*Conditions apply.



1 Bank
Number



1800 1030



www.canarabank.com

National Cyber Crime Reporting Portal <https://cybercrime.gov.in> | National Cyber Crime Helpline- 1930

All Happy Journeys Start Here



40+ Domestic & International Destinations
25+ Airlines Operating | 25+ Years in Service
10 million+ Passengers Annually
75,000+ Aircraft Movements Each Year

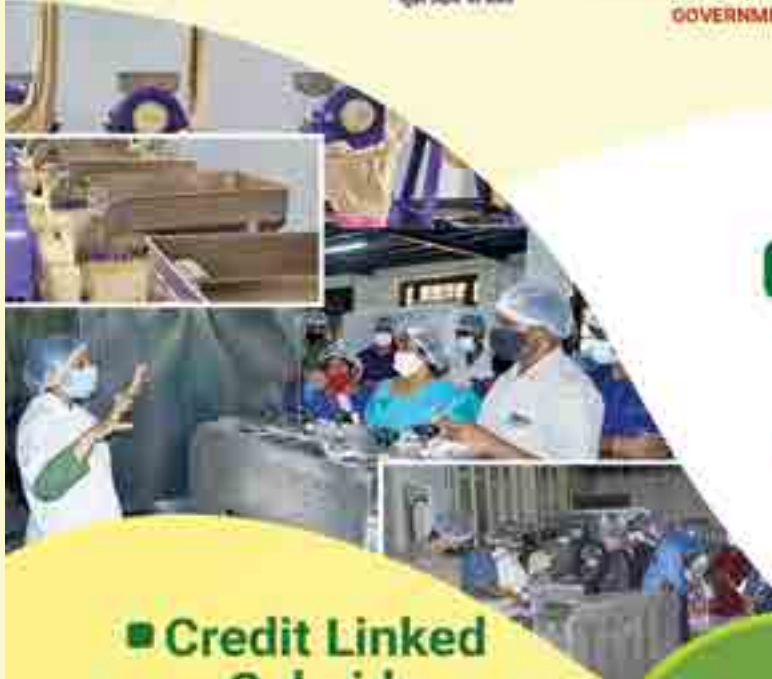
Iconic Architecture - Traditional blended futuristic infrastructure

Immaculate Cleanliness - Spotless terminals maintained to global standards

Tranquil Comfort - Thoughtful seating and restful ambiance

24x7 Prepaid Taxi | Meet & Greet | Premium Lounges
Global Shopping | Multi-cuisine restaurants & quick bites
FASTag-enabled smart parking | Smart Immigration | DigiYatra

At CIAL, transit becomes an experience - thoughtfully curated, entirely for you.



OPPORTUNITY FOR GROWTH IN MICRO FOOD PROCESSING SECTOR

**PRADHAN MANTRI FORMALISATION OF
MICRO FOOD PROCESSING
ENTERPRISES (PMFME) SCHEME**

■ Credit Linked Subsidy up to Rs.10 Lakhs

35% of the eligible
project cost as credit-linked
capital subsidy
to a maximum of
Rs.10 Lakhs

■ Seed Capital Assistance up to Rs.40,000/- for SHG members

A maximum of
Rs.40,000/- to each
member of SHGs for
working capital and purchase
of small machinery

End-to-End
Handholding
Support to each
Applicant

■ Rs.3 Crores for Common Infrastructure

Financial assistance
up to Rs.3 Crores
to SHGs, FPOs and
Co-operative Societies for
Common Infrastructure
and Capital Investment

For more information

Please contact District Industries Centres



DIRECTORATE OF INDUSTRIES & COMMERCE
3rd Floor, Vikas Bhavan
Vikas Bhavan P.O., Thiruvananthapuram - 695033.
Tel: 91 471 2302774 | Fax No.: +91 471 2305493
E-mail: industriesdirectorate@gmail.com
Web: www.industry.kerala.gov.in

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION
2, Vidhya Nagar, Opposite Police Ground, Thiruvananthapuram - 695014.
Tel: +91 471 2321882 | Fax: +91 471 2322883
Email: kbip@keralaindustry.org
www.kbip.org

☎ **PMFME KERALA HELPLINE : 97470 22883**



**MORE EFFICIENCY WITH FASTER,
DIGITISED BANKING SOLUTIONS**

Apply for MSME Loan online



SBI MSME **DIGITAL** LOANS

- ① Loans up to ₹5 crore
- ② Attractive interest rates
- ③ Instant digital sanction for loans upto ₹50 lakh
- ④ NIL collateral for loans covered by Credit Guarantee
- ⑤ Tenure: Upto 10 years

T&C Apply

For loans up to ₹10 lakh
Visit: www.jansamarth.in/apply/sbi
or scan QR code



For loans above ₹10 lakh to ₹5 crore
Visit: www.sbi Loans in 59 minutes.com/home
or scan QR code



Contents



10 *Onam* KERALA'S FESTIVAL OF HARVEST AND HERITAGE



14 HUES OF LIFE MARKS FOUR YEARS A MILESTONE OF IDEAS, ENTERPRISE AND INNOVATION

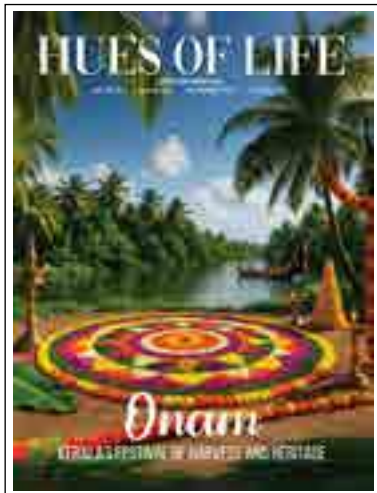
20 RENAULT TRIBER FACELIFT A FRESH CHAPTER IN AFFORDABLE VERSATILITY



38

GOOD GOVERNANCE AND THE VALUE OF CONTINUITY A REFLECTION AHEAD OF KERALA'S UPCOMING ELECTIONS

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



Enquires : **fefeibs247@gmail.com**
+91 623 84 899 86

Editor's Desk

Dear Readers,

Onam has always been more than a festival of colours, flowers, and feasts. It is a reminder of harmony, prosperity, and the sense of belonging that has defined our culture for centuries. In the modern rush to celebrate, however, it is easy to be swept away by offers, discounts, and extravagance, forgetting that the true spirit of Onam lies in shared values and mutual care. This season invites us to pause and rethink how we can celebrate meaningfully.

One of the most powerful ways to do this is by choosing to support our local vendors, farmers, and artisans. They are the silent strength of our communities, carrying forward traditions, crafts, and livelihoods that sustain the very fabric of our society. When we purchase directly from them, it is not just a transaction; it is an act of trust and solidarity that ensures their skills and hard work do not go unnoticed. In return, we receive products made with sincerity and authenticity, carrying with them the warmth of human effort.

Chasing massive discounts from faraway platforms may offer temporary satisfaction, but it often leaves behind an invisible void in the lives of those around us. Festivals like Onam are not about consuming more, but about accommodating others in our circle of happiness. By teaching our families and friends the importance of making thoughtful choices, we shape a culture that values people over profits and connections over convenience.

This shift in mindset is not only socially meaningful but also environmentally responsible. Supporting local ecosystems reduces waste, unnecessary transportation, and exploitation of resources. It brings us closer to a sustainable way of living where prosperity is shared without burdening the earth. Onam, with its deep connection to nature, reminds us to remain grateful and mindful of the balance that sustains life.

As we welcome the season of Onam, let us embrace celebration with purpose. Let our homes be filled not just with flowers and feasts but also with kindness, compassion, and consideration. By moulding our dear and near ones to live by these values, we ensure that the essence of Onam remains timeless—a festival of inclusion, togetherness, and hope for a more balanced and caring world.

Warm regards,

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



Printed & Published by NIJITH RAJ on behalf of FEFE INTELLIGENT BUSINESS SOLUTIONS and Printed at SB PRESS PRIVATE LIMITED., College Road, Statue, Thiruvananthapuram, Kerala-695001 and Published at 24/606, JAYANI, Valiyakunnu, Kizhavalam.P.O., Kizhuvalam-Koonathalloor Road, Thiruvananthapuram, Kerala-695104 .

Editor: NIJITH RAJ.



കേരള സാമ്പ്രദായിക തിരക്കടം വികസന കോർപ്പറേഷൻ

(KSCADC)

(കേരള കരകൗശല വികസന കോർപ്പറേഷൻ)

INNOVATE, TRANSFORM, EXCEL

അടിസ്ഥാന സൗകര്യ വികസനം

- മത്സ്യബന്ധന അടിസ്ഥാന സൗകര്യങ്ങൾ
- സാമൂഹിക അടിസ്ഥാന സൗകര്യങ്ങൾ
- വാണിജ്യ അടിസ്ഥാന സൗകര്യങ്ങൾ

മത്സ്യബന്ധന മേഖല വികസനം

- സാങ്കേതികവിദ്യ ആർജ്ജിക്കൽ
- വാണിജ്യ പ്രവർത്തനങ്ങൾ
- കൺസൾട്ടൻസി സേവനങ്ങൾ



സർക്കാർ, അർദ്ധ സർക്കാർ സ്ഥാപനങ്ങൾ,

മറ്റ് ഏജൻസികൾ എന്നിവയുടെ

അടിസ്ഥാന സൗകര്യ വികസന

പദ്ധതികളുടെ നിർവ്വഹണം

കൺസൾട്ടൻസി സേവനങ്ങൾ



www.keralacoast.org



നമ്മുടെ ഓണം നമ്മുടെ മിത്ഥമി

സദ്യയില്ലാതെ ഓണമില്ല മിത്ഥമയില്ലാതെ സദ്യയില്ല

മലയാളി ഒരേ മനസ്സോടെ
ഒന്നിച്ചാഘോഷിക്കുന്ന ഓണത്തിന്
നാടൻ രുചി പകരാൻ നമ്മുടെ
മിത്ഥമ തന്നെ വേണം. മനസ്സ്
നിറയ്ക്കുന്ന സദ്യയാരുക്കി
ഈ ഓണം രുചിയാഘോഷമാക്കൂ
മിത്ഥമയ്ക്കൊപ്പം.

ഏവർക്കും മിത്ഥമയുടെ ഓണാശംസകൾ





Onam

KERALA'S FESTIVAL OF HARVEST AND HERITAGE



Onam is Kerala's most prominent annual celebration, marking the arrival of the harvest season and reflecting centuries of cultural continuity. Today it is recognised as the state festival of Kerala, but its roots go much deeper into the social, agricultural, and artistic traditions of the region. Far from being only a religious or mythical observance, Onam has evolved into a season that showcases Kerala's collective identity, drawing participation from people across communities and walks of life.

Historically, Onam has been tied to the Malayalam month of Chingam, which falls around August and September. This period coincides with the end of the monsoon and the beginning of the harvest. In an agrarian society, this was a time of abundance, when the first rice of the season was brought in and celebrated with feasts, music, and games. Many historians see Onam as a continuation of harvest festivals that predate organised religion in the region, later absorbing influences from evolving political and social landscapes.

Some of the earliest written references to Onam appear in inscriptions and temple records from the Chera period, dating between the 9th and 12th centuries. These documents describe public festivities, offerings, and community gatherings that took place during Chingam. Records from the Thrikkakara Temple near Kochi are particularly significant. Inscriptions from the 10th to 13th centuries mention large-scale celebrations involving both temple rituals and secular entertainment, suggesting that Onam was already a major cultural event over a thousand years ago.

During the medieval period, Kerala's rulers used Onam as an opportunity to bring people together in displays of unity and prosperity. Historical accounts note that local chieftains and kings organised public feasts, boat races, and performance arts during this season. It was also a time when artisans, poets, and performers would gather at royal courts to present their works, giving Onam an important role in the patronage of the arts.

The festival's association with the agricultural cycle has ensured its survival through centuries of political change. Even during periods of foreign influence and colonial rule, Onam retained its status as a unifying social event. While other festivals in India might have been linked more strongly to religious



institutions, Onam's connection to the land and its produce kept it deeply relevant to everyday life in Kerala.

One of the most visible aspects of Onam is the Sadya, the grand vegetarian feast served on banana leaves. Traditionally prepared with seasonal ingredients, the Sadya features a range of dishes that vary slightly between regions but follow a broadly similar structure. Rice, the central element, is accompanied by curries, stir-fries, pickles, and several varieties of payasam. In historical terms, the Sadya reflects the prosperity of the harvest season, when households could afford to prepare elaborate meals and share them with guests.

Public celebrations have always been an integral part of Onam. Historical descriptions from travellers and chroniclers mention processions,

traditional games, and dance performances. The Vallam Kali or snake boat race, now famous worldwide, is believed to have grown in prominence during the festival season in the backwater regions of Alappuzha and Kottayam. Pulikali, the tiger dance of Thrissur, also has historical roots in Onam entertainment, combining folk artistry with community participation.

Over time, Onam also became a platform for preserving and promoting Kerala's performing arts. Kathakali, Koodiyattam, Thiruvathirakali, and folk percussion ensembles like Chenda Melam have all been part of Onam programmes in temples, public grounds, and cultural centres. These performances, many of which were once confined to royal courts or temple stages, found a wider audience during the festival, helping sustain them into the modern era.





In the post-independence period, the Government of Kerala recognised Onam as a key element of the state's cultural identity. Official celebrations began to be organised across towns and villages, with week-long programmes in the capital city of Thiruvananthapuram. These include cultural parades, handicraft exhibitions, floral carpet competitions and music festivals. The intention has been not only to preserve traditional practices but also to adapt the festival to contemporary lifestyles, ensuring its relevance for younger generations.

Today, Onam has grown beyond its agricultural roots while retaining its central themes of community, hospitality, and cultural pride. It is celebrated not only in Kerala but also by Malayali communities worldwide, from the Gulf countries to North America and Europe. In urban centres, apartment complexes and cultural associations host Onam Sadyas, pookkalam contests and stage performances, blending tradition with the realities of modern living.

The floral carpet, or pookkalam, remains one of the most recognisable symbols of the season. Created over the ten days leading up to Thiruvonam, these intricate patterns use fresh flowers in vibrant colours to decorate courtyards and public spaces. While earlier pookkalams used only seasonal blooms available locally, modern designs incorporate a wider palette of flowers, sometimes

even dyed petals, allowing for elaborate artistry that draws large audiences.

Economically, Onam is a major driver for multiple industries in Kerala. Textile shops see a surge in sales of kasavu sarees and mundus. The food industry thrives on the demand for traditional snacks, pickles, and payasam mixes. Tourism also benefits greatly, with both domestic and international visitors arriving to witness the celebrations. The state's tourism department promotes Onam as the best time to experience Kerala's culture in full bloom.

What makes Onam unique in the Indian festival calendar is its inclusivity. People of different faiths and backgrounds take part, seeing it as a shared cultural heritage rather than a festival belonging to any single group. In a world where celebrations can sometimes create divides, Onam stands as a reminder that shared history, community spirit, and the joy of abundance can bring people together.

As the pookkalams grow each day, as the aroma of the Sadya fills the air and as the sounds of drums and songs carry into the evening, Onam continues to renew its promise: a time when the people of Kerala pause to celebrate who they are, where they come from, and what they share. It is a living festival, shaped by centuries of history, yet as fresh and vibrant as the flowers that welcome it each year.



HUES OF LIFE MARKS FOUR YEARS

A MILESTONE OF IDEAS, ENTERPRISE AND INNOVATION

Celebrating Power Brands & Changemakers who define excellence and inspire transformation

The fourth anniversary of Hues of Life magazine was celebrated with grandeur at Hotel S P Grand Days, Thiruvananthapuram, alongside the closing ceremony of the state-level MSME Conclave and Campaign. More than an anniversary, it was a moment of reflection and renewal, bringing together leaders from government, industry, banking and society to honour enterprise and vision. The sixty-day campaign, which travelled across Kerala creating awareness, building connections and energizing small businesses, found its perfect conclusion in this evening of recognition. The highlight of the celebrations was the presentation of the Power Brands & Changemaker Awards, where outstanding businessmen, visionary brands and inspiring individuals were honoured for their excellence, innovation and lasting social impact.

The formal inauguration of the evening was performed by the Hon'ble Minister for Dairy Development and Animal Welfare, Smt. J. Chinchu Rani, who also led the award distribution. In her remarks, she highlighted the importance of MSMEs in shaping Kerala's economy and stressed that entrepreneurship is more than commercial activity. It is a force for community progress, job creation and social growth. She pointed out that Kerala's tradition of enterprise, when combined with supportive government policies and innovative platforms, could be a driving force for a stronger and more inclusive future.

One of the memorable parts of the evening was the keynote address by Mr. Gautham Yogeshwar, Deputy Director of the Industries Department, who spoke on the importance of doing

business in Kerala. He reflected on how recent reforms and support systems have made entrepreneurship easier and more approachable, especially for first-generation business aspirants. He discussed the practical ways entrepreneurs can use government initiatives, explaining the pathways that can lead to both stability and growth. His words carried a deep impact on the audience, leaving many inspired to take forward their own business journeys with confidence and clarity.

The celebrations drew a distinguished audience. The chairperson of the Kerala State Women's Commission, Adv. P. Sathidevi, and noted philosophy author, speaker and social activist Shri. Rahul Easwar were chief guests. Senior industry leaders and banking professionals added strength to the gathering, including Mr. Kowdiar Dharman, Director of Kerala Forest Industries Limited and President of KTUC, Shri. Ajay Kumar Singh, Deputy General Manager of Canara Bank and Shri. Abdul Karim, Managing Director of Topgear Magazine and State President of CADD FED. Their presence turned the evening into an occasion where



government and enterprise stood together to celebrate shared progress.

The evening also marked the introduction of new initiatives from Hues of Life. Shri. Rahul Easwar launched Evolve Summit, the one-day education conclave scheduled for 2025, which will focus on the theme of teacher-student relationships. Speaking on the occasion, he emphasized that education cannot remain confined to academics alone but must grow into a holistic system that nurtures creativity, values and leadership. He observed that campaigns which develop emotional intelligence and inspire lifelong learning are as important as examinations and grades. The summit will also witness the launch of Eduvantage, a student handbook designed to build life skills, nationality and social values, equipping the young generation with tools for balanced and meaningful growth.

The unveiling of CIN News, the dedicated media platform of Hues of Life, was another key moment. The logo was released by Minister J. Chinchu Rani. CIN News positions itself as more than a conventional news portal, promising to deliver accurate, transparent and insightful reporting in a time when misinformation spreads faster than truth. Its signature podcast, Payback, will highlight how the success of individuals can create positive ripples in society. Described as both a conversation and a gesture of gratitude, Payback will showcase how personal triumphs can be transformed into service and social responsibility. CIN News thus reflects the essence of journalism as a mirror of society and a medium for change.

Adding to the significance of the evening was the launch of Good Food Summit by Adv. P. Sathidevi, as part of the broader Good Food Campaign initiated by Hues of Life on World Food Day. The campaign seeks to celebrate excellence in the food industry, honouring culinary experts, restaurants, and food brands who contribute not only to taste but also to sustainability and innovation. Planned seminars and webinars in association with institutions will address pressing issues of food security and highlight the global themes set by the Food and Agriculture Organization. Through this initiative, Hues

of Life extends its influence into a sector that touches everyday life and holds immense cultural and social significance.

The sixty-day MSME campaign, which began on June 27, International MSME Day, in conjunction with the MSME Conclave, concluded with this ceremony. It had been organized in partnership with the National Small Industries Corporation (NSIC) and supported by the Kerala Bureau of Industrial Promotion (K-BIP) and the Federation of Business Organisations of Kerala (FBO). For two months it moved across Kerala, spreading awareness of government schemes both online and offline through various trade organisations and institutions, supporting small industries and building platforms where entrepreneurs could learn, collaborate and expand. Beyond incentives and policies, the campaign placed strong emphasis on industrial harmony and social responsibility, encouraging businesses to pursue growth in ways that would benefit both enterprise and society.

The presentation of the Power Brands & Changemaker Awards brought the evening to its most celebratory moment. Twenty-five winners, chosen through transparent processes were honoured for their contributions. The awardees represented a cross-section of Kerala's enterprise, from industrialists and institutions to individual visionaries. Each recognition stood as a testament to professional excellence combined with social commitment, echoing the very spirit of the MSME campaign that inspired the event.

The fourth anniversary of Hues of Life was therefore not only a milestone for the magazine but also a demonstration of its growing role as a platform for ideas and transformation. Through initiatives like MSME campaign, Evolve Summit, CIN News and Good Food Campaign, it has positioned itself as more than a publication—an active participant in Kerala's progress, a voice for entrepreneurs, and a catalyst for education and social change. The evening ended as it began, with a sense of vision, energy and optimism, celebrating the achievements of the past while opening doors to greater possibilities for the future.





THREADS OF TRADITION

THE FASHION PULSE OF ONAM

As Onam approaches, Kerala begins to bloom not just with flowers in the pookkalam but with colours and creativity in fashion. The festival has always been a time to dress in elegance, but in recent years it has evolved into a season where tradition and modernity meet in a unique cultural blend. What makes Onam fashion so special is its ability to embrace the past while welcoming the new, creating styles that feel both rooted and refreshing.

The traditional attire of Onam has always carried a timeless charm. Women often choose the kasavu saree, with its cream base and golden border, a style that reflects grace and heritage. For men, it is the mundu or veshti, often paired with a crisp white or cream shirt. Worn during temple visits, family gatherings and the grand Thiruvonam Sadya, the kasavu ensemble is more than clothing. It is a visual link to Kerala's history of weaving, gold work and ceremonial attire. These garments are more than just clothes; they are symbols of identity and pride, worn with reverence during the days of celebration. Yet, the Onam of today also reflects the energy of a younger generation that loves experimenting while respecting tradition.

Designers and fashion lovers are increasingly adding playful twists to the kasavu saree. Pastel borders, embroidered pallus, and floral prints are making their way into wardrobes, offering a softer, contemporary look without losing the essence of the garment. Similarly, the mundu is now paired with colourful linen shirts, designer kurtas and even jackets for a fresh touch. This blending of styles is not about replacing tradition but about allowing it to breathe and grow, making Onam fashion inclusive and appealing to all ages.

Jewellery too is seeing a cultural blend. Traditional pieces like the mullamottu mala, kasu mala and temple-inspired earrings remain beloved, but they are now often mixed with minimalist contemporary designs. Younger women might pair a kasavu saree with statement earrings in silver or even handmade terracotta jewellery. Men are also exploring





accessories, from simple gold chains to traditional watches and handcrafted footwear, proving that Onam dressing is no longer limited to a single formula.

The influence of global fashion trends is noticeable as well. Social media has become a major platform for sharing and inspiring Onam looks, with influencers showing how to drape sarees in creative ways, mix colours, or incorporate sustainable fabrics. Organic cotton and handloom fabrics are becoming popular choices, appealing to those who want their fashion to reflect environmental awareness along with cultural pride.

What makes this cultural blend truly special is that it reflects the spirit of Onam itself. The festival is about togetherness, welcoming everyone and sharing joy across boundaries. In the same way, Onam fashion now welcomes different ideas, fabrics and styles, making space for individuality while keeping the heart of tradition alive. Whether someone chooses a completely traditional outfit or a fusion look with bold accessories, the joy of wearing something special for Onam remains the same.

Markets and boutiques across Kerala buzz with activity in the weeks before Onam. Families shop together, discussing colours, borders and patterns. Tailors work tirelessly to deliver customised blouses, kurtas, and lehengas in time for the celebrations. For many, this shopping is not just about clothes but about the ritual of preparing for the festival, of stepping into a season of beauty and community spirit. Even those living far from Kerala often carry the tradition with them, dressing in kasavu-inspired outfits during Onam gatherings abroad, keeping the connection alive across distances.

Onam's fashion pulse, therefore, is more than a matter of style. It is a living example of how a culture can hold on to its heritage while embracing the changes of the world around it. Every thread, border, and drape tells a story of the past that shaped Kerala and the present that continues to redefine it. This seamless weave of the old and new is what makes dressing for Onam such a joyful and meaningful part of the celebrations. As the festival draws near, wardrobes across Kerala and beyond will once again come alive with this unique blend, proving that tradition is not static but ever evolving, just like Onam itself.

RENAULT TRIBER FACELIFT

A FRESH CHAPTER IN AFFORDABLE VERSATILITY

When Renault first launched the Triber in India in 2019, it quickly stood out as one of the most accessible and practical compact MPVs in the market. The promise of seven seats in a vehicle under four meters long was something no one else had offered at that price point. Over the years, the Triber has built a reputation as a family-friendly car that does not compromise on affordability. The recent facelift now gives the Triber a renewed design, upgraded features and stronger safety credentials.

The updated model arrives with a sharper exterior design that signals Renault's current global design language. At the front, it carries a gloss black grille with the company's new diamond logo at the centre. Slim LED projector headlamps with integrated daytime running lamps frame the grille and immediately give the car a more confident presence on the road. The bumper has been reworked with a more defined shape, and the rear too has been refreshed with LED tail lamps that stretch into the boot lid, adding to the sense of width. Buyers will notice new dual tone paint schemes, three of which pair nicely with a black roof, along with a set of redesigned 15 inch alloy wheels. Together, these changes give the Triber a more polished look without losing the compact charm that made it popular in the first place.





Inside, Renault has worked to make the cabin feel more modern and user friendly. The dashboard now carries a dual tone finish with a free standing eight-inch touchscreen at the centre. The system supports wireless Android Auto and Apple CarPlay, which has become a necessity for many buyers today. A fully digital instrument cluster sits behind the steering wheel, displaying information with clarity. The new upholstery, ambient cabin lighting and improved seat cushioning add to the sense of comfort. Renault has also added features that are usually expected in higher segments such as automatic headlamps, rain sensing wipers, cruise control, a 360-degree camera and wireless charging. These additions make the Triber feel like more than just a budget MPV and place it closer to the expectations of today's young families.

Safety has been a major area of focus in this

facelift. The new Triber offers six airbags as standard across all variants, along with electronic stability program, a tyre pressure monitoring system and ISOFIX child seat mounts. Front parking sensors, a segment first, add convenience in crowded city conditions. Anti lock braking, electronic brake force distribution and brake assist continue to be part of the package. Renault lists twenty-one standard safety features, which is a substantial step forward for a car positioned in this segment. This makes the Triber one of the safest options in its category, a factor that is increasingly important to Indian buyers.

Mechanically, the Triber remains familiar. Power comes from the same one litre three-cylinder petrol engine producing around seventy-one horsepower and ninety-six Newton metres of torque. Buyers can choose between a five-speed manual transmission and an automated





manual transmission. Renault also continues to offer a company approved CNG kit for those seeking greater fuel efficiency and lower running costs. While performance figures are modest, the engine has been tuned for city usability and the light steering and compact dimensions make it easy to handle in traffic.

The true strength of the Triber continues to be its flexible interior. Renault has retained the modular seating arrangement that allows owners to configure the car as a five, six or seven-seater. There are more than one hundred possible seat combinations and the third row can be removed entirely if additional boot space is required. In five seat mode, the Triber offers a generous six hundred twenty-five litres of luggage space, while in full seven seat mode, the boot provides eighty four litres. Small storage areas across the cabin add another twenty-three litres of practical capacity. These numbers make the Triber particularly appealing to families who often alternate between passenger carrying and luggage carrying duties.

Pricing has also been kept accessible, with the facelift available in four variants: Authentic, Evolution, Techno and Emotion. The starting ex showroom price is around ₹ 6.29 lakhs, extending to a little over ₹ 9.00 lakhs for the top variant. By offering modern features, strong safety and flexible seating within this price band, Renault is positioning the Triber as one of the best value propositions in the compact MPV segment.

The Renault Triber facelift does not attempt to reinvent itself but instead builds carefully on what already worked. The exterior design has become sharper, the cabin feels more premium and the safety equipment now meets a higher standard. At the same time, the strengths that made the car popular, such as modular seating and affordability, remain intact. For buyers looking for a vehicle that can carry seven passengers without stretching the budget, the Triber continues to deliver. With this facelift, Renault has given the model a fresh chapter and ensured it remains a relevant and attractive choice in the years ahead.

തിരുവോണം ബമ്പർ

ഭാഗ്യക്കുറി 2025
THIRUVONAM BUMPER LOTTERY 2025

ടിക്കറ്റ് വില
₹500

എടുത്താലേ അടിക്കൂ

ഒന്നാം സമ്മാനം

₹ **25**
കോടി

COMMON TO ALL SERIES

രണ്ടാം സമ്മാനം
₹ **1**കോടി
വീതം 20 പേർക്ക്
COMMON TO ALL SERIES

മൂന്നാം സമ്മാനം
₹ **50** ലക്ഷം
വീതം 20 പേർക്ക്
ഓരോ പരമ്പരയിലും
2 സമ്മാനം

നാലാം സമ്മാനം
₹ **5** ലക്ഷം
വീതം 10 പരമ്പരകൾക്ക്

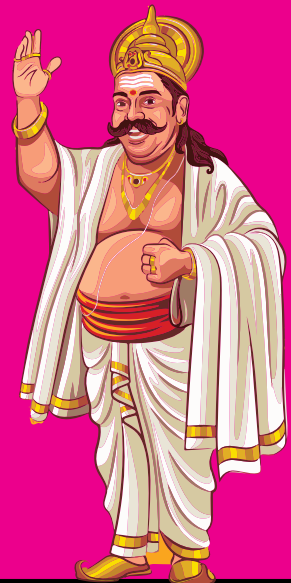
അഞ്ചാം സമ്മാനം
₹ **2** ലക്ഷം
വീതം 10 പരമ്പരകൾക്ക്

കൂടാതെ 5000, 2000, 1000, 500
രൂപയുടെ നിരവധി സമ്മാനങ്ങൾ

BR105 TA, TB, TC, TD, TE, TG, TH
TJ, TK, TL series

DATE OF DRAW: 27-09-2025, 2pm

For draw results: www.statelottery.kerala.gov.in





THRIKKAKARA

WHERE ONAM LIVES AND BREATHES

In Kerala, Onam is not simply a date on the calendar. It is a season of colour, flavour, music, and memory. It is a homecoming, both for the people who return to their roots and for the spirit of a king whose legend has been carried in song and ritual for centuries. While every corner of God's Own Country celebrates Onam, Thrikkakara is a place where the festival is not just observed, but experienced in its purest, most authentic form.

Situated on the outskirts of Kochi, Thrikkakara holds a place in the heart of Kerala's folklore. According to tradition, it is here that the reign of the generous and just King Mahabali came to an end. The story goes that Lord Vishnu, in his fifth incarnation as Vamana, a humble Brahmin boy, approached the mighty king and asked for three paces of land. With two steps, Vamana spanned the heavens and the earth, and with the third, he sent Mahabali to the netherworld. Touched by the king's selflessness, Vishnu granted him the boon to visit his people once every year. That annual visit is celebrated as Onam, a festival that unites the state across faiths, communities, and regions.



At the centre of this living legend stands the Thrikkakara Temple, one of the few in India dedicated to Lord Vamana. It is more than a religious site; it is the very cradle of Onam. Every year, the temple becomes the focal point of the Thiruvonamahotsavam, a ten-day celebration that begins on Atham day and ends with the grand Thiruvonam. The opening ceremony, Kodiyettu, sees the festival flag rise high against the sky, marking the official start of festivities.

Each day brings its own charm. The temple grounds buzz with devotees, pilgrims, and travellers. Priests perform rituals that have been passed down through generations. Cultural programmes like Kathakali narrate epics in vivid colour, percussion ensembles build rhythms that echo deep in the chest and folk dances bring to life the joy of the season by unfolding under the open sky.

A distinctive tradition here is the Thrikkakara-appan, a clay or wooden pyramidal figure representing Mahabali and Vamana, often adorned with flowers and rice. During the festival, the idol is placed in homes and community spaces as a reminder of humility, generosity, and the enduring bond between king and people.

History deepens Thrikkakara's connection to Onam. Temple inscriptions dating back to the 10th to 13th centuries describe elaborate celebrations during the Chera kingdom's reign. These records speak of grand feasts, public gatherings, and rituals that closely resemble the ones still practised today, offering a remarkable link between the past and the present.

For the traveller seeking an immersive experience, Thrikkakara during Onam offers something rare – the chance to witness living history. The air is scented with temple incense and jasmine flowers. The temple steps are lined with vendors selling fresh banana chips, steaming unniyappam and kasavu fabrics in cream and gold. On Thiruvonam day, the Onam Sadya, the feast served on banana leaves becomes the highlight. Here, the Sadya is not just a meal but a ceremonial experience, with dishes like parippu, sambar, olan, avial, thoran, pachadi and several varieties of payasam served in careful sequence.



While the temple is the heart, the festival spills into every lane and courtyard. Families compete to create intricate pookkalams that bloom brighter with each passing day of the festival. Music drifts from open verandas, and children run about in traditional attire, their laughter mingling with the deep beats of the chenda drums.

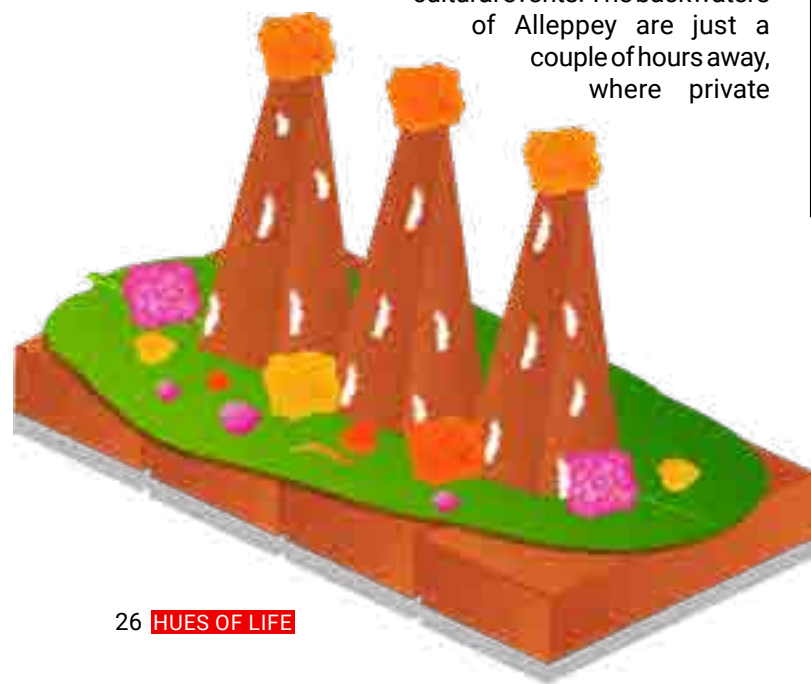
Beyond the temple precincts, Thrikkakara is well connected to some of Kerala's finest experiences. A short drive takes you to Fort Kochi, where heritage hotels and boutique homestays offer curated Onam packages, complete with Sadya feasts and guided visits to cultural events. The backwaters of Alleppey are just a couple of hours away, where private

houseboats can be chartered to coincide with local boat races. For those seeking a nature escape, the hill stations of Munnar and Vagamon offer a cool retreat after the festival's bustle.

Travelling to Thrikkakara for Onam requires a little planning. The festival follows the Malayalam calendar, so dates shift each year, but it usually falls in August or September. Arriving a few days before Thiruvonam allows you to watch the pookkalams grow day by day and to witness the festival's gradual build-up. Accommodation near Kochi gets booked early, so reserving well in advance is essential.

In Thrikkakara, Onam is not a performance for visitors. It is a tradition lived and loved by the people who call this place home. For the discerning traveller, that is its greatest luxury — the authenticity of a celebration that has endured for over a thousand years, untouched by trends and unshaken by time.

When you stand in the temple courtyard on Thiruvonam morning, watching the crowd part to welcome the symbolic return of Mahabali, you feel it — the sense of a community bound by memory, devotion, and joy. And as you share a Sadya with strangers who feel like friends, you understand that in Thrikkakara, Onam is more than a festival. It is an embrace, warm and timeless, offered to anyone who chooses to step into its circle.



കെ.എം.എം.എൽ
എന്നും നാടിനൊപ്പം



സാമൂഹിക ക്ഷേമ - വികസനത്തിൽ പൊതുമേഖലയിലെ വേറിട്ട മാതൃക

ആരോഗ്യം

12.5

കോടി



കഴിഞ്ഞ 6 സാമ്പത്തിക വർഷം
2019-2025

₹23.8
കോടി

സാമൂഹ്യ ക്ഷേമം
Corporate Social Responsibility



3.7

കോടി

സാംസ്കാരികം

വിദ്യാഭ്യാസം

1.5

കോടി



6.1

കോടി

ഗ്രാമവികസനവും
പരിസര വാർദ്ധ്യകളിലെ
ക്ഷേമവും



www.kmmml.co.in
kmmmlofficial

The Kerala Minerals and Metals Limited
[A Govt. of Kerala Undertaking]

Sankaramangalam, Chavara, Kollam, Kerala, India-691 583

HYDEL TOURISM IN KERALA

EXPLORING NATURE THROUGH THE POWER OF WATER

When Kerala's power department stepped into the tourism sector at the beginning of the new millennium, the move was more an experiment than a grand plan. In 2000, the state electricity board opened a few dam sites for public visits, hoping that the unique charm of reservoirs, lush landscapes and power stations would draw people in. At first, the effort struggled to capture attention. Tourists were not immediately convinced that power projects could also be places of leisure and learning. But with time, the department carefully curated experiences, blending engineering marvels with natural beauty and thus the concept of Hydel Tourism began to take shape. Kerala Hydel Tourism Centre, a venture of KSEB Ltd., now leads this initiative. It is managed by a governing body with the Hon'ble Minister for Electricity as Chairman, the CMD of the Kerala State Electricity Board as Vice Chairman, the Hydel Tourism Director as Convener and the Directors of the Electricity Board as members. Under this structured leadership, more than a dozen hydel tourism centres are functioning across the state, offering dam visits, power house tours, boating opportunities, nature

Milestones and Progress of Kerala Hydel Tourism



The remarkable growth of Kerala Hydel Tourism in recent years reflects the steadfast commitment of Hon'ble Minister for Electricity Shri. K. Krishnankutty, whose vision has steered the institution into a model of sustainable tourism.

With his leadership, the Kerala Hydel Tourism Centre has been able to blend energy infrastructure with tourism potential, opening new avenues for development across the state.

At the heart of this progress is the promising leadership of Director Sri. Narendra Nath Veluri IFS, Director of KHTC and CEO of ANERT. His capacity to plan with foresight and his capability to execute innovative strategies have elevated



trails and much more, showcasing how infrastructure meant for energy production can be repurposed into vibrant tourism destinations.

The Concept of Hydel Tourism

Hydel tourism is built around Kerala's extensive network of dams, reservoirs, and power stations. The idea is simple: combine the engineering and technological importance of hydropower with the natural beauty surrounding these projects, and create attractions for both locals and travellers. Visitors not only enjoy the serene atmosphere of backwaters and forests but also learn about the generation of electricity, the structure of dams and the critical role water plays in the state's development. Over time, the power department has added facilities and services to these centres to ensure that guests are comfortable and engaged. From boating facilities and accommodation to photography spots, food courts, guide services and



Hydel Tourism to new heights. By focusing on eco-conscious development, modern visitor facilities, and international standards, he has positioned KHTC as a progressive tourism brand with a global outlook.

In just the last five years, milestones have been significant: clearance of legal liabilities worth ₹13 crore, annual revenues rising to ₹22–25 crore, and the introduction of online ticketing for visitor convenience. Infrastructure has been expanded with new boats and water sports, while projects worth ₹5 crore are modernising amenities. Major achievements include the transformation of Munnar Hydel Park, a ₹45 crore master plan for Banasura Sagar and the upcoming laser light show at Idukki Arch Dam. With every centre recognised as a Green Entertainment Centre and certified by the Union Finance Ministry for transparent financial practices, Kerala Hydel Tourism stands as a shining example of growth, sustainability, and responsible governance.

ample car parking, the centres are now well prepared to welcome families, students, researchers, and nature enthusiasts alike.

Major Hydel Tourism Centres in Kerala

Munnar – The High Range Experience

Munnar, already known worldwide for its tea plantations and cool climate, is also home to hydel tourism attractions. The Mattupetty Dam is one of the highlights here, where tourists enjoy boating against the backdrop of mist-clad hills. The reservoir is surrounded by lush greenery, making it a favourite spot for photographers. The nearby Kundala Dam adds another dimension, with pedal boats and rowboats available for those who prefer a relaxed ride.

Facilities such as food outlets, parking spaces, and accommodation blending traditional architecture with modern comfort make Munnar's hydel spots ideal for families. Guides are also available for those who want to understand the engineering and history of these projects.

Pallivasal – Where It All Began

Pallivasal holds a special place as it was the site of Kerala's first hydroelectric project. Visiting the Pallivasal

power station is like stepping into history, where one can see how hydropower began its journey in the state. The area is calm and scenic, with opportunities for guided tours, photography and relaxation along the riverbanks. Boating services are also arranged seasonally, giving visitors another way to enjoy the reservoir's calm waters.

Idukki – A Landmark of Engineering

The Idukki Dam, one of Asia's highest arch dams, is a centrepiece of Kerala's hydel tourism. Tourists flock here to marvel at the massive dam walls and the vast reservoir spread between towering hills. Guided tours of the dam and the adjoining power house are highlights, offering an educational yet fascinating experience.

Boating facilities, food and beverage services and a well-managed car parking area make visits smooth and enjoyable. The panoramic views around the dam attract photography enthusiasts throughout the year and the natural setting makes Idukki a must-visit for anyone interested in hydel tourism.

Moolamattom – The Underground Wonder

Moolamattom, near Thodupuzha, is home to Kerala's underground power station. This site has grown in popularity because of its unique engineering. Visitors can see how water from the Idukki reservoir is channelled through underground tunnels to generate electricity. Guided tours give valuable insights into this marvel and the surrounding landscape offers opportunities for leisure and photography.

Malampuzha – Where Leisure Meets Power

Malampuzha, in Palakkad, is one of Kerala's most visited hydel tourism centres. The Malampuzha Dam, gardens, ropeway, and aquarium combine to make this a complete family destination. Boating on the reservoir is a favourite activity and the beautifully maintained gardens enhance the experience. Food stalls, comfortable accommodation and extensive car parking ensure a pleasant visit.

Sholayar – Surrounded by Rainforest

Sholayar Dam, located in Thrissur district near the Athirapilly waterfalls, is another gem of hydel tourism. The drive itself is scenic, taking visitors through thick rainforest. Once there, boating facilities, photography opportunities and guided tours create a blend of adventure and relaxation. Sholayar is particularly loved by nature enthusiasts who want to combine hydel tourism with a forest experience.

Kuttiyadi – A Quiet Escape

In Kozhikode district, Kuttiyadi Dam offers a quieter, less crowded option for hydel tourism. The serene backwaters are perfect for boating, while the surrounding hills make it a haven for photographers.



Guide services are available and basic facilities such as food and parking make the visit convenient.

Kakkayam – For the Adventurous Spirit

Kakkayam Dam in Kozhikode is known for its proximity to wildlife. The dam area opens up to lush forests, where elephants and other animals are occasionally sighted. Boating on the reservoir is a rewarding experience and the cool, calm environment attracts trekkers and bird watchers. The department has developed facilities such as parking, food outlets and guide services, ensuring safety and comfort for visitors.

Poringalkuthu – Tucked Away in Thrissur

The Poringalkuthu Dam in Thrissur district is another notable hydel tourism spot. Nestled in a hilly region, it offers boating, dam visits and guided tours. The surroundings are ideal for photography, and basic visitor facilities are available, making it a pleasant stop for those exploring the interior regions of the district.

Peppara – A Blend of Dam and Wildlife

Located in Thiruvananthapuram, Peppara combines hydel tourism with eco-tourism. The dam is within the Peppara Wildlife Sanctuary, so visitors often combine a visit to the reservoir with treks, bird watching and exploring forest trails. Food and beverage services, guide facilities and safe parking make the experience complete.

Moozhiyar – At the Foothills of Sabarimala

Near Pathanamthitta, Moozhiyar Dam is another attraction, often visited by pilgrims on their way to Sabarimala. The reservoir is surrounded by greenery and boating services give visitors a chance to experience the calm waters. Guides explain the importance of the dam, and food and accommodation facilities are available in the vicinity.

Facilities Across Hydel Tourism Centres

Kerala's Hydel Tourism Centres have been developed to ensure visitors enjoy both comfort and discovery amid scenic surroundings. Boating remains a favourite, with choices from pedal boats to slow-speed rides across tranquil waters. Select centres also provide accommodation that blends traditional charm with modern comforts, making them ideal for families and groups. Car parking is available at almost every location and photography is permitted in most areas, allowing travellers to capture landscapes and engineering marvels alike.

Food and beverage outlets serve refreshments that encourage longer stays, while trained guides enhance the experience with insights into the history of the dams, the working of power houses and the ecological value of their settings. Together, these features make Hydel Tourism Centres complete destinations where leisure, learning and culture come together.

Visitors can now book tickets online through the official Kerala Hydel Tourism website, www.keralahydel tourism.com. The system makes it simple to reserve entry for dam visits, boating and other activities, with tickets sent directly to your mobile.





Step into a world where majestic dams, misty hills, and sparkling waters create unforgettable experiences.

Feel the Rush, Live the Calm

- Speed Boats • Family Boats • Pedal Boats • Shikaras • Kayaks
- Water Sports • Thrilling buggy rides across Idukki Dam
- Nature walks • Adventure parks & Picnic Vibes

13 Breathtaking Destinations

- Banasura Sagar – Wayanad
- Hydel Blossom Park – Munnar
- Sunmoon Valley – Mattupetty, Munnar
- Dam Pedal Boating – Mattupetty
- Shengulam Dam – Munnar
- Kundala Dam – Munnar
- Echo Point – Munnar
- Idukki Arch Dam
- Nadukani View Point – Idukki
- Kakkayam Dam – Kozhikode
- Adyanpara – Malappuram
- Ponmudi Dam – Munnar
- Anayirangal Dam – Munnar



FOR BOOKING



Adventure. Nature. Memories

Discover Kerala like never before with Hydel Tourism



കേരള ലക്ഷ്യമിഷൻ ഡെവലപ്മെന്റ് ബോർഡ്

തൊടുപുഴ, പട്ടം, തിരുവനന്തപുരം

☎ 0471 2440920, 2449138 ✉ kldboards@gmail.com

ക്ഷീരകർഷകർക്ക് കൈത്താങ്ങായി വിവിധ പദ്ധതികൾ



- മാട്ടുപുട്ടി, ധോണി, കുളത്തുപ്പുഴ സെമൻ ബാങ്കുകൾക്ക് തുടർച്ചയായി ഗവൺമെന്റ് ഓഫ് ഇന്ത്യയുടെ 'എ' ഗ്രേഡ് സർട്ടിഫിക്കറ്റ്
- നാടൻ പശു സംരക്ഷണത്തിന് വിപുലമായ പദ്ധതികൾ
- കുളത്തുപ്പുഴ, മാട്ടുപുട്ടി, മഹാലാഹരിയ്ക്ക് എന്നിവിടങ്ങളിൽ ഹൈടെക് ബുൾ മൾ പദ്ധതികൾ
- സമ്പൂർണ്ണ സൗകര്യങ്ങളോടു കൂടിയ അത്യാധുനിക ജീരനാരിക് ഗവേഷണ കേന്ദ്രം (ജീരനാരിക് ലാബ്)
- വെച്ചൂർ, സഹിവാൽ ഇനങ്ങളിൽ ജൂണിയർ പദ്ധതി
- ധോണിയിൽ ഫോഡർ പെല്ലറ്റിംഗ് യൂണിറ്റ്

- ബീജാശുക്ലാന്റെ ഗുണമേന്മ നിഖനീർത്തികാണ് ഡിപ്ലിമിസിംഗ് സാങ്കേതിക വിദ്യ ഉപയോഗപ്പെടുത്തി വിജയനഗരങ്ങളിലേക്ക് ബീജാശുക്ലാൻ എത്തിക്കുന്ന രീതി
- പുത്തൂരിൽ പുതിയ ആക് പ്രജനന കേന്ദ്രം
- വാഗമണ്ണിൽ പുതിയ പനി പ്രജനന കേന്ദ്രം
- ലിംഗനിർണയം നടത്തിയ ബീജാശുക്ലാൻ സംസ്ഥാനത്തു ലഭ്യമാക്കി
- ആടുകളിൽ കൃത്രിമ ബീജാധാനത്തിന് വിപുലമായ പദ്ധതി
- വെച്ചൂർ, കാസർഗോഡ് കൂണ്ണൻ, സഹിവാൽ, ഗിർ, റാത്തി റെഡ് സിന്ധി ഇനപ്പശുക്കളുടെ ബീജം ലഭ്യമാക്കി
- മലബാറി, ബോയർ, ബീറൽ, സിറോഹി, ആക് ഇനപ്പശുക്കളുടെ ബീജം ലഭ്യമാക്കി
- തീറ്റപ്പുൽ കൃഷി വ്യാപന പദ്ധതികൾ

കർഷകർക്ക് ധനസഹായം

കുടുംബശ്രീ മുഖേന തീറ്റപ്പുൽ കൃഷി ഏകദൈനാനിനു 16,000/. രൂപ





FUNDING YOUR DREAMS

Kerala Financial Corporation Offers a diverse range of loan schemes, including **CMEDP (Chief Minister's Entrepreneurship Development Programme)**, **KFC Startup Kerala**, **Term loans**, **Working capital loans**, and specialized schemes for sectors like **Tourism**, **Agriculture**, and **Manufacturing**.

- ◆ Attractive interest rates starting from 5% facilitated by government subsidies and KFC rebates.
- ◆ Offers collateral-free loans of up to 2 crores for eligible startups

Kerala Financial Corporation
Partnering with Kerala for
Progress

APPLY NOW



**Your business
journey starts
here**



☎ 0471 2737500
www.kfc.org



[keralafinancialcorporation](https://www.facebook.com/keralafinancialcorporation)



[kfcfinancing](https://www.instagram.com/kfcfinancing)



[keralafinancorp](https://twitter.com/keralafinancorp)



[KeralaFinancialCorporation](https://www.youtube.com/KeralaFinancialCorporation)



www.kfc.org

ORGANOGRAM

A PREMIUM BRAND OF PURE LIVING

In an era where conscious choices define the future of health and wellness, OrganoGram stands as a brand that has redefined purity in everyday living. Established in 2017 as an online initiative and later expanding with its offline store at Kowdiar in 2018, OrganoGram has steadily grown into a trusted name that resonates with the values of authenticity, sustainability and wellness. The brand was founded by Sreedevi Padmajam with a vision to provide people with access to truly pure, chemical free and pesticide free products that can enrich their lives and strengthen their connection with nature.

At its core, OrganoGram is more than a store. It is a movement towards a healthier lifestyle. The brand has built its identity on offering only the best natural alternatives for food and wellness, ensuring that what reaches the customer's hands is untainted, wholesome and safe for long term use. Over the years, it has become a preferred choice for families who seek not just products but also a way of living that is in harmony with health and tradition.

The essence of OrganoGram lies in its carefully curated product range. Its shelves carry a wide variety of food products that reflect its uncompromising stance against harmful chemicals. Pesticide free spices are one of the cornerstones of the brand. From turmeric and black pepper to cardamom, cinnamon and other kitchen essentials, every spice at OrganoGram is sourced and processed in ways that preserve its natural purity and nutritional integrity. Branded under the name Western Ghat Flavours, these spices carry the richness of tradition with the assurance of authenticity. Sourced directly from





ORGANO GRAM

FOR THE PEOPLE AND THE PLANET

small and backyard farmers in Idukki, they also represent OrganoGram's commitment to empowering communities while delivering purity. For households that understand the importance of clean and authentic ingredients, they serve as a vital bridge between tradition and modern healthy living.

Equally important is the brand's range of food products that go beyond spices. OrganoGram brings to its customers rice, pulses, cereals, flours, oils and sweeteners that are completely free from chemical additives and synthetic preservatives. Each product is selected to ensure that families can enjoy meals that are safe, nourishing and deeply rooted in nature's goodness. This focus on chemical free food has given OrganoGram a reputation for reliability and excellence in the wellness segment.

But the brand does not stop with food alone. OrganoGram has extended its reach into holistic lifestyle needs. Its collection includes handcrafted clay pots, cast iron cookware, wooden kitchen essentials, copper vessels, all varieties of pottery from across Kerala and other natural lifestyle products. These items are not just everyday tools but symbols of a way of life that values tradition, sustainability and health. For instance, clay pots and cast iron cookware help preserve natural taste and nutrition in cooking, while copper and wooden products reflect age old wisdom that aligns with modern wellness practices. By offering such products, OrganoGram reminds people that healthy living is not just about what we eat but also about how we prepare and serve it.

This wide product range gives the brand its unique position in the market. Whether a customer visits OrganoGram seeking pure food products, wellness essentials or lifestyle items, they are assured of products that reflect authenticity, care and a commitment to better living. The seamless blending of food and lifestyle products under one roof makes the brand a one stop destination for anyone seeking purity in every aspect of daily life.

OrganoGram's growth story is also marked by its steady expansion from being an online venture in 2017 to establishing a strong offline presence in 2018 through its store at Kowdiar. This transition reflects the brand's ability to adapt and connect with customers across different platforms. Today, while the offline store continues to serve a loyal customer base with its warm and personalized service, the brand is also strengthening its online presence, making it easier for customers everywhere to access its trusted range of products. This steady growth speaks of a vision that is deeply rooted yet progressive in its outlook.

Sreedevi's vision has been central to OrganoGram's growth and its reputation as a premium brand. She envisioned OrganoGram as more than just a business. For her, it was about creating an ecosystem where families could rediscover the value of clean and natural living. Her leadership has ensured that OrganoGram is not simply about selling products but about cultivating trust and spreading awareness on the importance of choosing natural alternatives in everyday life.

OrganoGram today stands as a beacon of purity and wellness. It is a brand that has won trust not only through its products but also through the philosophy it embodies. In a market often flooded with artificial and mass produced alternatives, OrganoGram is a reminder that premium living is not about luxury but about purity, authenticity and conscious choices. With its ever growing product range that covers food essentials, wellness items and lifestyle products, the brand continues to inspire healthier lives and a more sustainable tomorrow. Now there are two outlets, one at Ambalamukku and one at Narmada Complex, Kowdiar. A third outlet is soon opening at Peyad, Trivandrum. OrganoGram is also looking ahead to new locations in cities such as Kochi and Kozhikode. This journey of steady growth reflects the same values with which it began, to make pure living accessible to more families while never compromising on quality.

AJAY'S BRIDAL STUDIO

A VISION OF BEAUTY, PASSION AND TRUST



The year 2016 marked a turning point for Ajay Menon, a makeup professional who had already built his reputation through years of dedicated work. Instead of continuing within the usual path of the industry, he chose to create a space of his own in Kowdiar, Trivandrum. The intention was not simply to open another salon but to introduce a standard of bridal care that combined artistry, precision and genuine warmth. Over time, that decision shaped what is now recognised as one of Kerala's most trusted names in bridal preparation.

From the very beginning, Ajay's approach was clear. Clients who approach his studio often do so after many enquiries and with high expectations. That trust, in his view, deserves the finest effort and the best resources available. Every service is carried out with patience and attention, supported by carefully selected products that are particularly suited to Indian skin. His philosophy has always been that beauty cannot be rushed. A bride or groom who comes to the studio must not only look refined but also feel at ease and confident when they leave.

This dedication to quality is visible in the details. The team ensures that time is never wasted but also never cut short. If a client requires additional attention, more staff are brought in so that care is not compromised. The goal is not to move quickly from one appointment to the next but to give each individual the time and focus that their occasion deserves.

Ajay has always observed how the younger generation views weddings differently from the past. Today's brides and grooms arrive with clear preferences about makeup, hair and attire. Rather than simply following a set formula, they look for a style that reflects their own personality. Ajay welcomes this shift and has designed his services around it. One of the most effective practices at the studio is the comparative demonstration. When a client brings a reference image that may not suit their features, the team applies that exact style on one side of the face while creating a more customised version on the other. The contrast allows clients to see for themselves what truly enhances their appearance. This transparent method builds trust while ensuring the final result aligns with both expectation and suitability.

A further trend Ajay has embraced is the increasing number of couples who attend consultations together. Modern weddings are often viewed as a shared journey and many brides and grooms prefer to plan their transformations side by side. The studio accommodates this seamlessly, offering grooming and styling services for both with equal care.

While Ajay provides the vision, the boutique functions through the strength of its team. Each member is trained not only in technical skills but also in the value of service. Several have worked abroad, bringing exposure to international techniques, yet their work remains firmly grounded in

the requirements of Indian clients. Continuous training is a cornerstone of the studio's culture. Every month, sessions are conducted to review new products and application methods. Nothing is introduced to clients without being thoroughly tested by the team. This discipline ensures that innovation is welcomed but only when it is proven reliable. The atmosphere within the studio reflects a balance between professionalism and warmth. Clients are treated as individuals rather than appointments and the staff maintain a friendly, approachable manner. This attitude, Ajay believes, is as important

as technical skill in creating a positive and memorable experience.

Beyond technique and products, what defines the studio is Ajay's personal commitment to integrity. In an industry where promises are often exaggerated, he has maintained a reputation for genuineness. Clients know that recommendations are given honestly, and results are delivered with sincerity. This insistence on ethics has built long-term trust, which for Ajay is the most valuable recognition of all.

The vision for Ajay's Bridal studio continues to expand. His long-term plan is to establish a presence in every district of Kerala, opening one new salon each year. The goal is not simply to scale the business but to replicate the standard of service and environment that has been cultivated in Kowdiar. Each new branch will carry the same principles: attention to detail, respect for the client's individuality and a team chosen as much for their character as for their skill.

For many, Ajay's Bridal studio has become the final stop in wedding preparation. It is the place where doubts are resolved, expectations are refined and appearances are brought to their best expression. Brides and grooms leave not only with carefully applied makeup but also with the assurance that they are ready to step into one of life's most important moments with confidence. Ajay often remarks that true satisfaction comes when clients see themselves in the mirror and feel happiness rather than hesitation. In those moments, his work finds its purpose. That philosophy continues to shape the studio and ensures that every person who walks through its doors receives not just a service but an experience rooted in care, quality and trust.





GOOD GOVERNANCE AND THE VALUE OF CONTINUITY

A REFLECTION AHEAD OF KERALA'S UPCOMING ELECTIONS

As Kerala approaches its upcoming local body elections, conversations about governance inevitably grow louder. In every tea shop, family gathering and community meeting, one question finds its way into the discussion: Do we benefit from a continuing government or does change bring fresher energy? While the answer can vary depending on perspective, there is value in exploring the idea of continuity and its place in Kerala's journey toward progress.

Good governance, at its core, is not about political slogans or election-day promises. It is about the steady and consistent delivery of services, the safeguarding of people's rights and the building of trust between the government and its citizens. Kerala's history over the past decades shows that progress rarely comes from sudden or scattered bursts of action. It grows steadily, often quietly, under policies and projects that have had the time to mature and yield results.

A continuing government has the advantage of familiarity with ongoing programs. Large infrastructure projects, health reforms, environmental initiatives, and social welfare schemes are often planned on a scale that stretches beyond a single term. When the same leadership sees them through from conception to completion, the benefits can be more seamless. For example, projects in public health or education require years of consistent policy and funding. A change in leadership can sometimes disrupt their flow, slow their momentum or shift focus to entirely new initiatives before the older ones have been fully realised.

Kerala's achievements in literacy, healthcare and social development are often held up as examples not only within India but globally. These successes did not arrive overnight. They were built over decades of governance that valued continuity in core areas such as public health, school education and community participation. This is where the argument for a continuing government gains strength. It can sustain vision and direction without losing years to policy reversals or repeated adjustments.

However, continuity does not mean a government can rest on its past achievements. The responsibility grows heavier with each term. People expect not just the maintenance of services, but innovation, adaptation, and the courage to face emerging challenges. A government that continues in power must show that it can learn from its own shortcomings and respond to the evolving needs of society. This is particularly important in an era where technology, environmental concerns, and global economic trends are reshaping daily life.

Kerala's challenges today are more complex than they were decades ago. Urbanisation, climate change, waste management and youth employment are pressing issues that require not only vision but execution. A continuing government is in a position to tackle these problems with an understanding of the state's existing systems and resources. It can also engage more effectively with local bodies, ensuring that policies made at the state level are implemented with the local context in mind.



The upcoming local body elections will play an important role in shaping this larger picture of governance. Local bodies are the closest point of contact between citizens and the state's administrative machinery. They are responsible for maintaining essential services such as sanitation, water supply, community healthcare and primary education. When local bodies work in harmony with the state government, the result can be smoother implementation of development programs and more efficient use of public funds.

Another strength of a continuing government is its ability to foster long-term partnerships. Whether with private investors, non-governmental organisations or international agencies, such collaborations often rely on the stability of leadership. Frequent political changes can disrupt these relationships and delay progress on projects that depend on multiple years of cooperation.

Still, it is important to acknowledge that continuity carries certain risks if left unchecked. A government in power for many years must guard against complacency, arrogance and the tendency to become insulated from public opinion. The healthiest form of continuity is one that is balanced with accountability, transparency, and a willingness to invite criticism and new ideas. Without this, even the best-intentioned leadership can lose touch with the realities of the people it serves.

Good governance thrives when the government and its citizens work hand in hand. A continuing administration can be a dependable ally if it stays committed to listening to the people, adapting to changing needs, and delivering meaningful results. In return, citizens carry the responsibility to engage sincerely with the democratic process, to vote with discernment, to hold leaders accountable and to contribute to community efforts that strengthen the bonds of society.

As Kerala moves toward the upcoming elections, the choice before the voters is not simply between change and continuity. It is about what kind of governance they believe will best serve the state in the years ahead. The value of a continuing government lies in its ability to keep promises alive over time, to ensure that policies mature into visible benefits and to nurture trust through steady, consistent service.

Kerala's story has always been one of resilience, cooperation, and a shared vision for progress. Whether through the steady hands of a continuing government or the fresh perspective of new leadership, the goal remains the same: to build a state where every citizen can thrive. As ballots are cast and debates unfold, the people of Kerala will once again shape the direction of this journey, reaffirming the timeless truth that in a democracy, governance is as much about the people as it is about those they elect.

WOMEN'S HEALTH ISSUES AND NEWER SOLUTIONS

Dr. Preethy Korah Perumalil, with specialised training and international experience, shares her insights on women's health issues and the role of cosmetic gynaecology in addressing them.

With her leadership and expertise, Vimala Hospital, Ettumanoor has become one among the first advanced institutes for cosmetic gynaecology in Kerala, ensuring women with world-class care in a safe and compassionate environment.



Staying youthful beyond one's years is a cherished dream for many women. However, as women enter their forties, hormonal imbalances often begin to cause a range of health concerns that significantly affect quality of life. Estrogen and progesterone usually work together in harmony to regulate the body's functions in a cyclical manner. When a woman reaches menopause, or after surgical removal of the uterus, these hormone levels decline. In particular, the fall in estrogen after menopause leads to thinning and atrophy of vaginal tissues, resulting in a number of health issues. Women who undergo hysterectomy may also experience such problems at an earlier age.

Common issues faced during menopause include urinary incontinence, vaginal dryness, recurrent urinary infections, pain and discomfort in the private area, reduced sexual drive, painful intercourse, itching, pelvic infections, vaginal prolapse and vaginal laxity. Among these, urinary incontinence and vaginal dryness are the most common and they tend to impact quality of life the most.

Urinary leakage is a common concern, affecting nearly 25–45% of women. Leakage during activities such as coughing, sneezing, or physical exertion is known as stress incontinence. When there is a sudden, strong urge to urinate and leakage occurs before reaching the toilet, it is called urge incontinence. If both types occur together, the condition is referred to as mixed incontinence. Among elderly women, the prevalence of these conditions is estimated to be as high as 30–50%.

Traditionally, management included pelvic floor strengthening through Kegel's exercises or surgical correction. Today, newer treatment modalities are available, including advanced energy-based devices such as Jett plasma therapy and laser therapy. These state-of-the-art technologies work by tightening and remodelling the vaginal cellular structure. Jett plasma therapy, in particular, stimulates new collagen formation, rejuvenating vaginal

tissue and restoring function. Randomized controlled trials provide strong evidence supporting its effectiveness. For mild to moderate cases of urinary leakage, 5–6 treatment sessions are generally recommended, leading to significant improvement or complete remission. Importantly, this therapy is painless, requires no anaesthesia or surgery, and does not necessitate hospital admission.

Another innovative option is functional magnetic stimulation, a non-invasive treatment designed to strengthen pelvic floor muscles. It is effective not only for urinary leakage, but also for conditions such as vaginal laxity, uterine prolapse, sexual dysfunction in both men and women, chronic back pain, and abdominal muscle separation (divarication). This treatment is far superior to traditional Kegel's exercises and offers a safe alternative to surgery. It is carried out in a completely non-intrusive manner, with patients sitting comfortably and fully dressed in a specialized chair.

The second most common concern is vaginal dryness, a painful and often distressing symptom many women face during or after menopause. Vaginal dryness can lead to recurrent urinary infections, burning, pain, and discomfort during sex. Under normal circumstances, the vaginal lining is



naturally lubricated with fluid that keeps it thick, elastic, and healthy. When estrogen levels decline, these tissues become thin, dry, and poorly moisturized, resulting in significant discomfort, particularly during sexual activity.

Conventional management of vaginal dryness includes low-dose estrogen creams, vaginal rings, and lubricating gels or creams. While these can provide relief, newer treatment modalities are now available that address the root

causes of the condition.

Jett Plasma Therapy has emerged as a highly effective and safe solution for vaginal dryness. This advanced technology works by tightening and remodelling the vaginal cellular structure, stimulating new collagen formation, and restoring the natural ability of the tissues to produce lubrication. Beyond treating dryness, Jett Plasma Therapy reduces pain and discomfort, alleviates urinary leakage, and improves sexual well-being by enhancing natural function. It has also been shown to lower the risk of recurrent urinary and vaginal infections while improving overall sexual drive and quality of life.

Cosmetic gynaecology is a rapidly evolving branch of medicine that focuses on correcting, restoring, and rejuvenating the female reproductive system through advanced technologies. It not only improves intimate aesthetics but also provides effective, non-invasive solutions to many common health concerns, such as vaginal laxity, urinary incontinence, and sexual dysfunction.

Energy-based technologies like Jett Plasma Therapy, especially when combined with Magnetic Therapy, have transformed treatment outcomes for women of all age groups. These therapies offer safe, day-procedure alternatives to surgery, significantly improving both comfort and quality of life.

It is important to recognize that sexual and intimate health is an integral part of a woman's overall well-being. Cosmetic and functional gynaecology is ultimately about restoring confidence, health and quality of women's life by delivering exactly what they need.

Dr Preethy Korah

*Consultant Gynaecologist (MRCOG UK, DGO, MBBS)
Masters in Cosmetic Gynaecology
Director of London Cosmetic Gynaecology Centre
Vimala Healthcare Ettumanoor*



ബില്ലടയ്ക്കൽ വിൻഡോസിൽ



KSEB എന്ന മൊബൈൽ ആപ്ലിക്കേഷൻ wss.kseb.in എന്ന വെബ്സൈറ്റിലോ പ്രവേശിച്ച് അനായാസം വൈദ്യുതി ബില്ലടയ്ക്കാം. ഡയറക്റ്റ് നെറ്റ്ബാങ്കിംഗ് അല്ലെങ്കിൽ Rupay ഡെബിറ്റ് കാർഡ് ഉപയോഗിച്ച് ബിൽ അടയ്ക്കുമ്പോൾ യാതൊരുവിധ ട്രാൻസാക്ഷൻ ഫീസും ഈടാക്കുന്നില്ല. സ്റ്റേറ്റ് ബാങ്ക് ഓഫ് ഇന്ത്യ സൗത്ത് ഇന്ത്യൻ ബാങ്ക്, ഫെഡറൽ ബാങ്ക് കാത്തലിക് സിറിയൻ ബാങ്ക് യനലക്ഷി ബാങ്ക് എന്നിവിടങ്ങളിൽ അക്കൗണ്ട് ഉള്ളവർക്ക് ഡയറക്റ്റ് നെറ്റ്ബാങ്കിംഗ് സൗകര്യം ലഭ്യമാണ്.

ഡെബിറ്റ് കാർഡ് ഉപയോഗിച്ച് ഫെഡറൽ ബാങ്ക് ഗേറ്റ്വേയിലൂടെ 2000 രൂപ വരെയുള്ള പെയ്മെന്റ് നടത്തുന്നതിന് ട്രാൻസാക്ഷൻ ചാർജ് ഇല്ല. 13 അക്ക കൺസ്റ്റബി നമ്പർ വിർച്വൽ അക്കൗണ്ട് നമ്പറായി ഉപയോഗിച്ച് NEFT/RTGS വഴി ബില്ലടയ്ക്കാനുള്ള സൗകര്യവും ഒരുക്കിയിട്ടുണ്ട്. ഇവ കൂടാതെ, UPI/Online Banking/ Debit Card/ Credit Card എന്നീ മാർഗ്ഗങ്ങളുപയോഗിച്ചും വൈദ്യുതി ബിൽ അടയ്ക്കാം.

കൂടുതലറിയാൻ
ക്യൂ ആർ കോഡ്
സ്കാൻ ചെയ്യൂ



KSEB
കേരളാ സർക്കാർ

പബ്ലിക് റിസപ്ഷൻസ്

📍 ksebi 📱 ksebltd 📞 KSEBLtd 📠 1912

ഇനി മുതൽ ഇരട്ടി

സംസ്ഥാനമൊട്ടാകെ
കെ കെ ഐ

പബ്ലിക് വൈഫൈ സ്പോട്ടുകളിൽ

2 ജിബി ഡൗൺ
സൗജന്യം!



SCAN HERE FOR
NEARBY WIFI
LOCATIONS



DEPARTMENT OF ELECTRONICS
AND INFORMATION TECHNOLOGY



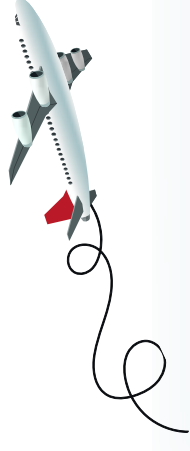
Wi-Fi keralam



25
YEARS OF
EXCELLENCE
IN IT



A Govt. of Kerala Undertaking



ASAP KERALA, Now an Officially Registered International Recruitment Agency

Approved by the Ministry of External Affairs, Government of India

Why ASAP Kerala ?

- Government-Approved & Transparent
- State-of-the-Art Trade Testing Centres (TTCs)
- Strong Global Network
- Expertise in skill development & international mobility
- Customized training for international standards
- Certifications ensuring seamless overseas placements

Why this matters ??

Empowering Global Mobility

Facilitating international placements in various sectors.

Boosting Kerala's Prosperity

Pathways for economic growth and knowledge transfer through overseas employment.

Trusted & Compliant

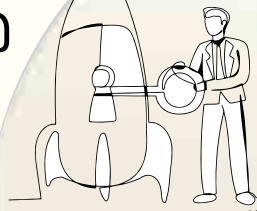
Licensed under the Ministry of External Affairs for ethical recruitment and migrant safety.

വിരിയുടെ സ്വപ്നങ്ങൾ

പിന്നോക്ക/മതസ്തനപക്ഷ വിഭാഗക്കാരുടെ
സമഗ്ര പുരോഗതിക്കായി സംസ്ഥാന സർക്കാർ
സബ്സിഡിയോടെ കുറഞ്ഞ
പലിശ നിരക്കിൽ നൽകുന്ന
വായ്പ പദ്ധതികൾ



പ്രവാസികൾക്ക്
പ്രവാസി സുരക്ഷ
സ്വയം തൊഴിൽ വായ്പ



പ്രൊഫഷണലുകൾക്ക്
സ്റ്റാർട്ട് അപ്
സ്വയം തൊഴിൽ
വായ്പ



ഓട്ടോ, ടാക്സി തൊഴിലാളികൾക്ക്
ഇലക്ട്രിക്/സിഎൻജി ഓട്ടോ, ടാക്സികൾ
വാങ്ങുന്നതിനായി
ഗ്രീൻ വീൽ വായ്പ പദ്ധതി



വിധവകൾക്കായി
പുനർജനി
സ്വയം തൊഴിൽ
വായ്പ



വായ്പ
തുകയുടെ
15% മുതൽ
20% വരെ
സബ്സിഡി

- സ്വയം തൊഴിൽ സംരംഭങ്ങൾ ആരംഭിക്കുന്നതിന് ഒബിസി വിഭാഗങ്ങൾക്ക് 15 ലക്ഷം രൂപ വരെയും മതസ്തനപക്ഷ വിഭാഗങ്ങൾക്ക് 30 ലക്ഷം രൂപ വരെയും 6 മുതൽ 8 ശതമാനം വരെ പലിശ നിരക്കിൽ വായ്പ
- ഇന്ത്യയ്ക്കകത്തും വിദേശത്തും പഠിക്കുന്നതിനായി വിദ്യാഭ്യാസ വായ്പകൾ
- നിലവിലുള്ള സംരംഭങ്ങൾക്ക് 5 ലക്ഷം രൂപ വരെ ബിസിനസ് ഡവലപ്മെന്റ് വായ്പ
- കുടുംബശ്രീ സി ഡി എസ്കുകൾക്ക് 3 കോടി രൂപ വരെ മൈക്രോ ക്രെഡിറ്റ് വായ്പ

മറ്റു വായ്പ പദ്ധതികൾ
ഭവന നിർമ്മാണ വായ്പ
വിവാഹ ധനസഹായ വായ്പ
സുവർണ്ണശ്രീ വായ്പ
വിദ്യാശ്രീ വായ്പ

**സർക്കാർ, അർദ്ധ സർക്കാർ
ജീവനക്കാർക്ക്**
വ്യക്തിഗത വായ്പ
ഭവന പുനരുദ്ധാരണ വായ്പ
വാഹന വായ്പ

കൂടുതൽ വിവരങ്ങൾക്ക്
കേരള സംസ്ഥാന പിന്നോക്ക വിഭാഗ
വികസന കോർപ്പറേഷന്റെ ഓഫീസുമായി
ബന്ധപ്പെടാവുന്നതാണ്

www.ksbcd.com



MANEESH T.M.
EDITORIAL ASSISTANT

Flowers: The Heart of Every Celebration

Flowers have been part of human life for as long as celebrations have existed. Their fragrance, colour and delicate beauty bring an energy that no other element can truly replace. A flower may be fragile in its form, but it carries a timeless strength in the way it expresses emotions and elevates moments. Whether it is the joy of a wedding, the warmth of a birthday, the grandeur of a festival or the intimacy of a family gathering, flowers have always played a central role in making occasions memorable.

The beauty of flowers lies in their universal language. A rose, a jasmine or a marigold speaks without the need for words. Across cultures, they have symbolised love, purity, prosperity and even remembrance. In celebrations, they act as silent companions, standing as witnesses to the emotions shared. The simple act of offering a flower is often seen as an offering of the heart itself. This is why flowers remain at the heart of rituals, prayers and joyous milestones.

In weddings, for instance, flowers are more than decoration. They adorn the bride and groom, they line the pathways and they create an aura of blessing around the ceremony. A garland exchanged between two people becomes a symbol of union, woven with fragrance and tradition. In religious festivals, flowers are offered to deities, bringing colour to sacred spaces and reflecting devotion through their freshness and vitality. In birthdays and personal celebrations, a bouquet in hand is enough to brighten the spirit of the person receiving it.

Festivals across the world highlight the value of flowers in unique ways. In Kerala, the Onam season comes alive with the pookkalam, a floral carpet created with patience and joy. In Thailand, the festival of Loy Krathong sees people releasing flower-decorated floats onto water as a way of offering thanks. In Japan, cherry blossoms mark the arrival of spring, celebrated with gatherings under blooming trees. Everywhere, flowers embody the spirit of festivity and renewal.

Flowers also set the mood for gatherings. A hall filled with colourful arrangements immediately feels warmer and more inviting. A single vase of fresh blossoms on the dining table can transform an ordinary meal into a cherished occasion. Their presence creates an atmosphere where people feel welcome, joyful and connected. They bring a softness that balances the grandeur of music, food and other elements of celebration.

The importance of flowers in celebrations lies not just in their outward beauty, but in their deeper symbolism. They remind us of life's fleeting but precious nature. Just as a flower blossoms, spreads joy and eventually fades, so do moments of happiness. Yet, in their short span, they leave behind lasting impressions. Celebrations become richer and more soulful when touched by the colours and fragrance of flowers.

In every culture and in every home, flowers continue to weave themselves into life's most treasured occasions. They are not mere decorations but carriers of emotion, messengers of beauty and companions to joy. A celebration without flowers feels incomplete, for they remind us that happiness, like blossoms, is meant to be shared and cherished.

₹ ഹാർമണി ചിറ്റ്സ്

2026 ഫെബ്രുവരി 28 വരെ



മെഗാ സമ്മാനം

AIR TICKET ✈️

AIR TICKET ✈️



100
പേർക്ക്

കുടുംബസമേതം

**സിംഗപ്പൂർ
യാത്ര**

(പരമാവധി
2 ലക്ഷം രൂപ വീതം)



സീരിസ്-2
ശാഖാതല
സമ്മാനം

26,000
പേർക്ക്

2025 ജൂലൈ 1 മുതൽ
ഒക്ടോബർ 31 വരെ



2000
രൂപയുടെ
**ഏകദേശ
കാർഡ്**



KSFE
(ഒരു കേരള സർക്കാർ സ്ഥാപനം)

TOLL FREE HELPLINE : 1800-425-3455

ദി കേരള സ്പോർട്ട് മിനാൻഷ്യൽ എൻറൈപ്രൈസ് ലിമിറ്റഡ്. കോർപ്പറേറ്റ് ഓഫീസ്: 'ഭദ്രത' മുസിയാം റോഡ്, പി.ബി. നമ്പർ: 510, തൃശ്ശൂർ 20.
Ph: 0487-2332255. Fax: 0487-2336232, mail: mail@ksfe.com

മലൈക്കു സുന്ദരം

ലോകത്തെ കേരളം കാണിക്കൂ!

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

Maitri.com



കേരള സർക്കാർ

