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REST TO RISE

WHY RECOVERY DEFINES
MODERN SUCCESS

BANARASI SILK

WHERE HERITAGE MEETS
HAUTE COUTURE



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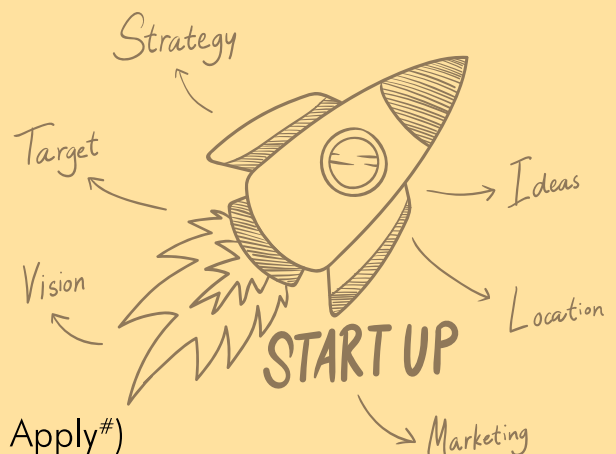
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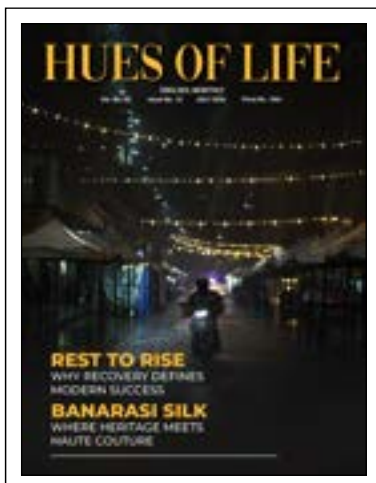
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Editor & Publisher : Nijith Raj
Executive Director : Sajitha Beegum
Editorial Assistant : Maneesh T.M.
Art Director : Kiran Mohan
Creative Head : Naveen A
Photographer : Arun S
Correspondent : Ferzeen Banu
Correspondent : Priya Gomez
Manager Sales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



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

Progress is most meaningful when it is guided by responsibility. As individuals, businesses, and communities continue to shape the future through innovation and enterprise, equal importance must be given to preserving the natural environment and cultural heritage that sustain our collective well-being. Sustainable growth is not a choice between development and conservation; it is the balance that allows both to flourish.

The observance of World Nature Conservation Day serves as a timely reminder that the resources entrusted to us are finite and that their stewardship is a shared responsibility. Every thoughtful decision, whether in the way we build, consume, invest, or live, contributes to a more resilient and sustainable future. Protecting nature is not solely an environmental objective; it is fundamental to economic prosperity, public health, and the quality of life for future generations.

At Hues of Life, we celebrate excellence that is founded on vision, integrity, and purpose. We believe that enduring success is measured not only by achievement, but also by the positive impact created for society and the environment. Organisations and individuals who embrace sustainable practices today are shaping a legacy that will continue to inspire tomorrow.

We extend our sincere appreciation to our readers, contributors, partners, and advertisers for their continued trust and support. Your association strengthens our shared commitment to celebrating excellence while encouraging values that contribute to a more responsible and inclusive world.

May this occasion inspire each of us to value progress that is balanced with stewardship, innovation that respects nature, and success that leaves a lasting legacy for generations to come.

Warm regards,

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



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Editor: NIJITH RAJ.



Banarasi Silk

Where Heritage Meets Haute Couture



There are fabrics that adorn the body, and there are fabrics that carry the weight of history. Banarasi silk belongs to the latter. It is not merely woven. It is composed, almost like poetry, with every thread preserving the rhythm of a civilisation that has celebrated beauty for centuries. Born in the sacred city of Varanasi, where temple bells echo across the waters of the Ganges and tradition breathes through every narrow street, Banarasi silk continues to stand as one of India's most treasured artistic achievements.

Long before luxury became a language of fashion houses and international runways, Banarasi silk defined refinement through craftsmanship. Royal courts admired its luminous elegance, noble families preserved it as an heirloom, and generations of brides embraced it as a symbol of prosperity and enduring grace. Even today, its presence evokes a quiet sense of reverence, reminding us that true luxury is never rushed. It is patiently created, thoughtfully preserved, and lovingly passed from one generation to the next.

The story of Banarasi silk is inseparable from the story of the artisans who have devoted their lives to mastering an art that demands extraordinary discipline. Within the weaving quarters of Varanasi, countless families continue a tradition inherited through generations. Every motif begins as an idea before finding its place among thousands of carefully interlaced threads. The rhythmic movement of the loom, the measured coordination of skilled hands, and the remarkable patience of the weaver transform raw silk into something that transcends fabric.

Its beauty lies not only in its visual richness but also in its remarkable complexity. Delicate floral patterns inspired by Mughal gardens, graceful vines that seem to flow without beginning or end, intricate geometric compositions, and elaborate ornamental borders reflect centuries of artistic dialogue between cultures. Fine metallic zari lends the surface a soft radiance that shifts with every movement, creating an interplay of light that no machine can faithfully imitate.



Perhaps this is why Banarasi silk has always possessed an emotional value that extends beyond fashion. Families preserve these garments as living memories. A grandmother's wedding saree becomes a treasured inheritance. A carefully folded piece of silk resting within an old wooden wardrobe carries stories of celebrations, blessings, and family traditions that remain woven into every fibre. Few luxury creations possess such profound emotional permanence.

Yet the enduring brilliance of Banarasi silk lies in its remarkable ability to evolve without surrendering its identity. Contemporary designers have reimagined this classical textile for a generation that values individuality as much as heritage. Elegant jackets, flowing evening gowns, sculptured dresses, tailored separates, refined menswear, statement accessories, and sophisticated home interiors now celebrate Banarasi weaving in forms unimaginable only a few decades ago. The language has changed, but the craftsmanship remains unmistakably authentic.



This transformation reflects a broader movement within global fashion. Luxury today is no longer defined solely by exclusivity. Increasingly, it is measured by authenticity, sustainability, and the human stories behind every creation. Consumers seek objects that possess character rather than mere labels. Banarasi silk answers that desire with quiet confidence. Every authentic weave represents hours of skilled labour, generations of accumulated knowledge, and a cultural legacy that cannot be replicated through industrial production.



The growing appreciation for slow craftsmanship has offered renewed recognition to traditional weaving communities. Around the world, discerning buyers are turning towards handcrafted textiles that celebrate individuality rather than uniformity. In this changing landscape, Banarasi silk emerges not simply as an Indian textile but as a global symbol of conscious luxury, reminding the fashion industry that enduring beauty is born through patience rather than speed.

The colour palette of Banarasi silk has also embraced a graceful evolution. Alongside timeless shades of crimson, emerald, sapphire, and royal gold, contemporary collections now explore soft ivory, muted sage, delicate blush, warm champagne, and elegant charcoal. These restrained tones allow intricate weaving to become the true focal point, appealing to modern sensibilities while preserving the textile's unmistakable grandeur. Tradition does not resist change. Instead, it welcomes thoughtful reinterpretation.

Behind this elegance lies a quieter reality. Many weaving families continue to face economic uncertainty as machine made imitations flood global markets. Authentic craftsmanship often struggles against products that imitate appearance without honouring the skill that created the original. Supporting genuine Banarasi silk therefore becomes more than an aesthetic decision. It becomes an act of cultural preservation.

Few textiles possess the rare ability to bridge devotion, artistry, and contemporary elegance with such effortless grace. Banarasi silk is not simply a masterpiece of Indian craftsmanship. It is a living testament to the enduring power of human creativity, where every thread carries history, every motif whispers tradition, and every creation proves that heritage and haute couture have always belonged together.



PROMPT UPVC WINDOW SOLUTIONS

REVOLUTIONIZING FENESTRATION SOLUTIONS

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.

RECONSTRUCTING CONFIDENCE AFTER A CANCER DIAGNOSIS

ART AND SCIENCE OF BREAST RECONSTRUCTION

Breast Reconstruction: Healing Beyond the Scar

For many women, the diagnosis and treatment of breast cancer is not only a medical journey but an emotional one. Surgery that saves a life can also leave lasting physical changes. Breast reconstruction is a medical option that helps restore the shape of the breast after mastectomy or lumpectomy—and, for many, plays an important role in emotional recovery and self-confidence.

Breast cancer is now the most common cancer among women in India. While advances in early detection and treatment have improved survival, thousands of women are left to cope with the physical and emotional impact of losing a breast. Breast reconstruction, though available, remains underutilised and poorly understood—often seen as a cosmetic luxury rather than an essential part of recovery.

What Is Breast Reconstruction?

Breast reconstruction is a surgical procedure that recreates the breast mound after all or part of the breast has been removed due to cancer or, in some cases, to reduce high cancer risk. It does not treat cancer, but it helps address the physical impact of cancer treatment.

Reconstruction can be done at the same time as breast removal surgery (immediate reconstruction) or months or even years later (delayed reconstruction). The choice depends on medical factors, cancer treatment plans, and personal preference of patient.

Types of Breast Reconstruction

There are two main approaches:

Implant-based reconstruction

This uses silicone or saline implants to form the breast shape. It is one of the most common methods and usually involves shorter surgery time and recovery. But the implant is a foreign body and hence has its own pros and cons.

autologous (tissue-based) reconstruction

In this method, tissue is taken from another part of the body—such as the abdomen, back, or thigh—to create a new breast. While the surgery is more complex, the result often feels more natural.

In some cases, a combination of both methods is used.

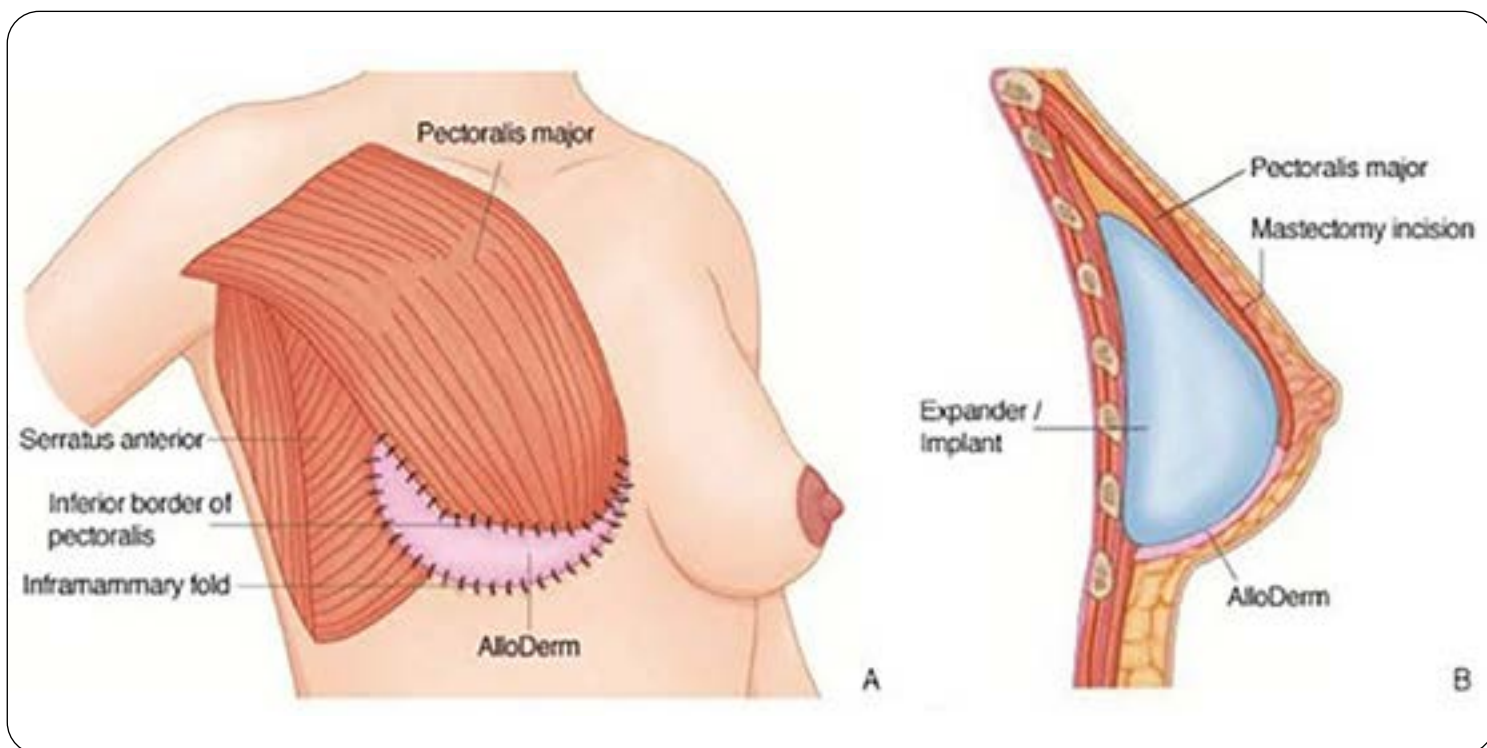
Is Reconstruction Necessary?

It's important to know that breast reconstruction is a choice, not an obligation.

Breast reconstruction is not a functional one, it aims to restore shape and confidence. Some women choose external breast prostheses or decide not to reconstruct at all. There is no “right” or “wrong” decision—only what feels right for the individual.



Dr Amrita Rao
Plastic and Breast Surgeon
Sut Hospital Pattom



Importantly, reconstruction does not interfere with cancer treatment or detection when appropriately planned.

Emotional and Psychological Benefits

Beyond physical appearance, breast reconstruction can help some women feel more comfortable in their bodies after cancer treatment. Studies show it may improve body image, self-esteem, and overall quality of life. However, emotional healing is personal, and support from family, friends, and counseling services is equally important.

Safety and Recovery

Breast reconstruction is generally safe when performed by trained plastic surgeons, but like all surgeries, it carries risks such as infection, scarring, or the need for additional procedures. Recovery time varies depending on the type of reconstruction chosen.

Awareness Matters

Despite being widely available, many women are unaware of their reconstruction options or assume it is purely cosmetic. In reality, breast reconstruction is considered a part of comprehensive breast cancer care in many countries, and patients have the right to discuss these options before surgery.

Many women are never informed that reconstruction is an option. Cultural stigma, fear of additional surgery, cost concerns, and lack of trained specialists in public hospitals all contribute to low uptake. According to public health experts, informed consent is incomplete if reconstruction

options are not discussed before mastectomy. Government hospitals and cancer centres in India are increasingly recognising this gap and working to integrate reconstructive services into cancer care.

"I Thought Survival Was the Only Goal"

"When I was told I had breast cancer, my only thought was survival. I didn't even know reconstruction was possible. Months later, I struggled with how I looked and felt. When my doctor finally explained reconstruction, it gave me hope—not vanity, but dignity."

— 48-year-old breast cancer survivor

A Personal Decision

Breast reconstruction is deeply personal. What matters most is that women are informed, supported, and empowered to make decisions that align with their health needs and sense of self.

Healing after breast cancer is not just about surviving—it's about living well. And reconstruction aims at exactly this, helping a woman live a happy confident and productive life after the treatment of cancer.

The most important part of the cancer healing journey is finding a great team of doctors, surgical oncologist, medical oncologist and a reconstructive surgeon, a team that not only works well but more importantly works well together and we at SUT Hospital Pattom do exactly that. Do feel free to come and discuss all your fears and options with us.

ANANTHAPURI HOSPITALS & RESEARCH INSTITUTE (AHRI)

TWO DECADES OF ADVANCING HEALTHCARE WITH INTEGRITY AND COMPASSION

Located in the capital city of Kerala, Ananthapuri Hospitals and Research Institute has emerged as a defining presence in the region's contemporary healthcare landscape. Over the past twenty years, the institution has steadily evolved into a trusted tertiary care hospital, distinguished by ethical medical practice, academic depth, and a consistent focus on patient centred care. Its growth reflects a carefully maintained balance between clinical precision, institutional discipline, and human values, establishing the hospital as a respected benchmark in South Kerala.

Visionary Origins and Institutional Evolution

The foundation of the hospital was laid in 2005 under the leadership of Dr. A. Marthanda Pillai, an eminent neurosurgeon, Padma Shri awardee, and former Professor and Head of the Department of Neurosurgery at Government Medical College, Thiruvananthapuram. With extensive experience spanning clinical medicine, medical education, and healthcare administration, including his role as National President of the Indian Medical Association, Dr Pillai envisioned an institution of international standards in Kerala's capital city.

The initial focus was on neurosciences, with strong emphasis on clinical excellence supported by academic rigour. From the outset, the institution prioritised ethical practice, transparent systems, and compassionate care. As patient confidence strengthened, services expanded in a structured and responsible manner. The induction of senior consultants and academic leaders transformed the hospital into a comprehensive multi specialty institution, while preserving the core principles on which it was founded.

"Guiding principles ensure consistency and excellence across every department."

Today, AHRI operates as a 350 bed tertiary care hospital delivering integrated healthcare services under one roof. The institution is supported by a multidisciplinary team of over one thousand professionals, including more than two hundred doctors across over forty five specialties. This scale has been achieved through sustained investment in infrastructure, continuous professional development, and the adoption of evolving medical technologies.

Clinical accountability, patient safety, and quality governance form the backbone of the hospital's operational philosophy. These standards have enabled alignment with national and international benchmarks, while ensuring accessibility and affordability for a wide spectrum of patients.

Guided by long term vision and sustained patient trust, the hospital has developed focused centres of excellence in key disciplines.

- Neurology and Neurosurgery
- Cardiology and Cardiothoracic Surgery
- Nephrology and Urology
- Medical and Surgical Gastroenterology
- Pediatrics and Neonatology
- Orthopedics, Pulmonology, and General Medicine

These services are supported by advanced diagnostic laboratories, comprehensive radiology facilities,





ten modular operation theatres, and international standard intensive care units. A fully functional emergency department operates round the clock, ensuring continuity and responsiveness in critical care.

People, Culture, and Institutional Values

While visionary leadership provided the foundation, the hospital's sustained success has been driven by collective commitment. The organisational culture encourages collaboration, ethical decision making, and continuous learning. Equal importance is placed on professional competence and humane interaction, reinforcing a patient first approach across all levels of care.

Inclusivity remains a key strength, with active support for women doctors, young specialists, and professionals from diverse backgrounds. Ongoing training initiatives and timely technology upgrades ensure that clinical teams remain aligned with current standards and future demands.

Achievements Over the Years

- Treated more than one million patients and performed over twenty five thousand major surgeries
- Achieved NABH accreditation under the fifth edition standards along with ISO certification for quality and safety
- Recognised by the Government of Kerala for excellence in patient management during the COVID period
- Established the Ananthapuri Medical Research Foundation to promote structured clinical research and innovation

Education, Research, and Workforce Development

Academics and research form an integral component of the hospital's long term vision. The institution contributes actively to national healthcare capacity through structured education and training programs. DNB postgraduate programs are offered in multiple specialties, producing specialists equipped with strong clinical and ethical foundations.

The Ananthapuri Nursing College offers BSc nursing programs with emphasis on evidence based practice and compassionate care. The Institute of Public Health functions in association with the Global Institute of Public Health, providing training in epidemiology, health policy, and community health management. In addition, a broad spectrum of paramedical programs supports skill development in laboratory sciences, radiology, anaesthesia, dialysis, operation theatre technology, and allied health sciences, strengthening the overall healthcare workforce.

Patient Experience and Community Commitment

Beyond infrastructure and technology, the defining strength of Ananthapuri Hospitals and Research Institute lies in its approach to patient engagement. Care delivery is designed to address clinical needs alongside emotional wellbeing. Clear communication, respect for patient dignity, and family involvement form integral parts of the care process, strengthening recovery outcomes and long term trust.

The hospital serves patients from across Kerala and other parts of India, while also welcoming international patients from the Middle East, Maldives, and Africa. At the same time, it remains closely connected to the community through rural medical camps, subsidised treatment initiatives, and health awareness programs. Expanding academic collaborations and research partnerships further strengthen its role in global knowledge exchange and medical tourism.

Looking Forward

As Ananthapuri Hospitals and Research Institute completes twenty years of service, it stands as a mature and forward looking healthcare institution shaped by experience, discipline, and purpose. Anchored in the enduring vision of Dr A Marthanda Pillai, the hospital continues to focus on academic excellence, research driven care, and responsible expansion.

The future direction remains aligned with the values that defined its beginning: integrity in practice, innovation in medicine, and compassion in care, ensuring meaningful contribution to the evolving healthcare needs of Kerala and beyond.

HUBLI

THE HIDDEN GEM OF KARNATAKA

Tucked between the bustling hubs of Gokarna and Bangalore, Hubli—officially known as Hubballi—stands as a captivating destination that blends scenic landscapes with rich cultural and historical significance. Situated just 400 kilometres from Bengaluru, this growing Carnatic city offers a tranquil escape for travellers seeking both spiritual solace and modern attractions. Often dubbed “Chhota Mumbai” due to its growing commercial influence and achievements in the automobile and education sectors, Hubli effortlessly merges tradition with progress, making it an ideal vacation spot for history buffs, nature lovers, and spiritual seekers. With its well-preserved monuments, vibrant local culture, and warm hospitality, Hubli is an unmissable stop on any Karnataka itinerary. Let's explore some of the best that this culturally rich city has to offer.

A Brief History of Hubli

Hubli is not just another city in Karnataka; it is a city steeped in history. Originally called Rayara Hubli, it was an important trading center for cotton and iron. Over the centuries, Hubli developed under various rulers, including the Vijayanagara Empire, Mughals, and

the British. The region played a significant role in the Karnataka freedom struggle, with figures like Kittoor Rani Chennamma resisting British rule, cementing Hubli's place in India's national history.

Today, the city is a major hub in the state's Northern region, and with its neighbour Dharwad, it forms one of the largest urban agglomerations in Karnataka. As a growing commercial and educational centre, Hubli's importance continues to rise, making it a unique confluence of history, culture, and modernity.

Getting to Hubli

Hubli is well connected by air, rail, and road, making it accessible to travellers from across India. The Hubli Airport, located just 8 kilometres from the city centre, operates regular flights to major cities like Bengaluru, Mumbai, Hyderabad, and Chennai. For those traveling by train, Hubli Junction is a major railway station with connections to almost all parts of India. The city's excellent road network also makes it a preferred stop for road-trippers exploring Karnataka.

Siddharudh Math: A Spiritual Haven

Begin your journey in Hubli with a visit to Siddharudh





Math, a revered sanctuary built in honor of the Hindu Guru and philosopher Siddharudh Swami. Renowned for his selfless service to people of all faiths, Siddharudh Swami's legacy lives on through the Math, which attracts numerous visitors daily.

The Math exudes a peaceful and vibrant atmosphere that offers visitors a place to meditate, reflect, and soak in the spiritual energy. The Math also serves as a focal point for spiritual gatherings, where people come to discuss philosophy and social welfare. For those looking to begin their Hubli experience with a spiritual awakening, this is a perfect first stop.

Gayatri Tapovan: The Intersection of Culture and Spirituality

A short distance from the city center is Gayatri Tapovan, one of Hubli's most famous spiritual centers. Built in 1965 by Sri Kumar Swamiji, this site has since become a prominent pilgrimage destination. Beyond its spiritual significance, the Tapovan also functions as a cultural hub where traditional festivals and celebrations are held throughout the year. This blend of cultural festivity and

deep-rooted spirituality makes Gayatri Tapovan a must-visit spot.

Tapovan regularly hosts events and discourses on ancient Hindu scriptures, making it an ideal place for travelers interested in understanding Indian spirituality and philosophy. Visitors are welcomed to partake in meditative practices and soak in the tranquil atmosphere that pervades the temple grounds.

Indira Gandhi Glass House Garden: A Serene Escape

Modeled after Bangalore's iconic Lalbagh, Indira Gandhi Glass House Garden in Hubli offers a lush, green oasis in the city's heart. The glasshouse, a beautiful centerpiece, is surrounded by meticulously maintained gardens showcasing an impressive array of flora.

The garden hosts regular horticultural exhibitions and is a hotspot for local families and tourists alike. A toy train weaves through the park, offering children and adults a fun way to enjoy the landscape. Don't miss the stunning musical fountain show held in the evenings, where synchronized lights and water jets create a magical spectacle.

Unkal Lake: Romantic and Scenic

For a picture-perfect sunset, Unkal Lake, located just outside the city, is unparalleled. Couples and families alike flock to this tranquil spot to enjoy boating on its calm waters. The lake comes alive during the golden hour, with the setting sun casting a beautiful red and orange glow over the water, making it a photographer's dream.





One of the most striking features of the lake is the statue of Swami Vivekananda, which sits proudly in the middle of the water. Visitors can also enjoy picnicking by the lakeside, bird watching, or savoring local delicacies at the food stalls. Unkal Lake is one of the top destinations for anyone seeking a serene and romantic setting.

Nrupatunga Hills: A Tranquil Retreat

Close to Unkal Lake is Nrupatunga Hills, an equally mesmerizing location that offers panoramic views of the city and its surroundings. The peaceful hills provide a great escape for nature lovers, offering hiking trails that meander through lush greenery.

The serene environment and the elevation make this an ideal spot for sunset and sunrise viewing, as well as a perfect day trip destination for families or solo travelers. If you're lucky, you might even catch sight of some native bird species as they glide above the hilltops. The fresh air and tranquility here serve as a much-needed respite from the city's hustle and bustle.

Chandramouleshwara Temple: A Step Back in Time

Chandramouleshwara Temple, located near Unkal Lake, is a 900-year-old architectural marvel. This ancient temple, dedicated to Lord Shiva, is a fine example of the Badami Chalukya period's intricate temple designs.

The temple is relatively small but boasts two Shivalingas and four doorways, each intricately carved with mythological depictions. The stone carvings on the temple's exterior reflect the artistic prowess of its time, attracting not just pilgrims but also architecture enthusiasts. A visit here is like stepping back in time, offering a deep connection to Karnataka's cultural heritage.



Kittoor Rani Chennamma Circle: A Tribute to Courage

No visit to Hubli would be complete without paying homage to the city's brave past at Kittoor Rani Chennamma Circle. The circle is named after the legendary queen who stood up to British colonizers in the 19th century. A large statue of Rani Chennamma dominates the area, serving as a poignant reminder of her courage and the region's resistance against British rule.

Surrounding the circle are a variety of restaurants and street food stalls, making it a perfect spot for both history buffs and food lovers. The bustling atmosphere in the area is a reflection of the city's lively spirit.





St. Joseph's Church: Architectural Elegance

One of the most architecturally unique places in Hubli is St. Joseph's Church. Its round shape and distinct style set it apart from other churches in the region. The building is beautifully adorned with flowers and offers a calming, spiritual ambiance for visitors. It's a great place to stop for a moment of quiet reflection, and its peaceful environment provides a sharp contrast to the busy streets outside.

Country Club Water World: A Family Getaway

For families looking for some recreational fun, Country Club Water World on Karwar Road offers a great mix of adventure and relaxation. With a serene backdrop of mountains and lush vegetation, this water park features pools, water slides, and a DJ-hosted rain dance experience.

This destination is especially popular on weekends and serves as an excellent place to cool off from the heat

while enjoying a day filled with fun activities. The tranquil setting, combined with the refreshing water attractions, makes it a favorite among both locals and tourists.

Urban Oasis Mall: The Shopper's Paradise

Before concluding your trip to Hubli, a visit to Urban Oasis Mall is a must for all shopping enthusiasts. As the largest mall in the city, it features a wide variety of stores, from clothing and footwear to electronics and home goods. After a long day of exploring, visitors can relax at one of the mall's many restaurants, which serve everything from local delicacies to international cuisines.

Whether you're seeking spiritual rejuvenation, historical exploration, or a relaxing escape, Hubli offers something for every traveller. Its unique mix of offbeat attractions and rich cultural heritage makes it a destination worth discovering on your next Karnataka adventure. With its stunning natural landscapes, deep-rooted history, and growing urban charm, Hubli truly is a hidden gem in the heart of Karnataka.





PMFME SCHEME

EMPOWERING INDIA'S MICRO FOOD PROCESSING ENTERPRISES

India's food processing industry is one of the largest in the world, contributing significantly to employment and economic growth. However, a vast portion of this sector operates in an unorganised manner, struggling with challenges such as lack of access to modern technology, institutional credit, training, and regulatory compliance. Recognising the need to formalise and strengthen these micro food processing units, the Government of India launched the Pradhan Mantri Formalisation of Micro Food Processing Enterprises (PMFME) Scheme. This initiative, implemented by the Ministry of Food Processing Industries (MoFPI), aims to enhance the competitiveness of micro food processing enterprises and integrate them into the mainstream economy.

The PMFME scheme was introduced in 2020 under the Atmanirbhar Bharat Abhiyaan for a period of five years, from 2020-21 to 2024-25. With a total outlay of ₹10,000 crore, it is a centrally sponsored scheme, where the funding is shared between the central and state governments. For most states, the ratio stands at 60:40, while in North-Eastern and Himalayan states, the central government contributes 90% of the funding, with the remaining 10% coming from the respective state governments. By focusing on formalisation, skill development, access to finance, infrastructure support, and branding opportunities, the scheme ensures that micro food processing enterprises can scale up their operations and improve their market reach.

A key feature of the PMFME scheme is the One District One Product (ODOP) approach. This initiative encourages states to identify and promote a single food product from each district. The ODOP strategy facilitates the development of a dedicated supply chain, ensuring better procurement, infrastructure development, and marketing support for the identified product. Some of the popular products covered under ODOP include mango, potato, litchi, tomato, poultry, fishery, millet-based products,

animal feed, and traditional herbal items such as turmeric, honey and amla. This approach not only helps micro enterprises but also promotes local agricultural produce and enhances their economic viability.

The PMFME scheme is designed to support various components essential for the growth of micro food processing units. One of its primary objectives is to develop common infrastructure, such as cold storage facilities, warehouses, food incubation centres, and food safety laboratories. Farmer Producer Organisations (FPOs), Self-Help Groups (SHGs), cooperatives, and private enterprises are eligible to receive assistance under this component. These infrastructure developments play a crucial role in reducing post-harvest losses, maintaining food quality, and enabling efficient supply chain management. The scheme also provides a credit-linked capital subsidy of 35% of the eligible project cost, which allows entrepreneurs to expand their businesses with minimal financial burden.

Another major aspect of the PMFME scheme is branding and marketing support, which is crucial for micro food processing enterprises to establish their presence in competitive markets. The government assists in areas such as common packaging, product standardisation, quality control, and compliance with food safety norms. The National Agricultural Cooperative Marketing Federation of India (NAFED) and the Tribal Cooperative Marketing Development Federation of India (TRIFED) play a vital role in ensuring that these enterprises receive the necessary marketing support. The scheme also provides financial assistance to prepare Detailed Project Reports (DPRs), enabling entrepreneurs to formulate robust business strategies.

Training and skill development are essential for transforming unorganised enterprises into professionally managed units. Under the PMFME scheme, beneficiaries undergo training to enhance

their technical knowledge and entrepreneurial skills. The National Institute for Food Technology Entrepreneurship and Management (NIFTEM) and the Indian Institute of Food Processing Technology (IIFPT) are the two primary institutions responsible for implementing training programs. These institutes, along with other state-level technology training institutions, provide capacity-building programs on food safety, hygiene, packaging, and business management. By equipping entrepreneurs with the right skills, the scheme ensures sustainable growth and improved productivity.

The PMFME scheme also extends its benefits to individual food processing units that require financial assistance for upgrading their technology or expanding their operations. Unorganised micro food processing units are eligible for a 35% credit-linked capital subsidy, covering up to ₹10 lakh per unit. This financial support enables them to procure modern equipment, adopt innovative processing techniques, and improve efficiency. Additionally, the scheme provides seed capital support to Self-Help Group (SHG) members, allowing them to purchase small tools and manage their working capital requirements. Each SHG member engaged in food processing can receive up to ₹40,000, with a maximum limit of ₹4 lakh per SHG. This initiative particularly empowers women entrepreneurs and rural food processors, helping them achieve financial independence.

To ensure effective implementation, the PMFME scheme lays down clear eligibility criteria for various categories of beneficiaries. For common infrastructure development, FPOs, cooperatives, and SHGs must have at least three years of experience in processing ODOP products and a minimum annual turnover of ₹1 crore. Additionally, they must contribute 10% of the project cost as internal resources and have the necessary working capital for business operations. Enterprises seeking branding and marketing support must ensure that their ODOP-related products have a minimum turnover of ₹5 crore and are scalable to larger markets. Individual entrepreneurs applying for financial aid must be above 18 years of age, possess a minimum education qualification of Class VIII, and should not have received similar benefits from other government schemes. Furthermore, only one person per family is eligible to avail financial assistance under the scheme.

Applying for the PMFME scheme is a straightforward process, with both online and offline options available. Entrepreneurs can visit the official PMFME website, complete the registration process,



The PMFME scheme is designed to support various components essential for the growth of micro food processing units. One of its primary objectives is to develop common infrastructure, such as cold storage facilities, warehouses, food incubation centres, and food safety laboratories.



and submit their applications. There are separate application forms for individual entrepreneurs, FPOs, cooperatives, common infrastructure projects, and SHGs. The government has also appointed state nodal agencies to facilitate offline applications, ensuring accessibility for those with limited digital literacy.

The PMFME scheme is a game-changer for India's food processing industry, particularly for small and micro enterprises that form the backbone of the sector. By providing financial assistance, infrastructure development, branding and marketing support, and skill training, the scheme empowers unorganised food processors to transition into competitive, scalable, and sustainable businesses. Additionally, the ODOP approach enhances regional agricultural produce, creates local employment opportunities, and strengthens rural economies. As the scheme progresses towards its final phase in 2024-25, it is expected to transform India's food processing landscape, ensuring higher income generation, better product quality, and improved global competitiveness.

By addressing the long-standing challenges of limited financial access, outdated technology, lack of formal training, and market constraints, the PMFME scheme plays a crucial role in shaping the future of micro food processing enterprises in India. The initiative not only contributes to the success of the 'Vocal for Local' movement but also aligns with India's vision of Atmanirbhar Bharat, where self-sufficiency and economic resilience drive national progress.

LIFESTYLE AS MEDICINE

THE NEW FRONTIER IN CANCER PREVENTION

While marking extraordinary advancements in the medical field, we realise with a shock that the lifestyle related cancers continue to rise at an alarming pace. This paradox exposes a deeper imbalance which we need to address. The roots of disease, in many cases, do not lie solely in our genes, but in the way we live, eat, work, rest, and respond to our environment. Prevention was once considered as secondary or passive, has now emerged as the most powerful determinant of long term health. The growing science of Lifestyle Medicine places daily choices at the centre of cancer prevention, transforming ordinary habits into decisive tools for resilience.

Cancer was long perceived as a disease of chance or fate. Today, decades of epidemiological and clinical evidence tell a different story. Nearly forty percent of cancers can be prevented by addressing modifiable risk factors. Tobacco use, unhealthy diets, physical inactivity, alcohol consumption, obesity, chronic stress, disrupted sleep, environmental exposure, and social isolation form a complex web that silently fuels disease. These risks accumulate gradually, often unnoticed, until biology begins to reflect behaviour. The path to prevention therefore does not begin in hospitals or laboratories alone. It begins in homes, workplaces, schools, and communities where habits are shaped, reinforced, and transmitted across generations.

“The most powerful determinant of health is not manufactured. It is shaped by what we eat, how we live, and the connections we nurture.”

Among all preventable risks, tobacco remains the single most destructive factor driving global cancer incidence. Tobacco use is directly linked to cancers of the lung, oral cavity, throat, esophagus, pancreas, bladder, and cervix, while passive exposure compromises the health of non smokers, particularly children and women. Tobacco is not merely a lifestyle habit. It is a systemic toxin that disrupts DNA repair, overwhelms detoxification





pathways, fuels inflammation, and suppresses immune surveillance. In the context of Lifestyle Medicine, tobacco elimination is not an optional recommendation. It is the most fundamental act of prevention.

Food, the most intimate and repeated act of self care, sits at the heart of cancer prevention. Every meal sends biochemical signals that influence inflammation, metabolism, immunity, and even gene expression. Diets rich in whole grains, fruits, vegetables, legumes, nuts, and seeds provide antioxidants and phytonutrients that protect DNA, neutralise free radicals, and regulate cellular repair. Traditional dietary patterns such as the Mediterranean approach, abundant in olive oil, fresh produce, herbs, fish, and fermented foods, consistently demonstrate lower cancer incidence and longer life expectancy.

Nature offers a vast pharmacopeia through food. Curcumin from turmeric supports cellular defence and anti inflammatory pathways. Catechins in green tea assist detoxification and protect DNA. Resveratrol in grapes helps regulate abnormal cell growth. Cruciferous vegetables such as broccoli, cabbage, and kale activate enzymes that enhance the body's natural protective mechanisms. The diversity of colour on a plate often mirrors the diversity of protection within the body. In contrast, diets dominated by ultra processed foods, refined carbohydrates, sugary beverages, and trans fats create metabolic stress, disrupt gut microbiota, and increase the risk of colorectal, breast, pancreatic, and liver cancers.

Sustainable nutrition is rooted in balance rather than restriction. Mindful eating cultivates awareness of hunger, satiety, and emotional triggers, reconnecting

nourishment with intention. In prevention, moderation is not compromise. It is biological intelligence.

Movement represents another powerful, yet undervalued, form of medicine. The human body is designed for motion, yet modern life confines it to prolonged sitting and continuous screen exposure. Sedentary behaviour has now emerged as an independent risk factor for multiple cancers, even among those who exercise occasionally. Regular movement regulates hormones, improves insulin sensitivity, enhances immune function, and supports metabolic balance. Even moderate physical activity, such as brisk walking for thirty minutes on most days, can redirect biological pathways away from disease.

Movement need not be confined to gyms or structured routines. Gardening, dancing, cycling, yoga, household activity, and active commuting stimulate circulation and vitality. Strength and flexibility training preserve muscle mass, hormonal balance, and metabolic health. Practices such as yoga and tai chi integrate breath with movement, lowering stress hormones while cultivating mental clarity. Prevention is strengthened not by intensity alone, but by consistency and integration into daily life.

Stress, though invisible, is among the most potent disruptors of health. The body is biologically equipped to handle short bursts of alertness, not prolonged psychological strain. Chronic stress elevates cortisol, suppresses immunity, disrupts metabolism, and fuels inflammation. Over time, this internal environment becomes conducive to disease development. Emotional hygiene therefore becomes as essential as physical hygiene. The ability to process emotions, release resentment, and cultivate resilience directly influences biological outcomes.

Mindfulness practices such as meditation, controlled breathing, journaling, and gratitude rituals have demonstrated measurable reductions in stress markers and improvements in immune regulation. Purpose and belonging further enhance emotional resilience. Studies of long living populations consistently reveal strong social bonds, community engagement, and joy as central pillars of longevity.

Sleep remains one of the most underestimated tools in cancer prevention. Modern culture often glorifies productivity at the cost of rest. Yet sleep is when the body repairs tissues, balances hormones, strengthens immune defence, and clears cellular waste. Inadequate or irregular sleep disrupts melatonin, a hormone that regulates circadian rhythm and functions as a powerful antioxidant



with anticancer properties. Good sleep hygiene, including consistent sleep schedules and reduced screen exposure, transforms rest into a therapeutic intervention.

Metabolic health and body weight play a crucial role in cancer risk. Obesity is not merely a cosmetic concern. It is a chronic inflammatory state that alters hormonal signalling and promotes insulin resistance, creating conditions favourable to tumour growth. Prevention shifts focus from weight alone to metabolic harmony, achieved through nourishment, movement, stress regulation, and restorative sleep. Extremes undermine sustainability. Balance restores physiology.

Environmental exposure represents an expanding frontier in cancer prevention. Air pollution, chemical residues, endocrine disruptors, and microplastics are now embedded in modern ecosystems. While complete avoidance is unrealistic, conscious reduction is achievable. Choosing fresh foods, filtering water, reducing plastic use, and selecting natural household products meaningfully reduce toxic burden over time. Urbanisation introduces additional challenges such as polluted air, overcrowding, noise, and limited green space. Solutions must therefore extend beyond individual behaviour to collective action through clean energy, green urban planning, walkable communities, and accessible public spaces.

“Cancer prevention is not just a medical mission. It is a cultural, environmental, and emotional awakening.”

Human connection itself is one of the most powerful yet overlooked determinants of health. Loneliness and social isolation have emerged as silent epidemics that weaken immunity and shorten life expectancy. Meaningful relationships, shared meals, laughter, and community participation strengthen both psychological and physiological resilience. In an increasingly digital world, authentic connection has become a radical act of wellness.

Beyond social connection lies the spiritual dimension of health. Whether expressed through faith, meditation, or communion with nature, spirituality cultivates inner calm and perspective. It allows individuals to navigate uncertainty with acceptance rather than fear. The healthiest individuals are not those who avoid adversity, but those who respond with awareness and resilience. Cancer prevention must therefore be holistic, integrating body, mind, environment, and meaning into a unified approach.

Healthcare systems themselves must evolve in response to this understanding. The future of



medicine lies not in reacting to illness, but in nurturing wellness. Physicians and institutions must expand their role from treatment providers to prevention partners. Lifestyle counselling, nutrition education, stress management, sleep guidance, and community engagement must become integral to mainstream care.

Corporates, educational institutions, and governments also carry responsibility. Workplaces can be designed to promote health through nourishing food options, movement friendly environments, and mental wellbeing support. Schools can shape lifelong habits by teaching nutrition literacy, physical activity, and emotional regulation early in life. Governments must elevate prevention to a national priority, embedding it within policy, urban design, tobacco control, screening programmes, and public communication. Investment in prevention yields exponential returns in productivity, longevity, and societal wellbeing.

Technology has emerged as a powerful enabler in this transformation. Wearables, digital wellness platforms, personalised nutrition tools, and telehealth services expand access to preventive care. Artificial intelligence and data analytics can identify population level risk patterns and guide targeted interventions. Yet technology can only support change. It cannot replace intention. The ultimate determinant of health remains conscious choice.



Lifestyle Medicine is not about perfection or rigid discipline. It is about balance, sustainability, and self compassion. It celebrates small, consistent improvements that compound into resilience over time. Prevention is not about living cautiously. It is about living consciously, aligned with biological rhythms and the wisdom of moderation.

“When lifestyle becomes medicine, prevention becomes inevitable.”

The journey toward a cancer free future does not begin with laboratory breakthroughs alone. It begins with awareness. It begins with choosing smoke free spaces, whole foods over processed options, movement over prolonged stillness, rest over exhaustion, connection over isolation. Each choice becomes a quiet act of prevention.

In the final analysis, how we live is how we heal. Cancer prevention is not distant or abstract. It is present in our kitchens, our streets, our workplaces, and our relationships. Every act of balance, responsibility, and care becomes a prescription for longevity. The most advanced medicine of the future may well be the simplest wisdom of the present: to eat consciously, move regularly, rest deeply, reduce what harms, and nurture what sustains.

Lifestyle is not merely how we live. It is how we thrive.

REST TO RISE

WHY RECOVERY DEFINES MODERN SUCCESS

For generations, productivity has been celebrated as the ultimate measure of success. Long work hours, packed schedules, constant connectivity, and endless multitasking have become symbols of ambition. Yet, despite technological advancements designed to make life easier, people across the world are reporting record levels of exhaustion, anxiety, and burnout. The modern challenge is no longer simply working harder—it is learning how to recover better.

Science is beginning to reveal an important truth: rest is not merely the absence of work, nor is it limited to sleeping at night. Genuine rest is a multidimensional process that restores the mind, emotions, creativity, and body. Just as athletes understand that muscles grow during recovery rather than during exercise itself, researchers now recognize that human performance depends as much on strategic restoration as it does on effort.

Sleep remains the foundation of health, but it is only one part of the equation. During sleep, the brain clears metabolic waste, consolidates memories, regulates hormones, and repairs countless biological systems. However, many people discover that even after a full night's sleep, they continue to feel mentally drained. This disconnect highlights a growing realization: exhaustion often extends beyond physical fatigue.

Mental rest addresses the continuous stream of information that modern life demands. Emails, meetings, notifications, social media updates, and constant decision-making place enormous pressure on the brain. Neuroscientists describe attention as a limited resource. When that resource is constantly depleted without opportunities for restoration, concentration weakens, memory suffers, and decision-making becomes increasingly difficult.

Mental rest does not necessarily require doing nothing. Activities such as quiet reflection, mindful breathing, leisurely walks, or even spending a few uninterrupted minutes away from screens allow the brain to shift away from constant cognitive effort. These pauses reduce mental overload and improve clarity when work resumes.

Equally important is creative rest, a concept receiving increasing attention among psychologists and workplace researchers. Creative thinking is often misunderstood as a talent that appears on demand. In reality, innovation frequently emerges during periods of relaxation rather than intense concentration.

Many breakthrough ideas throughout history have arrived during walks, showers, vacations, or moments of quiet reflection. This phenomenon is linked to the brain's default mode network—a system that becomes active

when focused attention relaxes. During these moments, the brain naturally connects distant ideas, solves complex problems, and generates original insights.

For artists, writers, designers, engineers, and entrepreneurs alike, creative rest may involve visiting museums, listening to music, spending time outdoors, or simply allowing the mind to wander without a specific objective. Rather than reducing productivity, these experiences often strengthen it by renewing imagination.

Emotional recovery represents another overlooked dimension of rest. Many individuals spend their days managing stress, suppressing frustration, or maintaining professional composure regardless of personal challenges. Emotional labor—regulating one's feelings while interacting with others—can become deeply exhausting even when physical activity is minimal.

True emotional rest comes from environments where authenticity is possible. Honest conversations with trusted friends, supportive family relationships, counseling, journaling, or moments of solitude allow emotional tension to gradually dissolve. Instead of constantly performing or meeting expectations, people gain space to acknowledge their experiences without judgment.

Ignoring emotional fatigue often carries significant consequences. Chronic stress has been associated with weakened immunity, cardiovascular disease, depression, anxiety disorders, and impaired cognitive performance. Recovery, therefore, is not a luxury reserved for vacations; it is an essential component of long-term health.

One of the greatest obstacles to meaningful rest is the digital world. Smartphones have transformed communication, education, and business, but they have also blurred the boundaries between work and personal life. Notifications interrupt conversations, emails arrive long after office hours, and social media continuously competes for attention.



Researchers have found that even the presence of a smartphone nearby can subtly reduce concentration because part of the brain remains prepared to respond to incoming information. Continuous digital engagement also limits opportunities for mental recovery by filling every quiet moment with new stimulation.

Digital boundaries are becoming an increasingly valuable health practice. These boundaries do not require abandoning technology altogether. Instead, they encourage intentional use. Disabling unnecessary notifications, establishing device-free meals, avoiding screens before bedtime, and setting clear working hours help restore a healthier relationship with technology.

Many organizations are also recognizing the value of digital balance. Some companies have introduced email-free weekends, meeting-free afternoons, or policies discouraging after-hours communication. Such initiatives acknowledge that sustainable performance depends not only on efficiency during work but also on adequate recovery afterward.

Nature offers another powerful form of restoration supported by a growing body of scientific research. Spending time in green spaces has been linked to lower blood pressure, reduced stress hormones, improved mood, enhanced immune function, and greater cognitive performance.

Environmental psychologists explain that natural environments engage the brain differently from urban settings. Instead of demanding constant directed attention, forests, parks, rivers, and coastlines gently capture awareness, allowing exhausted mental systems to recover. This process, often described as attention restoration, helps explain why even relatively short walks in nature can leave people feeling calmer and mentally refreshed.

Countries around the world have embraced this understanding in different ways. Practices such as forest bathing encourage slow, mindful immersion in natural surroundings without physical exertion or specific goals. The benefits appear to arise not from exercise alone but from engaging the senses with natural sights, sounds, textures, and fresh air.

Silence, too, has emerged as an increasingly rare yet valuable resource. Modern life is saturated with conversations, advertisements, entertainment, traffic, and digital alerts. Continuous noise keeps the nervous system engaged, making genuine mental stillness increasingly difficult to achieve.

Silent retreats, once associated primarily with spiritual traditions, are now attracting professionals, entrepreneurs, healthcare workers, and educators seeking relief from constant stimulation. Even brief periods of intentional silence can reduce stress, encourage self-reflection, and improve emotional regulation.

Silence creates space for deeper thinking that constant

activity often suppresses. Without endless external input, individuals become more aware of their own thoughts, priorities, and emotional needs. This clarity frequently leads to better decision-making and stronger psychological resilience.

Perhaps the most significant shift emerging from modern research is the changing definition of productivity itself. Traditional workplace culture often equated long hours with commitment. Today, evidence increasingly suggests that sustained high performance depends less on total hours worked and more on cycles of focused effort followed by genuine recovery.

Elite athletes have long understood this principle. Training without sufficient recovery leads to declining performance, injury, and burnout. Knowledge workers experience similar patterns, even if the symptoms appear mentally rather than physically. Continuous effort without restoration gradually reduces creativity, concentration, motivation, and problem-solving ability.

Forward-thinking organizations are beginning to redesign work around this reality. Flexible schedules, wellness initiatives, mental health support, protected vacation time, and recovery-focused leadership are becoming strategic investments rather than employee perks. Healthy employees are consistently more engaged, innovative, and resilient than chronically exhausted ones.

On a personal level, embracing rest requires a cultural shift. Many people feel guilty when they pause, believing that every moment should be productive. Yet recovery is not wasted time. It is an active biological and psychological process that enables future performance.

Rest also looks different for different individuals. One person may recover through reading quietly at home, another through hiking, painting, meditation, music, or meaningful conversations. The goal is not to follow a universal formula but to recognize which experiences genuinely restore energy rather than simply distract from fatigue.

The science is becoming increasingly clear: recovery is not the opposite of productivity—it is its foundation. Mental rest sharpens focus. Creative rest fuels innovation. Emotional recovery strengthens resilience. Digital boundaries protect attention. Nature restores cognitive balance. Silence renews clarity. Together, these forms of rest create the conditions in which both health and achievement can flourish.

As societies continue to redefine success in an era of constant connectivity, the most valuable skill may no longer be the ability to remain endlessly busy. Instead, it may be the wisdom to pause, recover, and return with renewed energy, sharper thinking, and a healthier relationship with work and life. In the years ahead, those who understand the science of rest will not simply feel better—they may also perform better, think more clearly, and live more meaningful lives.



NOVATO INTERIORS

TRANSFORMING SPACES

WITH INNOVATION AND PERSONALISATION

Novato Interiors, founded by Mr. Shiraz Bava, a native of Trivandrum, has quickly become a leading name in the interior design industry. Known for its unique blend of creativity, quality, and a customer-centric approach, the company has established a strong reputation. His son, Mr. Amit Bava, joined the venture, furthering its growth and innovation. Under the meticulous management of Sajeew M. S., the Head of Operations, Novato Interiors is setting new benchmarks by turning clients' dreams into reality with tailored design solutions.

At Novato Interiors, the journey begins with a complimentary consultation, allowing clients to engage directly with expert architects to discuss their vision in detail. This initial engagement ensures that client preferences and ideas are the foundation of their work, leading to a personalised planning experience. Novato also provides free architectural and design support for their clients, ensuring that every project reflects their unique tastes and lifestyle.

Novato offers a comprehensive range of interior design services, including home, flat, office, and commercial interiors. Their versatility caters to various design needs, making them a one-stop destination for any interior project. Their approach to design is holistic, considering the client's design requirements, budget, and ideas to create a customised plan. This transparency and collaboration guarantee that clients receive an estimate they can approve, ensuring there are no surprises down the line.

Quality is at the forefront of Novato's philosophy. They use durable materials like Multiwood, especially in kitchens, to withstand Kerala's tropical climate. Unlike pulp-based MDF and HDF, which deteriorate in moisture, Multiwood is water-resistant and ideal for wet areas like kitchens and wash areas. Their innovative approaches, such as automotive painting in various colour choices and modular kitchen design, set them apart from competitors. The basic concept of a modular kitchen at Novato is movement management, optimising the workflow between the refrigerator, sink, and stove to enhance efficiency and functionality.

Novato's design philosophy goes beyond aesthetics. They focus on ergonomics and mood setting, ensuring that every space is comfortable and functional. From



optimising movement in modular kitchens to customising lighting and colour schemes, Novato's designs enhance daily living experiences. For instance, they use white or light colours in kitchen areas to create a clean and inviting atmosphere, while ensuring living rooms have lighting that doesn't strain the eyes. Their expertise

in creating mood-specific environments, like calm kitchen areas or well-lit reading rooms, underscores their attention to detail.

Recognising the importance of safety and comfort for the elderly, Novato incorporates features that cater to the needs of older adults. This includes designing interiors with appropriate floor friction, elder-friendly furniture, and accessible storage solutions. Untouched wardrobes and shelves are renovated to be exactly elder-friendly, making spaces

safer and more accessible. Such thoughtful design elements make Novato a preferred choice for clients looking to create safe and comfortable living spaces for all ages.

Novato's client-centric philosophy is evident in their personalised planning and transparent collaboration. Every project begins with a detailed discussion of the client's design requirements, budget, and ideas, leading to a customised plan and estimate. This direct interaction ensures that the final design resonates with the client's vision, creating spaces that are both practical and inspiring. Their ability to seamlessly integrate modern aesthetics, cosy traditional charm, or innovative trends into practical and curated interior designs makes them a standout in the industry.

Novato also addresses the need for environmentally-friendly and emission-free materials. For instance, their use of UPVC sheet called Multiwood, made of virgin plastic, ensures there are no emission issues, making it safe for kitchens and other areas. This commitment to quality and environmental responsibility underscores their dedication to creating healthier living spaces.

Novato Interiors is more than just an interior design firm; it's a partner in transforming spaces into personalised havens. With a focus on quality, innovation, and customer satisfaction, Novato Interiors continues to lead the way in Trivandrum's interior design industry. Whether it's a modern kitchen, a cosy traditional living

room, or an elder-friendly home, Novato brings every vision to life with precision and care. Experience the difference with Novato Interiors, where your dream space becomes a reality.

Crafting Holistic Living Spaces for Alive Lifespaces

The Rainbow community project by Alive Lifespaces epitomizes the exceptional work of Novato Interiors, the premier interior design company known for its innovative and customer-centric approach. Novato Interiors was entrusted with the complete interior design of The Rainbow community project, ensuring that every space within reflects the ethos of comfort, safety, and holistic living. Shiraz Bava, the Co-founder and COO of Alive Rainbow, the first holistic community living project at Puliyaarakkonam, Trivandrum, has played a pivotal role in this collaboration.

Headquartered in Trivandrum, Kerala, and with a base in Chennai, Alive is a pioneering group dedicated to addressing the challenges of growing old. Comprising four key verticals—Alive Lifespaces, Home Solutions, Alivekart, and Alive Foundation—Alive focuses on the Six Dimensions of Wellness: Physical, Intellectual, Emotional, Occupational, Social, and Spiritual. Alive Lifespaces has introduced the concept of community living with a unique differential—"Adding Life to Age." Their flagship project, The Rainbow, is envisioned as a holistic living community in Trivandrum, Kerala, designed to support and empower the elderly.

Novato Interiors has meticulously crafted living spaces that integrate architecture and universal design elements tailored to the needs of elderly residents. By creating eco-friendly green living spaces, Novato promotes environmentally sustainable and healthy lifestyles. Their designs are not only practical but also enhance the overall well-being of residents through thoughtful and detailed attention to comfort and accessibility.

The team at Novato Interiors has transformed The Rainbow into a vibrant and supportive community where residents can enjoy an enviable quality of living. With round-the-clock security and a compassionate service staff that handles daily chores, residents can focus on engaging in community initiatives that promote mind, body, and spiritual wellness. Novato's commitment to quality and innovation ensures that every aspect of the interior design contributes to a safe, vibrant, and happy life for the elderly.

Through their work on The Rainbow, Novato Interiors has truly brought Alive's vision of "Adding Life to Age" to life, providing a holistic and supportive environment that meets the unique needs of elderly residents.





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Web: www.industry.kerala.gov.in

K-bip

KERALA BUREAU OF INDUSTRIAL PROMOTION

2, Vidhya Nagar, Opposite Police Ground, Thycaud P.O.,
Thiruvananthapuram - 695014.
Tel: +91 471 2321882 | Fax: +91 471 2322883
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