

Vol 01 | Issue 07 | 01 February 2022
Monthly | Price ₹100 | Thiruvananthapuram

HUES OF LIFE



**CELEBRATING
VALENTINE'S DAY**



TROIS ANGES

DESIGNER BOUTIQUE



LA POSH

The Complete Luxury Interior Experience

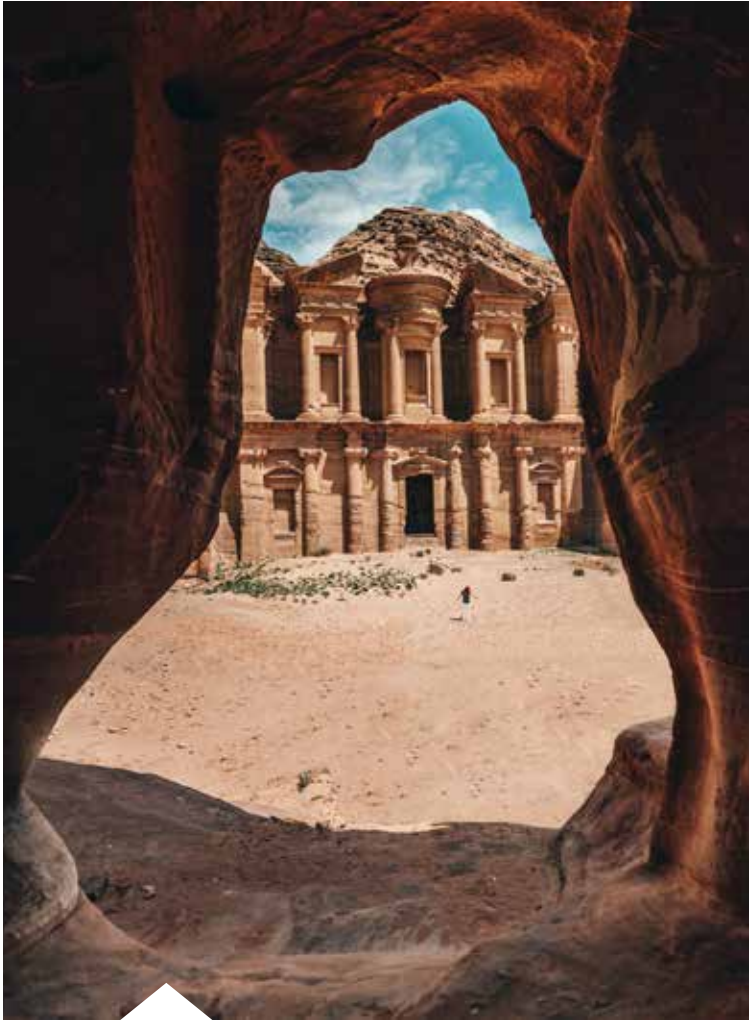
TC 15/1412, AIR Road Vazhuthacaud, Trivandrum, Kerala PIN 695014

M. +91 9497 11111

Email: interiors@thelaposh.com

Contents

06 | PHOTOSHOOT



08 | A PATH TO LOOK
IN TO THE PAST

12 | CELEBRATING
VALENTINE'S DAY

16 | GOLF- TO COMPETE
OR TO RELAX?

20 | GOOD INSECTS FOR
A GOOD GARDEN

22 | HANDBAGS - BAGGING
A PLACE IN THE FASHION
SCENE

24 | HIP HOP - A PLATFORM FOR
ENTERTAINMENT TO SOCIAL
CAUSE

28 | HYDERABADI BIRYANI-
FOODIE'S DELIGHT



30 | RADIO - KEEPING
UP WITH ADVANCED
TECHNOLOGIES

34 | TECHNOLOGY TAKING
FASHION FORWARD

36 | SPORTIERA - FOR SPORTS
TRAINING AND FITNESS
SUSTENANCE

40 | WAH TURK -
INTRODUCING AUTHENTIC
ARABIAN SHAWARMA

42 | BACK LOBE

HUES OF LIFE

Volume 1 - Issue 7 - February 2022

Editor & Publisher: Nijith Raj
Executive Director: Sajitha Beegum
Chief Editor: Viswanath V.
Editorial Assistant: Maneesh T.M.
Art Director: Kiran Mohan
Photographer: Abhijith B.
Correspondent: Ferzeen Banu
Manager- Marketing: Vishnu U.



Enquires: mail@huesoflife.online
+91 62 388 91 885

editor's Desk

Dear Readers,

One and all would want to please their loved ones on this valentine day, make it a memorable day for all those who care and love. The valentine message that opens before us every February is a gift that can hold us together.

Valentine's Day is a symbol of the conflict between oblivion and memory, reminding everyone that we are still loved. The thought of good moments for tomorrow is what keep us going. No gift given by a loved one will pass without touching the heart. Gifts given to loved ones should be just as complete and subdued.

This time Hues of Life discusses in detail the hip-hop culture that is becoming popular among young people along with Valentine's celebrations. This issue also shares some information for readers about the antique market. Here is an attempt to bring the information about the archeological collections & the modern-day relevance of radio. Also we open the windows of taste with the history of Hyderabadi Biryani, which is different from the variety of biryani that every food lover will cherish. This time, a journey through words is planned through the Agasthyarkoodam, which is steeped in heritage history.

Welcome readers to the amazing treat in the inside pages

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

Printed by Nijith Raj, Published by Nijith Raj on behalf of M/S Fefe Intelligent Business Solutions and Printed at S B Press Private Limited, College Lane, Statue Thiruvananthapuram, Kerala, PIN 695001 and published from 24/606, "JAYANI", Valiyakunnu, Kizhuvalam PO, Kizhuvalam-Koonthalloor Road, Thiruvananthapuram Kerala, PIN 695104. Editor- Nijith Raj.

All rights reserved. Hues of Life a monthly magazine printed and published from Thiruvananthapuram, have taken utmost care to ensure accuracy of the content published. Whole or part of the published matter should not be reproduced without the written consent. The views or expressions implied in this magazine are those of the authors and not necessarily of Fefe Intelligent Business Solutions. All trademarks acknowledged as the proprietary rights of the respective owners

Responsible for selection of news under the PRB Act

PHOTOSHOOT





Costume Designer Smruthysimon
Location Rijo kulangara pazhuvil
Photography Rajeev utsav
Make-up Sindhu p menon
Models Anushree nair, Amal nath K, Eldhose jolly,
 Akhila subash, Anna chacko
Retouch franks_sebz
Co-ordinator's Reshma sreeju & Resmi p b
Ornaments Parakkat jewlers





A PATH TO LOOK IN TO THE PAST

Archeology is of great importance and value in both Indian and foreign markets. Precious, rare, and ancient - these are the words we often hear from the mouths of archivists. Antique collection has become a hobby of many people, whether they have the necessary resources or not, either directly or indirectly. Archeological collection is an underworld full of mysteries. Recognize the importance of the artifact that comes before us, ensure its authenticity, set a worthy price, and establish close contact with the agents who deal with these items. It takes a lot to become a good archaeologist. This wonderland is also a swamp of deceit waiting for the uninitiated.

The value and importance of archeology increases with age. Needless to say, the creator/owner features also add value. The antique business is one of the most lucrative businesses in the world today. Some dealers sell two types of antiques – original artefacts and replicas. Copies are being made so that the original and the forgery cannot be identified. Vendors may charge a fee for replicas that are so elaborately made that such copies and original artifacts cannot be identified. Those who are not skilled in recognizing antiquities will be deceived. The law does not allow any antiquities in India to be sold to foreigners or exported to foreign countries. However, it is not uncommon for antiquities to be sold for large sums of money and then reprinted and replicated.

Archeological finds are usually objects that are over a century (hundred years old). However, in some countries, artifacts dating back fifty or more years are included. Legislation has been

enacted to preserve such relics, as antiquities can describe the lifestyles and living conditions of the people of a period as old as fifty years. The history that archeology describes is not just a description of ancient events, but the peculiarities of the foundation that sustains contemporary culture. Some of the signs found in archeology (e.g. maker's mark) can help to identify where an object was made. Hallmarks in gold and silver are a prime example. Everything that was made over a hundred years ago is handmade. Antiquity can be traced back to the scientific analysis of changes in an object over the course of time, as well as to archeological paintings (carvings), scratches, and obsolescence. It is prudent to take advantage of the fact that India has systems for chronology and evaluation of archeology through scientific methods. The oldest temples, churches and churches in the country are mostly artefacts that have been built or are in use. In addition, some palaces and their properties fall into this category. Some rituals and ceremonies help in their maintenance. At the same time, many archeological sites have been lost due to the climatic conditions of our country, carelessness and lack of historical awareness. It is the great responsibility of the present generation to preserve what is left. The wealthy who are obsessed with it and do not know the law are the ones who fall for fake antiquities and sculptures.

Fraudulent dealers have a number of tricks to show the age of objects. Chlorides in metallic materials can create a 'feel' of claw and moss. If it is a wooden item, bury it. Revenue officials should be notified if any gold

coins or other valuables are found in the backyard. It will be handed over to the Archaeological Department for dating. The property owner will be paid 25% more than the current market price. There are many scientific methods available today to determine whether an object is an artifact or to determine its age. Archaeologists today have the ability to scientifically examine archeological finds, monuments and artefacts found in the ground, and to describe in detail the age (nature), character, and cultural background of the object.

Many confusions about archeology have formed in the new context. What is archeology? Many questions are now being raised in our society as to how it should be handled and whether they can be exchanged and sold. The fact is that there are clear guidelines and regulations for such matters regarding the management of archeology. The Central Act of 1972, the Antiquities and Art Treasures Act, deals with the management of archeology. Archeology includes objects that are more than a hundred years old and are of historical, artistic, or archaeological significance.

Non-antiquity certificates are required for the sale and export of items that are not actually antiquities but seem to be antiquities. The aforesaid act also contains provisions for the certification of 'not archeological'. The Central Archaeological Survey of India also has the power to issue this certificate. This certificate is issued by a panel of experts. In Kerala, the Thrissur Circle Office of the Central Archaeological Department is carrying out these activities. The Act also provides for the issuance of licenses to traders of antique and non-antique



items. Accordingly, there are many people who are licensed and carry out such trade legally. It is therefore imperative that the people are clearly aware of the right to preserve antiquities and take such steps.

Much of the recent news item on the subject of archeology is invaluable religious or administrative relics. India has museums of government and quasi-government archeology, museums of private and private institutions, and museums of educational institutions such as universities and colleges. Many such museums are home to archeological sites. In addition to museums, archeology is housed in private homes and private collections. Archeological sites include artefacts/objects preserved in open spaces, such as ancient buildings, ruins, and other monuments, as well as those preserved in interiors (such as museums, etc.). This article gives you a brief overview on archeology, its significance, its duration and value, and what constitutes government legislation in this regard.

The Department of Culture under the Government of India and the Archaeological Survey of India (ASI), the Department of Culture under the State Government of Kerala and the Department of Archeology of the State of Kerala maintain the monuments, museums and archeological sites under the Central and State Governments. With the financial and advisory assistance of the government, some private institutions, individuals and communities are preserving historical monuments and archeological sites. Historical monuments and archeology are part of the cultural heritage and patrimony of the respective country and community. Cultural heritage, on the other hand, is the very basis of the growth, development and evolution of mankind. Therefore, destroying or neglecting ancient civilizations and their remnants is a cruel and irrational act not only against the country but also against mankind itself. This is because the modern age and its culture are based on the so-called ancient civilization. Therefore, it is the responsibility of the

modern generation to study and analyze the ancient civilizations on which the foundation is based and to preserve the remnants of the cultural heritage.

Written records and unwritten archeology are two factors that make possible the study and analysis of cultural heritage. In India, unwritten archeological artifacts are of paramount importance, as are the records kept in granite, copperplate, bamboo, wood, palm, and paper. This is because even in the absence of written documents, such archeology can interpret ancient history and cultural heritage for present and future generations. When the seed sown in the soil germinates and grows into a plant, the sown seed disappears but the plant grows from the sown seed. In the same way, the big tree that is the culture of today has assimilated and raised its identity from the seed of the ancient culture. Therefore, written records and unwritten archeology, which are described as remnants of ancient cultures and heritage, must be preserved and studied.



FOOD PRODUCTS



Dehydrated products



Raw Banana Powder



Green Jackfruit Flour



Raw Banana Powder



Amla Infused Honey



Ginger Honey



Turmeric Honey

info@fiann.in
www.fiann.in

+91 9037379500

CELEBRATING VALENTINE'S DAY



Valentine's Day is the day for lovers. Every year on February 14th, Valentine's Day or St. Valentine's Day is celebrated all over the world. This day also has a history. Legend says that Valentine's Day was celebrated in memory of the priest Valentine. It is a day when lovers exchange hearts with each other and give gifts, further strengthening pure love. Many legends are still in use today. The most important of these is the story of St. Valentine, the priest. Valentine's Day is celebrated around the world for those who keep love in mind. On this day of confession and reassurance, couples celebrate by exchanging flowers, gifts and letters. Each day that leads to that day has its own characteristics.

During the reign of Emperor Claudius II (AD 270), who ruled Rome, Christians were subjected to much cruelty. The emperor forbade his people to marry, realizing that Roman soldiers living in marriage were less militant and more likely to have family. It is during this time that the history of Valentine's begins. St. Valentine was bishop of the province of Terni, 60 miles from Rome. He became a bishop at a very young age and was widely accepted by the people. However, the evil Emperor Claudius II, who ruled Rome imprisoned Valentine many times and continued his atrocities against the Christians, who went through various hardships.

One evening, the bishop went for a walk and saw a fight between two couples. He gave a red rose from a nearby garden to the quarreling lovers and spoke kindly to end their quarrel. The character 'Love Birds' is said to have originated from this event. Many lovers who have heard these stories arrived at Valentine to seek blessings. He would present roses as a romantic gift to couples who came to him for blessings. Meanwhile, a young woman named 'Serpia' on the outskirts of Terni fell in love with a young man named 'Sabinus'. But Seraphia's parents did not allow them to marry for fear of the emperor's order. Serpia, who was under house arrest, fell ill. Sabinus wrote a letter to Bishop Valentine asking for help and he took the initiative to arrange





the marriage of the two.

Concerned about the growing popularity of Bishop Valentine, Emperor Aurelian, the successor to Emperor Claudius II, imprisoned him and tortured him for months. He was martyred on February 14, 273 AD, at the age of ninety-seven. While in prison, the jailer, fascinated by the bishop's profound knowledge, brought him to teach his birth blind daughter. With affection and love he told stories and understood what was going on around her. Just before he died, he placed his hands in her eyes and blessed her and gave her sight. Valentine's last note to his disciple ends with the words, "By your Valentine." That is how the method of writing love letters came into being.

In the 5th century, under the leadership of Pope Galatius, on the outskirts of the province of Terni near Rome, the remains of Bishop Valentine – the apostle of love who had been martyred by Roman soldiers – was found, and Pope Galatius built a church (St. Valentine) above his tomb. Later the monument was completely demolished. In the seventeenth century, its ruins were discovered and a new basilica (St. Valentine's Basilica, Terni) was built

there.

The first person in the world to send a Valentine's card to his lover was a French man named Charles. He was the Duke of Orleans when he was imprisoned in the Tower of London. It was not until the eighteenth century that merchants began to realize the marketing potential of this festival. As early as the 1920s, Hallmark's Valentine's Day cards were shipped across the ocean to the United States and elsewhere. Today's Valentine's Day market in the United States is worth about \$ 20 billion. Valentine's Day celebrations and markets have been active in India for the past quarter century.

Lovers welcome every Valentine's day with great enthusiasm and joy. But it is also a day when those who are single without love do not want to be faced. Those who are single on Valentine's Day have a question they do not want to hear. The question 'what's the program today' is the one they hate the most. As couples prepare to celebrate this day with their partners, it is one of the saddest days for the singles. Singles admit to experiencing unnecessary stress on V-Day. Most of these people feel that they are experiencing some

kind of teasing from their loved ones.

The surprising and hopeful result of this social pressure on V-Day is that many people feel the pressure for being with someone on Valentine's Day. Loneliness is considered to be one of the most difficult things to do on Valentine's Day.

It's a week-long celebration. Valentine's Week is from February 7th to 14th. Each of these days has its own uniqueness. Saying love step-by-step is what you need to do every day. Valentine's Day is celebrated in many different ways in many countries. Each day leading up to Valentine's Day has its own specialties. February 11 is Promise Day. Proposal Day is a day that promises to always be with the sweetheart invited to life. It is also the day when he or she makes seductive promises based on his or her desires and dreams. Rose Day, Propose Day, Chocolate Day, Teddy Day, Promise Day, Hug Day, Kiss Day, and finally Valentine's Day are the week-long celebrations. These days are very popular for Valentine's celebrations, which have become part of Western culture. Those who want to fall in love and those who want to open up about love are waiting for these days.



GOLF-

TO COMPETE OR TO RELAX?

Golf is good for both body and mind as it enhances fitness even in the elderly. It has a friendly nature when compared to other sports. In addition, golf, which is intertwined with nature, is less risky. It is estimated that about 600 million people play golf twice a year. However, golf once had a bad reputation for being an expensive sport and male-centric. The arrival of players like Tiger Woods has played a significant role in increasing the popularity of golf, which is boring to look at and fascinating to play with. Golf is not a sport that is so familiar to India that most people do not know the rules behind it. So we are trying to analyze those rules, the point calculation and its possibilities.

In short, golf is a game won by those who push the golf ball into a series of holes with the smallest number of strokes. Normal golf takes place

on different terrains with different distances. Those terrains do not have to be flat or longitudinal. In addition, small ponds and muddy areas can be found here and there. Sometimes trees can also get in the way. According to a study published in the British Journal of Sports Medicine, golf should be practiced at least 150 minutes a week. The new findings are based on discussions with international experts working in the field of public health and health policy. The first sport of golf was played in 1456 AD at the Edinburgh Burgess Golfing Society in Edinburgh, Scotland. It is now known as The Royal Burgess Golfing Society. The first known record of golf was the 1457 edict of King James II of Scotland banning the game. In 1574, James IV lifted the ban on golf. Golf is a sport in most parts of the world today.

The player must try to drop the ball into the holes (pits) of the golf course with



the lowest number of strokes using a variety of clubs or golf sticks designed for the game. A player can have up to 14 clubs. These different clubs are for different types of stroke. These sticks or golf sticks are very important. It's because, the speed, distance and direction of a shot are controlled by these rods. A golf course consists of 9 or 18 holes. There are two main types of games in the golf: Match play where two players compete against each other for each hole/pit, and stroke play, in which points are calculated according to the number of shots. What is in the Olympics is match play. Golf was featured at the 1900 Paris Olympics and the subsequent 1904 Olympics. Later golf was dropped from the Olympics. Years later, golf returned to the 2016 Rio Olympics. The golf course at the Olympics is divided into four rounds with a total of 60 participants. The area where the game starts is called the tee. From here you have to hit the ball with the club to the part called Green. The destination hole will be there. There are 18 pits in each round. That is, a total of 72 pits. The points are awarded according to the number of feet the golf ball is placed in these 72 pits. There may be a little confusion here. Let me say that

first. It was said earlier that there are 18 holes in a round. Similarly, the number of strokes to hit each pit is determined by the degree of difficulty and distance of each pit. Most pits can have a level of 3, 4, and 5. The same goes for hitting the ball to the target in 18-hole golf and now comes the important thing. If the ball can be delivered in those holes with such a stroke, it is called Par. That is, if a person drops the ball in 4 strokes in a par hole where 4 strokes are specified, the number of points awarded is zero - four strokes. If you put in five shots it will be a plus one. Six in six shots plus two, seven shots plus three, and one in 3 strokes, that is, if the ball is delivered to the pit one point less than the specified stroke, it is called a birdie, and -1 point is awarded. The reason is nothing but an indication that the pit of 4 strokes has been conquered in 3 strokes. If someone conquers this pit in 2 strokes, it will be called Eagle. It gets -2 points. If the par is in a three hole, try to put the ball in the hole within three shots. If so, the par point is zero. Four shots would be a plus. If the goal is scored in two shots, the minus will be one. In a single shot you get minus two strokes. Similarly, you have to try to put the ball in the hole within five shots on par. The ball

must be delivered to the hole in a total of 72 strokes, ten in four pars and four in par five, three and four. The winner will be the one with the least stroke in all rounds. That is, the player tries to get the ball to the target with fewer shots and earn a minus stroke.

Now let's see what it would be like if more strokes were needed for the pit than the specified strokes. If more than 1 stroke is required it is called Bogey and if more than 2 strokes, it is called Double Bogey. The points are +1 for Bogey and +2 for Double Bogey. As mentioned earlier, there are 18 holes in a round. It usually gives 72 strokes as an average stroke. This means that a player has about 72 strokes in a round. The fewer strokes per hole, higher the points level and higher the rankings. With these 4 rounds the total of 72 pits is 288 strokes. All a player has to do to win a medal is to conquer the entire pits in just a few strokes.

For many the sports is to relax, while some take it as a competing event. There are more than 38,000 golf courses across the world as of 2019 according to The R&A. Golf has also been played in the Moon by Alan Shepard in 1971. The popularity keeps growing.

കേരള സംസ്ഥാന ഭാഗ്യക്കുറി വകുപ്പ്

ഇപ്പോൾ ആഴ്ചയിൽ ആറ് നറുക്കെടുപ്പുകൾ

തിങ്കൾ **വിൻഡിംഗ്** ഒന്നാം സമ്മാനം **75 ലക്ഷം**

ചൊവ്വ **സക്രീംപതി** ഒന്നാം സമ്മാനം **75 ലക്ഷം**

ബുധൻ **രേഖ** ഒന്നാം സമ്മാനം **70 ലക്ഷം**

വ്യാഴം **കാരുണ്യപ്ലസ്** ഒന്നാം സമ്മാനം **80 ലക്ഷം**

വെള്ളി **നിർമ്മൽ** ഒന്നാം സമ്മാനം **70 ലക്ഷം**

ശനി **കാരുണ്യ** ഒന്നാം സമ്മാനം **80 ലക്ഷം**

പ്രതിവാര ടിക്കറ്റ് വില **₹40 മാത്രം**

ടിക്കറ്റുകൾ വിപണിയിൽ ലഭ്യമാണ് സർക്കാർ നിർദ്ദേശപ്രകാരമുള്ള കോവിഡ് പ്രൊട്ടോക്കോൾ അനുസരിച്ച് ടിക്കറ്റ് വിൽപന മാസ്ക് ധരിക്കുക - ശാരീരിക അകലം പാലിക്കുക

GOOD INSECTS FOR A GOOD GARDEN

We are surrounded by a life-and-death struggle between hunter and prey. Although we rarely pay attention to it, man has turned this struggle to his advantage through the help of insects in the agricultural world. Good pests that eat harmful insects chase opponents and make a patrol around their surroundings. Beneficial insects have been used in gardens in many parts of the world since the late nineteenth century. Naturally occurring insects that feed on pests are bred to control other pests for a long time. Many beneficial insects sometimes warn the plants themselves and some plants will emit a chemical alarm signal when harmful insects begin to eat them. Then the good insects in the vicinity come quickly to the rescue. If your garden is full of beneficial insects, they may often prevent the attack of growing pests before you even pay attention. They are the custodians of the garden and are doing an amazing job. Let's get acquainted with some of them.

Assassin Bug

These are also known as killer bugs. Most members of the Reduviidae family can be easily identified. Assassin bugs have a relatively narrow neck, firm physique, and a giant curved proboscis. They poison and swallow backyard pests, including caterpillars, leafhoppers and other beetles.

Soldier Beetle

The first identified Soldier beetle had a color pattern reminiscent of the red-coloured forts of early British soldiers. That is why they got this name. They have soft forewings and search for prey at night. After getting dark, it eats and destroys insects and their eggs from rocks, debris, and other hiding places during the day.

Ladybird

They are favorite of gardeners and do not possess simplicity in their nature. They show no mercy to some of their

most powerful enemies. Most insects prey on herbivorous homopterans, including aphids, whiteflies, and lice. But the ladybird does not stop there. They feed the larvae, they lay their eggs directly on the colonies of other insects to ensure that they have an immediate source of food. The ladybird is indispensable in the garden as it swallows thousands of harmful insects that are harmful to plant health.

Praying Mantis

You are lucky to have Praying Mantis in your garden. Unusual and refined, they are good hunters. They are one of the fastest killers that cannot be compared to any other insect. They can instantly remove annoying garden pests. They love to eat grubs, bugs, aphids, locusts, beetles, flies and other insects.

Honey bees

The bees in the garden are a great blessing. In addition to killing the pests, it also provides rich honey. They are an important part of the growth cycle of plants and are considered to be one of the most important pollinators. When the nectar of the flowers is sucked, pollination takes place through them.

Butterfly

Butterflies are one of the most beneficial insects in addition to adding color to gardens. It is very beautiful to see these insects flying across the garden. Their color and beauty are amazing. They sit on the flowers and eat nectar and carry pollen to fertilize. Through this new seeds and fruits are produced and the growth of the plant is promoted.

Lacewings

Insects called lacewings can protect your garden from other pests. They are at the forefront of destroying aphids, brown plant hoppers and whiteflies during their larval and adult stages. Female lacewings lay eggs on the larvae of whiteflies and aphid colonies. These aggressive predators begin to devour rival larvae

from birth. To help the lacewings, it is only necessary to control the ants that are trying to protect the plant hoppers that eat the lacewing's eggs.

Dragon-fly

Dragonfly is a creature that preys on various other flying insects, including mosquitoes, flies, moths, whiteflies, fruit flies, and their larvae. Inviting these insects, which are harmless to humans, into your garden is naturally a great way to reduce pests.

Earthworms

Needless to say, earthworms are one of the most beneficial insects in the garden. The excretion of these worms provides nutrients to the plants, which make the soil aerated and regulate the pH of the soil.

Bumble Bees

Bumble bees are large and beautiful species. They are hairy pollinators like bees and are harmless and rarely bite. Bumble bees pollinate plants and eat honey. Like bees, they live in colonies but are found in soil, foliage, and hollow wood. Growing fruit trees encourages bees in the garden.

Spider

Although spiders are frightening creatures to most of us, they are one of the most beneficial insects in the garden. Although there may be some spider species that can be harmful to humans, they are generally harmless. They prey on mosquitoes, flies, grasshoppers, ants, aphids, and other pests you may want to keep away from.

Ground beetles

Ground beetles live on the ground but rarely fly and move fast. As nocturnal predators, they feed on nasty insects, caterpillars, and other insects that attack your plants and their eggs. You can find them in manure or compost heap and in dark covered areas under debris and leaves.

HANDBAGS – BAGGING A PLACE IN THE FASHION SCENE



Those who do not use handbags are rare. It's a favorite of all genders. But how many people know what kind of bags are available in the market? It is safe to say that supply was low and demand was high. These include large bags such as tote, hobo, top handle, crossbody and backpack, as well as smaller items such as clutches, wristlets and funny packs to men's wallets. If you think what's special in a bag, you're wrong. It is generally said that a person's shoes can tell what kind of person he is. Similarly, the attitude of each person can be identified by looking at what kind of bag each person is using. You can see that there is some truth in this. Handbags can tell if someone is a trendsetter or a follower of another's fashion, does he love classic style, or experiments with fashion. Not only that, if you want to know if one is carrying only the most essential items or keeping everything from tickets to small buttons in the bag, just check the bag and its contents. Also think about the size of the bag you use every day and the items that you intend to carry with you when you go shopping or work, and an umbrella if it is raining. If you want to take care of something essential, it is wise to buy a handbag that is even more comfortable. It is no exaggeration to say that many people use handbags every day. Handbags are present at parties, movies, school, university, workplace, grocery shopping and everywhere.

The price of a bag depends on the material used to make it. That is why leather bags are considered more expensive than other bags. There are many types of leather, including calf leather, lamb leather, and saffiano leather. Ostrich leather and crocodile leather are even more luxurious and exotic. Many brands that are the kings of the world of bags are the manufacturers of bags made of high quality leather. Hermes, Chanel, Louis Vuitton, Gucci, Prada, Dior, Burberry, Valentino, Fendi, Celine, etc. are some of these. Bags worth from Rs. 500 to about Rs. 1.5 crore are available in the market today. Let's get acquainted with one of these giants in bags.

The Himalayan Birkin bag was sold at an auction for Rs.1.5 crore. The bag was made of albino crocodile skin and contained more than two hundred and forty diamonds and gold. Victoria Beckham, wife of renowned footballer David Beckham, was presented with a Himalayan Birkin bag worth Rs. 64 lakh. Following in Victoria's footsteps, Kim Kardashian also acquired a Himalayan Birkin. Hermes Birkin bags are a brand that is seen by Hollywood and Bollywood celebrities as a status symbol. Victoria Beckham has in her collection over a hundred bags of this item. Hermes does not make more than one or two stylized bags. Ordering a bag can take months, sometimes years. Even the smallest Birkin bag costs up to Rs. 5 lakh. If you decide to buy a luxury handbag, be sure to buy one that fits all outfits. Don't forget that a good timeless bag is better than buying ten cheap bags which damages quickly.

Bollywood fashionistas are not far behind when it comes to designer bags. Most actresses have a collection of these types of bags that symbolize luxury. Many of them use trendy Chanel and Gucci bags. Bags made by luxury designer house Chanel, whose demand has not diminished over the years, fall into the timeless classics category. The dream of most handbag lovers is to own a Chanel bag. Chanel's most famous model is a double flap bag made of caviar leather. Most people see these bags as an investment. Even the smallest bag can cost from Rs. 2 lakh. These bags have a 20% price increase every year. Many people are willing to pay a good price for used old bags. Louis Vuitton is another name that cannot be replaced when it comes to handbags. Louis Vuitton's LV is a familiar monogram design. They make bags worth between Rs. 50,000 and Rs. 28 lakh. The first thing any person starting a luxury brand collection will buy is a Louis Vuitton, small or large. The fact that the leather used to make it will never be damaged is enough to justify the price paid for this bag. LV wallets are a favorite of fashion-loving men. From being a small bag to carry coins to a handbag to



Bollywood fashionistas are not far behind when it comes to designer bags. Most actresses have a collection of these types of bags that symbolize luxury. Many of them use trendy Chanel and Gucci bags.



carry personal items, handbags have undergone a lot of modifications. Apart from its practical purposes, handbags have now become a part of the fashion scene.



HIP HOP – A PLATFORM FOR ENTERTAINMENT TO SOCIAL CAUSE

Hip hop is gaining international attention and is considered a global musical element in many countries. Recent studies suggest that hip hop is a culture of youth in which every country in the world has developed its own local rap scene. As hip hop becomes the hub of the vast music and fashion industry around the world, its ripples in India can be seen as overcoming social barriers and crossing racial boundaries. Considered as a part of South Asian hip hop culture, Indian hip hop is a part of popular music developed in India. Desi hip hop is a term used to describe music and culture that combine the influence of hip hop and Indian music. Hip-hop was introduced to India in 1990 by Punjabi rapper Baba Sehgal aka Harjeet Singh Sehgal. Since then, independent hip hop artists, rappers and artists of Indian descent from all over the world have emerged. Together they created a space in global hip hop venues. Honey Singh is known as the rap god of India. Because when we think of Indian rap, the first name that comes to our mind is Honey Singh. His popularity as a rapper has grown over the years and has even reached foreign countries. Most other rappers, like Raftar, were initially associated as part of his team. This rapping of India has surpassed Taylor Swift and BTS with 75 million views in 24 hours on YouTube.

India, the second most populous country in the world, imitated American hip-hop at the beginning of the 21st century. It later evolved into a true art form, gradually expanding into different genres and subdivisions. Due to its solid foundation, it has always been a haven for innovation. However, the 2019 film *Gully Boy*, directed by Zoya Akhtar, is inspired by the lives of Indian street rappers, especially street slum dwellers in the slums of Mumbai. *Gully Boy* became the seventh highest grossing film of the year and was one of the most popular hip hop films in India. The film stars Ranveer Singh, Alia Bhatt, Kalki Koechlin, Vijay Varma, Siddhant Chaturvedi, and Amruta Subhash in the lead roles. The film was selected as India's entry for Best International Feature Film at the Berlin International Film Festival, winning a total of 13 Filmfare Awards and becoming the second Bollywood film to win four Awards for acting. Even though *Gully boy* does not mark the arrival of hip hop music or rap in the Indian subcontinent, it became a film that introduced this category to mainstream audiences who were not so familiar with hip hop until then and proved to be completely different from the more popular Punjabi-Bollywood style of hip hop. *Gully Boy* is a film inspired by the lives of Indian street rappers Divine and Naezy, who are known for speaking out on injustice



“

The socio-politically marginalized and oppressed sections of India also find their own voice in hip hop and highlight their own struggles. Each work, whose scope and popularity became self-speaking, resonated best among the people.

”

and promoting social change. As a result of the inclusion of Punjabi rappers like Badshah and Raftar in mainstream feature films, Bollywood audiences were already accustomed to rap before Akhtar’s film was released. Each of them and many similar artists have created many hits. Many of these songs are still considered by many to be favorites and remain on the playlists.

The socio-politically marginalized and oppressed sections of India also find their own voice in hip hop and highlight their own struggles. Each work, whose scope and popularity became self-speaking, resonated best among the people. Hip hop is increasingly used to promote activism, public awareness, and dissent. Clearly, gully rap had gained momentum in India even before it hit the movies. As with many other art forms, the internet, especially YouTube, has contributed immensely to its growth. Many hip hop artists have already become popular and many record labels have played a significant role in nurturing the hip hop scene in India. Established in 2017, Delhi-based Azadi Records is one such notable label.

Politics and sentimentality can be seen in the dominant voices of street poets in India today. The content of the lyric is always socially conscious. Indian rap performers discuss slum life, police brutality, women’s rights, corruption and state-led oppression. This socio-political approach to hip-hop emphasizes the honest representation of local communities. Accordingly, artists often rap in their own language. This is possible when each of the different languages in India has a different standard and flow. The multilingual nature of gully rap and the relative lyrics created a diverse audience in India. While electronic music is primarily the music of the upper middle class in cities, gully rap has gained listeners across social levels. It was sowing the seeds for a new music culture by representing the everyday problems of citizens. In a country where many local traditions hinder the creation of a common personality, India’s work ranges from conscious poetry to heavy discourse on hip-hop, a rare medium that offers a pan-Indian perspective.



DIGITAL PARTNER



Blockchain Based Loyalty | Digital marketing | Website Development
Mobile Application Development | E Commerce Portal

INDIA UAE USA

www.mysearchglobalrewards.com

IND: +91 989 547 8037 | UAE: +971 561 202 055



HYDERABADI BIRYANI- FOODIE'S DELIGHT

Biryani is always on the list of favorite dishes of children and adults. Biryani is also a staple food in most homes to celebrate the holidays. Biryani is a dish that stands out for its many different flavors and unique ingredients. The long list of vegetable biryani, chicken biryani, mutton biryani, prawn biryani, beef biryani, paneer biryani, soy biryani and egg biryani suggests that biryani can be made in many different ways. Whatever the origin of the delicious biryani dish, it is now a favorite dish of people all over the world. Moreover, no other dish has been able to captivate vegetarians and non-vegetarians with the magic of its taste. Biryani is a dish made with rice that is a mixture of spices, meat/vegetables and yoghurt. The spices that are commonly added to biryani such as cloves, cardamom, cinnamon and coriander are known to be the main determinants of the taste of biryani. Ghee, ginger, onion, garlic and yoghurt are also important ingredients. Saffron is also added for color. All the popular biryani in India are named after certain regions. They have been famous for their traditional cuisine and delicacies since time immemorial. Biryani is also famous for the rice used to make biryani. From the popular name of Biryani, one can quickly find out what country they are from. According to historical records, biryani originated during the reign of the Nizam in Hyderabad. However, some other historians have suggested that the Mughals modified the Pulau food in Persia into biryani.

Hyderabadi Biryani is a popular South Indian biryani. During the reign of Nizam, the ruler of Hyderabad in the 18th century, Hyderabadi biryani emerged as a blend of Mughal and Telangana cuisine. It can be said that Hyderabad Biryani became famous during the reign

of Nizam. This dish has been in the taste buds of foodies for a long time. The Hyderabadi Biryani range, which is available anywhere in India, includes over 149 different types of biryani. Although Hyderabadi biryani is a bit different compared to Mughal biryani as it has been cut off from the Mughal Empire, its Mughal influence has not completely disappeared. The uniqueness of the Hyderabadi Biryani cuisine lies in the spice that is at the center of the taste. Of course, neighboring cultures like Mughals and Hindus have a lot

of influence here. Hyderabadi cuisine is characterized by ingredients that basically ignite the taste buds of the food lover, such as lemon, tomato, cardamom, cumin, coriander and black pepper. Mutton is a great addition to Hyderabadi biryani, which includes basmati rice, meat, yoghurt, onions, spices, saffron and coriander. However, it is also worth noting that some of the popular Hyderabadi biryani varieties use chicken and beef instead of mutton. Along with spices, a variety of meats are selected with the health of each food lover in mind.

Hyderabadi Biryani can be prepared in two ways, namely Kutchi Gosht Biryani and Paki Biryani. Add the mutton to spices in the Kutchi biryani and leave overnight, then dip in the curd before cooking. Then basmati rice is cooked on several levels. It is sealed in a sealed vessel and boiled on charcoal. The method is to cover the pot well with flour and then put charcoal on top of the pot and cook. However, in Paki biryani, the time spent mixing the meat with the spices is less. The meat is cooked first before being cooked in rice. The meat is first cooked in the form of a gravy with its spices and seasonings and then added to the rice in several layers. There is also a vegetarian version of Hyderabadi Biryani. This biryani is made with carrots, beans and cauliflower. Dahi chutney, which is made by mixing yoghurt and onion with Hyderabadi biryani, is commonly used as a side dish. The cuisine of Hyderabadi Biryani has left its mark on history. India has witnessed many invasions and new rulers and their cultures. With each of these came a different culture and new cuisine. Invaders such as Turks, Arabs, Persians and Afghans introduced the culture of various feasts in India.



Hyderabadi Biryani can be prepared in two ways, namely Kutchi Gosht Biryani and Paki Biryani. Add the mutton to spices in the Kutchi biryani and leave overnight, then dip in the curd before cooking.



RADIO – KEEPING UP WITH ADVANCED TECHNOLOGIES



The giver and receiver are essential components of this system if it is said that the act of giving and receiving radio messages as a means of communication is carried out. Radio, like other communication media, has to do with structurally integrating the two. This broadcasting center, which radiates waves of knowledge and lights of joy effortlessly into the lives of the masses, is an invaluable contribution of science. Radio promotes education, the arts and artists and makes lazy moments lively. It provides an opportunity for people in their own country and in another to get to know each other. Thus a broadcast auditory mindset has become the main symbol of a healthy and refined life.

The history of radio, one of the most influential media in the Renaissance social system of Kerala, is over 110 years old. We are amazed at the potential created by this medium to strengthen Kerala's civil society and the formation of the Commonwealth from the sixties to the eighties. It can be seen that radio programs at that time envisioned programs that would go beyond mere entertainment and create the cultural and social body of Kerala. Radio has played a pioneering role in Kerala's agriculture, industry, social thought, politics, arts and culture. Radio was formed as a popular medium to represent all sections of



the population in the social hierarchy. Therefore, it can be seen that aesthetics, which was effective in building a society using sound, was created by radio at that time. Even today, the relevance of radio is enhanced by the fact that it has such a social base.

If you look at the pre-radio methodology before the FM, the emphasis was on programs that connect isolated worlds through a variety of social messages. Radio has become an integral part of the life of the people of Kerala and has established its dominance by subduing the strong left of the newspapers. Radio has become an indispensable component of the medium of knowledge and entertainment, from the private spaces of personal life to the public spaces, whether in the kitchen or the bedroom, in the fields, in the border camps, in the military camps, and in the barber shop, the everyday place of the common man. Radio in public places were meant to expand the cultural purpose. Those involved are evolving from person to person. The modern-

day relevance of radio is aesthetics, which transforms the notion of sound into a special semantic construct. The relevance of radio is increasing day by day.

World Radio Day is celebrated on February 13 every year. The United Nations has called for the celebration of Radio Day in the context of evolution, innovation and relationships, with the aim of linking radio to human history through this day's celebration. For decades it has been the best and simplest means of communication for human beings. The best source of information for anyone in any corner of the world. 2022 is the eleventh anniversary of World Radio Day. February 13 was designated as World Radio Day by UNESCO at its 36th Conference on November 3, 2011. February 13 is World Radio Day because the United Nations Radio was established in 1946 on the same day. On January 14, 2013, the United Nations adopted the UNESCO resolution. Radio continues to be the best medium of

communication even in the age of online platforms and popular social media apps including WhatsApp. Radio is still the cheapest but most widely used medium in the world today. The uniqueness of radio is that it can reach a large audience at the same time. Radio has been a medium of entertainment and knowledge for decades.

As radio expands as the world changes, radio is more sustainable and able to accommodate this change. Radio renews itself as we adapt to new technologies and continues to be a dynamic medium. Radio always serves our community in a variety of ways in the face of natural disasters, socio-economic crises, and epidemics. With the advent of visual media, radio has become alien to the vast majority of today's generation, but there are some of us who have become accustomed to listening to news and music on the radio. The popularity of radio has not diminished when one thinks of how some of the people who conquered the hearts of the people through radio can still bring us songs, speeches and stories.

RICED

The Malabari Tang

subtle melt-in-mouth rice is yet another Malabar precision

neychoru

Lusciously slippery rice ever-softened by ghee and infused with the aromatic spice-mix alongside the supple meat

biriyani

delicate slices of meat in the mild-flavoured savory, cherry-picked from the north-Kerala descent

pothu curry

CATERING CATALOGUE

20 _{pax}	>35 _{pax}	
₹170	₹150	Chicken Biriyani + Chicken Fry
₹250	₹230	Mutton Biriyani + Chicken Fry
₹160	₹140	Ghee Rice + Pothu/Chicken Curry
(As per availability)		Parotta, Ari Dosa, Chicken fry, Chicken curry, Pothu curry, Mutton kuruma *Vegetable Curries provided as per requirement

Order on **6282034951** 📞 📱

TECHNOLOGY TAKING FASHION FORWARD

A lifestyle that combines fashion and technology today is associated with human aesthetics. The new world is trying to connect fashion with technology and at the same time we think every object we use needs to look better. That is why design in any field is the face of modern life. Aesthetic concepts should be designed keeping in mind that they vary according to the country, time and culture. Many who think they know about fashion design think that it is just superior way of sewing. But just because a dress is good does not mean it is enough. Footwear, belts, bags, jewelry, etc. should also be perfectly accessorized. Fashion design involves the design of such accessories (accessory design) as well as technical knowledge. Technology is present even in the basics of leather design, jewelry design, glass design and furniture design. Adopting the technology of fashion communication to build good brands will require a lot of use of IT.

Fashion is an amazingly diverse field. Everything we use can be imaginatively designed, be it glasses, watches, cars, computers, telephones, furniture or company logos. Technology has influenced the fashion industry through the speed of communication. Technology plays a major role in disseminating designs, techniques and ideas and generating instant demands. Many processes have been spontaneous for decades in terms of the production of anything. The technology of weaving and embroidery has improved with fashion. Even if we imagine the acquisition of automation of cutting and sewing processes, we can see the qualitative growth of technology in the fashion sector. There is a range of wearable

technology today. From sensors made for the military and athletes to LED clothing are considered to be the best examples of this.

The fashion industry is uniquely moving forward and immersed in the traditional process. The market has also improved through computer-aided designing and digital patterning. Of course, social media marketing and sharing nurture fashion through visual-technology. Technology can do a lot more to protect the fashion industry. There is another aspect that samples are often discarded when physical prototypes are made by hand one by one. Fashion styles that are universally inappropriate or unnecessary are often abandoned with the advancement of technology.

Technology can connect designers globally with live product resources, share information from beginning to end and interact with them in the best possible way. 3D imaging and prototyping can save time and materials without wasting them. Automated sewing technology is one of the blessings of fashion as it enhances fit with 3D body scanners and software to reduce manufacturing costs and improve overall production time. Smooth logistics delivery, including the use of drones is another example of growth. Through artificial intelligence 'learning' from social media posts, likes and searches, e-commerce can anticipate what consumers' interests are. Relevance lies in the fact that the protection of technology can have a huge impact on fashion and streamline the entire creation and distribution process of the fashion industry.

The fashion industry is constantly using technology. It's just that it's not as visible



to the average consumer. For example, with the advancement of synthetic fibers, automatic knitting and the use of ultra-modern weaving machines, sportswear can be worn to create lighter fabrics and better garments than our predecessors. Centuries ago, many

ordinary people had very few clothes. Because they were made by hand. We are now able to change and wash and keep the clean clothes that used to be very expensive for everyone except the nobles and the royal families. Today,

we use software to create images, such as sketches and storyboards, for design. Designers can choose electronic technology instead of ink, pen, markers, paints and pencils to draw sketches of their ideas. Even collages for inspiration boards do not need to be cut and pasted from magazines. Images can be stored online and quickly created on a blank document using the cut & paste function.

New colors are designed every year using software for designing different fashions and then shared among all design fields, giving designers the largest palette of all time to choose from. The software and codes used to recreate the colors create a technical note that allows them to recreate exactly each time. If you have ever seen thin fabrics with very small and precise geometric designs, you may have seen laser etching. Once an image has been loaded into the machine, the laser will either deliver an embossing to the fabric or cut it clean. Due to the use of lasers, very small shapes can be cut with precision. Thus in many ways, small and large, technology is shaping the future of the fashion industry.

Google Glass, Android Wear and iWatch are some of the wearable technologies. With the recent release of T-shirts that can track a wearer's biometric data, the integrated fashion and technology industry sees a bright future. If you look at how futuristic fashion is portrayed in many movies, especially in the eighties and nineties, you can understand how technology works to push fashion forward. In twenty years we will be looking back at the clothes we wear today and wondering what to think. The technology envisioned in science fiction has often become a reality. And what seems impossible will quickly become a reality. In terms of future technology, the gap between man and device is sure to narrow again. Fashion and technology will be there together.





SPORTIERA - FOR SPORTS TRAINING AND FITNESS SUSTENANCE



Kerala has always been a land of sporting talent. However, it can be seen that many of them have not been able to bring out their true potential due to a lack of proper training and infrastructure. Many of today's emerging geniuses agree that they too are going through a similar ordeal. Sportiera Sports Development and Education fills this gap by providing the right platform for anyone who wants to learn or practice their favorite sport.

Sportiera offers each of its students the latest training methods that incorporate the physical, mental, technical, strategic, and social aspects of sports. Sportiera is an all-in-one platform that offers training in multiple sports and premier cricket coaching, as well as opportunities at multiple levels, in an atmosphere of absolute fun and excitement.

Sportiera was launched on April 5, 2021, with an international curriculum that



helps students in sports as well as their careers by providing sports facilities and development programs through schools and other institutions. Through this, it is possible to focus on physical and mental development. Sportiera promises comprehensive training programs not only for young talented boys and girls but for people of all ages. Whether your goal is fitness, professional sports, or just a hobby, Sportiera has programs set up under nationally known coaches. With

the combination of athletic skills and advanced training under experts in the respective fields, every sports enthusiast has the opportunity to interact and learn with national and international level players and athletes.

Sportiera has a number of plans for those interested in sports. Institutional cricket training is the first of these. The program is aimed at implementing grass-root level sports training in schools. Their training project mainly focuses on cricket. Training for other sports too will be provided by Sportiera if required. In addition to cricket, the program covers football, baseball, softball, handball, and netball for schools. Sportiera's Cricket Academy is located at two locations in Thiruvananthapuram. One of them is called FFC Arena in Chanthavila, while the second academy is called Sportive Arena near Cosmo Hospital in Murinjapalam. At present, the training programs are being conducted in only these places, but the organizers have decided to extend the activities to the schools later.

Weekend cricket leagues are Sportiera's second project. It focuses on arranging practice matches and tournaments for students. If you want to connect and organize it for another organization,

so be it. For example, Sportiera has successfully organized corporate tournaments and marches for banks and corporate companies. The next product is for adults with a keen interest in sports. Many of them are unable to maintain their health due to intense busy job schedules. However, they are also aware of the importance of fitness. Sportiera offers fitness courses to such people through sports. For example, a person over the age of 30 may sometimes be reluctant to go to the gym. However, for those who are interested in sports, they are offered a fitness-based sports program called Sports with Fitness. Sportiera's specialty is that it has a fitness program for adults that is tailored to their needs. The project was conceived with full focus on their weight loss and fitness, incorporating ground workouts and yoga without using any machines. The next is a plan to manage classes for corporate companies to highlight the importance of sports and fitness in schools and colleges and to inform the public about the importance of nutrition. To this end, Sportiera aims to run week-long sports camps and clinics.

Prasobh, a cricket lover and player, is one of the mainstays of Sportiera.

One of the greatest desires of his life was to establish a cricket academy. Prasobh's elder brother Prasanth was an expert in sports like handball and baseball. However, in India, such sports were not developed in any way. Cricket and football aside, handball, baseball, softball, and netball were all in their infancy. Sportiera was born with the goal of elevating them. Although mainly cricket training, Sportiera also offers programs for schools interested in developing any of the above sports. Even other projects came out of this.

Anoop, a sports enthusiast became part of Sportiera which accelerated the plans again. He has served in various specialty hospitals, fitness centres, and football clubs as a highly sought-after sports physiotherapist. Being a trainer who possess a unique holistic approach to health and fitness, Anoop became one of the forerunners of Sportiera.

Sportiera provides opportunities to bring out the healthy competitive spirit of the players by analyzing the players' abilities through regular match analysis

and techniques and preparing the young talents for local, national and international competitions. In order to popularize the importance of sports in modern life, Sportiera's infrastructure is a way for every sports lover to fulfill his or her dreams by conducting leisure sports events for the sports-loving community as well as advancing through the game-based curriculum to identify each one's right skills and techniques.

Sportiera provides skilled trainers for each project and senior trainers visit



from time to time to review its progress. Jomin, a cricket enthusiast and the first staff member of Sportiera, manages the coaching in the institution. He also coordinates the affairs of the Academy and handles Sportiera's Marketing and Sales Division, as well as holds the position of an Assistant Coach. Preparations are nearing completion to form a team and train schools and the school teams are assisted here by the coaches of Sportiera.

Coaches leading Sportiera

N. Bijumon (Director-Cricket)



N. Bijumon is a professional cricket coach with over 19 years of experience in developing the skills of emerging cricketers. He is the coach of Ranji players Mohammad Azharuddin, Sigimon Joseph and Jincy George. He is also the batting coach of BCCI-NCA U-16 and the specialist cricket and wicket-keeping coach of the Kerala Cricket Academy. With his expertise in Biomechanics, Sky Acquisition, Sports Periodization, Mental Skills, Game Awareness and Team Dynamics, his experience in cricket technique error detection and correction plans is evident.

Dr. Sandy Nair (Fitness Consultant, Strength & Conditioning Coach)

Trainer Sandy alias Sandy Nair is a former member of the Kerala Cricket Association. He was the Ranji Trophy



coach of the Hyderabad Cricket Association and the head of the academy under Sunil Joshi during the 2011-12 season. He was also a consultant to the Deccan Chronicle and Deccan Chargers IPL team players. Trainer Sandy has been the coach of BCCI's National Cricket Academy's national and zonal camps and senior and junior (U - 16 & 19 players) since 2010. VVS Laxman, Robin Uthappa, Sanju Samson and Mithali Raj are some of the cricketers he coached.

Saranya RS (Chief Consultant - Women's Cricket)



Former captain of the Kerala women's cricket team Saranya has also played for the Karnataka cricket team. She is currently the head coach of the Meghalaya senior women's cricket team. A BCCI-NCA Level B Coach, she was the Cricket Coach of the Kerala State Sports Council and the Head Coach of the Assam Cricket Association. Saranya is also the first woman cricketer to be certified as the coach of the National Cricket Academy.



Ashwathy Rajendran (Sports Management & Exercise Science Expert)

Ashwathy has won more than 50 medals in inter-collegiate competitions at the state and national levels. Besides Indian cricketers taking part in the Ranji Trophy and BCCI matches, Ashwathy has worked with ISL teams like Chennai FC and Hyderabad FC. She currently focuses on testing and training athletes and providing scientific athletic solutions to the team.



WAH TURK - INTRODUCING AUTHENTIC ARABIAN SHAWARMA

Gyros/Shawarma is a staple of Arabian cuisine. In Kerala too, many shawarma stalls have come up even in rural areas as many people consider this new food as a substitute for snacks today. But how many of these people credibly introduced the real Arabian taste to the Malayalee?

Wah Turk Gyros and Grills are a taste of variety out there. The company is intended to make the shawarma remarkably close to the original authentic shawarma

which we get from gulf countries through exploring the spices and herbs used and researched in sauces. The cloud kitchen outlet of the company is now located in Kumaranasan Nagar away from the hustle and bustle of Kadavanthra, Kochi. The outlet provides dining (following health and safety regulations), take-away and free delivery (D2C) all over Kochi. The justified answer to placing the outlet away was to provide hustle-free meals and ample parking facilities for the customers. Initially, it's through Swiggy and Zomato



that people got to know this one-and-a-half-month-old venture. Wah Turk is one of the various sub-brands of a group of companies. The chairman of this group of companies, Suhail Shajahan, a young entrepreneur/engineer who worked in Saudi Arabia and Bahrain for close to a decade, is the man behind the success of Wah Turk.

The team working in Wah Turk is dedicated to making their product the best in Kochi. There are two types of bread used for shawarma in Wah Turk. One of them is the Arabic khubz, commonly available in the Gulf countries and the other is Saj bread, the thick version of Rumali roti. The Arabic khubz version named Classic Shawarma is prepared by spreading it in half and adding the fillings inside. In the Saj bread version named Signature, a khubz is also added along with the fillings. In India, the shawarma is generally marinated with Indian spices. Wah Turk only uses exotic herbs and vegetables and Arabic special masalas to marinate the meat here. This special Turkish marination is the soul of Wah Turk shawarma and the final product features chicken, French Fries, lettuce leaves accompanied with four types of sauces rolled inside the flatbread and toasted with butter. It is accompanied by a mayo sauce known as Toun, an authentic Arabic preparation of garlic sauce. Of the two varieties of shawarma, Classic is the smaller, and Signature is the larger version.

The menu is extended to pure vegetarians also. Falafel is a 100 percent vegetarian dish made in Wah Turk to treat vegetarians just as much as people who eat chicken. The Falafels are served with vegetables and tahini sauce (authentic Arabian ground sesame sauce). The NRIs and returnees have

certified this as the best falafel spot in town. Suhail Shajahan himself talks about the Shawarma culture. "The Malayalee snack culture is limited to a cup of tea and bread in the evening. In Gulf, it would be tea and shawarma. Some people regularly eat shawarma, but it is not harmful to their health because of the quality of product we get there. Shawarma cooked in Wah Turk meets the same standards as available abroad, without the use of chemicals, food additives or taste enhancers which are unhealthy. This is evidenced by the excellent customer feedback (4+ stars in google) our company receives."

Wah Turk Shawarma is made in such a way that it gives importance to health along with the taste on the tongue. There are even those who buy shawarma on alternate days, or regularly in Wah Turk. Fifty days after its inception, Wah Turk still has customers who have completed 25 orders. This is because of the assurance of treating the customers as family members. Quality and hygiene is ensured for all products. The sauces are prepared daily.



Mayonnaise has been found in many forms in many places. Mediterranean version of garlic mayo, named Toun is used here. Mayonnaise can be made in different ways. The fact is that the lower the cost of production, the lower the standard. They provide high-quality thick mayonnaise which means it is built without cost reduction and meets all the standards of production.

The utmost desire of the company is to provide the customers with food products from various parts of the world in an authentic way. Now, the company is focused on introducing food products from Turkey, Syria, Lebanon, and Greece. The word 'gyros' in 'Wah Turk gyros and grills' refers to shawarma in Greek. The company is planning to introduce unique burgers and red meat products this year. The company has its own trademarked dishes like biriyani, Arabic menu and Greek menu and the delay in introducing the dishes is due to the health and safety restrictions, the chairman said.

Some people are skeptical when it comes to Wah Turk because of the lack of compromise on price or quality. Some people may not want to eat shawarma without cabbage. In the Gulf countries, they do not approve of adding cabbage to shawarma. When giving shawarma here it was decided not to make any changes in it. Suhail realized that reducing the unique quality and price would increase sales but would only serve to degrade the Wah Turk brand later. The people have already taken up the new Shawarma brand in Kochi and their venture has the aim of establishing a presence in the metro cities. The word 'authentic' is the hallmark of Wah Turk and Suhail Shajahan is now looking to expand his venture to Bahrain and Saudi Arabia.



BACK LOBE!



Geoffrey Chaucer who wrote in Middle English the lines
“For this was on seynt Valentynes day
Whan every foul cometh there to chese his make”
in the poem ‘Parlement of Foules’ would be surprised
now to find the hullabaloo of February 14th being celebrated as
Valentine’s Day.

Of course, it’s great there is a celebration of love, although of late,
commercialism has found an upper hand on the event.

It’s said that this celebration originated as a feast day honoring
martyrdoms. This date also has a ceremony to ward off epilepsy
wherein children were given small keys (termed Saint Valentine’s
Keys). Belief was such that the charm of ‘Saint Valentine’s
Key’ would ward off ‘Saint Valentine’s Malady’ as epilepsy was
traditionally called.

So how come only the ‘love’ part is focused now. Why not take
a look at the maladies and illnesses that still exist in developing
and underdeveloped nations and put the spotlight on them too?
Or if that is farfetched, why not each one just think about the
downtrodden in their cities and care for them for a day at least?

The Tibetan spiritual leader His Holiness the Dalai Lama had said,
“Love and compassion are qualities that human beings require just
to live together.”

With the availability of technology, it is easier for us to identify the
needs of those in dire circumstances. The same resources also make
it convenient to take positive actions to rectify those circumstances.
We just need to have the compassion to do so. We need to have
love for our fellow being.

For those religious people among us, let’s remember ‘If you are
showing love to your fellow human beings, you are showing love to
your God.’

For many this love and compassion comes from their upbringing.
Some learn it through their own experiences. Some never have it.

Which of these 3 would be us?

Our actions will be answering that.

Oh yeah, “Happy Valentine’s Day, Folks!”

Viswanath V.
almightyv@gmail.com



milma

കേരളം കണികണ്ടുണയ്ക്കുന്ന നൽ

മിസ്തമ പനീർ ഉണ്ടാക്കിൽ എന്തും ഉണ്ടാക്കാം!



Paneer Pizza



Paneer Fry



Paneer Payasam



Paneer Tikka



Paneer Biryani

100% പാൽ കൊണ്ടുണ്ടാക്കിയ സാദിഷ്ഠമായ മിസ്തമ പനീർ ഉണ്ടാക്കിൽ ബിരിയാണി മുതൽ പായസം വരെ ഉണ്ടാക്കാം, വളരെ എളുപ്പമായി! ധാരാളം പ്രോട്ടീൻ, കാൽസ്യം, മഗ്നീഷ്യം, പൊട്ടാസിയം, സെലീനിയം തുടങ്ങിയ അത്യാവശ്യപോഷകങ്ങളാൽ സമ്പുഷ്ടമായ പനീർ, നിങ്ങളുടെ ദാഹപ്രതിരോധ ശേഷി വർദ്ധിപ്പിക്കാനും, എല്ലുകളെയും പല്ലുകളെയും ശക്തിപ്പെടുത്താനും, ശരീരഭാരം കുറയ്ക്കാനും സഹായിക്കുന്നു. മാത്രമല്ല, പ്രമേഹരോഗികൾക്കും അത്യന്തമമായ ഒരു ഹെൽത്ത് ഫുഡാണ് പനീർ.

#ഇനിഎന്തുംമിസ്തമപനീർ



stark.in

Your Cultural Space

Culture Shoppe exhibits a host of unique products that have been hand crafted by rural livelihood across the country. Support a way of life for the rural artisans and help us preserve our heritage and culture.

This exquisite handcrafted Nettur petti is a traditional Kerala Jewelry box celebrating one of the finest ancient artifacts of historical significance.

