

HUES OF LIFE

**SPECIAL
EDITION**



**EMBRACING PROGRESS
AND EMPOWERING THE
PEOPLE: CELEBRATING
TWO YEARS OF THE PINARAYI
VIJAYAN GOVERNMENT**



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editor's Desk

Dear Readers,

Hues of Life has swiftly gained popularity among the new generation of readers. In a relatively short period, we have become a source of inspiration for many. Women of Success Awards 2023 is one of the powerful ventures which led us to a prestigious ceremony that recognized accomplished women who have excelled in various fields. This historic event celebrated the perseverance and hard work of 20 women who have made a significant impact in their respective domains. In today's rapidly changing society, it is crucial to acknowledge the importance of women and their undeniable success. The time has come to recognize and appreciate their contributions as they are the driving force behind the progress we see around us. By empowering women, promoting their achievements, and ensuring their inclusion, we not only create a more equitable society, but also fuel innovation, economic growth, and social transformation. Meanwhile, the second term of the Pinarayi Vijayan government in Kerala has reached its second successful anniversary. This government has undertaken innovative projects to continue the development of the state while respecting the sentiments of its people. Chief Minister Pinarayi Vijayan has expressed his belief that the government's approval rating signifies the people's endorsement of the previous administration's efforts for the all-round development of Kerala. The collective achievements of remarkable women and the dedicated efforts of our government in Kerala exemplify the transformative power of perseverance and visionary leadership qualities. As we embrace their stories and accomplishments, let us be inspired to contribute to a world where gender equality, empowerment, and progress thrive.

Happy reading
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EMBRACING PROGRESS AND EMPOWERING THE PEOPLE: CELEBRATING TWO YEARS OF THE PINARAYI VIJAYAN GOVERNMENT

The second tenure of Pinarayi Vijayan as Chief Minister of Kerala has reached a significant milestone, marking its second successful anniversary. With a firm commitment to the state's development and a deep understanding of the sentiments of its people, the government has embarked on innovative projects that promise to give shape to a new Kerala. Chief Minister Pinarayi Vijayan acknowledges that this milestone is a testament to the people's approval of the government's efforts to foster all-round progress in the state.

To commemorate this occasion and showcase the government's projects, achievements, services, and new development opportunities, a grand fair titled Ente Keralam-2023 was organized. Spread across a sprawling 63,680 square feet at Marine Drive, Ernakulam, the fair featured 170 stalls, including themed stalls representing various government departments. The exhibition witnessed the active participation of government departments, public sector undertakings, MSME units under the Industries Department, Kudumbashree, and Self-employed Enterprises.

The event showcased a diverse range of activities, including marketing fairs, B2B meets, project clinics, technology exhibitions, discussion forums, and a food fair. Adding to the excitement were captivating cultural performances that delighted attendees of all ages. The pavilions dedicated to the police, agriculture, and industry became focal points of interest, while seminars and awareness programs organized by



different departments offered valuable insights to visitors.

Recognizing the importance of empowering the youth, the fair featured dedicated sections focusing on service, education, and employment. Stalls from Start-up Mission, Labour and Employment Departments, Public Education, Technical Education, and ASAP provided information and opportunities for the youth. Notable exhibits related to the energy sector were showcased by ANERT and Energy Management Centre, while KIFBI's special pavilion highlighted the presentation of KIFBI projects. Various other departments, including Cooperation, Animal Husbandry, Dairy Development, Supplyco, Excise, Fire and Rescue, KSIDC, KINFRA, Motor Vehicle, Public Works, Registration, Social Justice, Women and Child Welfare, Scheduled Castes, Scheduled Tribes, and many more actively participated in the exhibition.

Outdoor display zones set up by the agriculture, forest, and police departments showcased their respective contributions to the state's progress. Additionally, under the auspices of the police department, captivating events such as a dog show, vehicle show, and self-defence training demonstrations were held, adding an element of excitement to the exhibition city.

As part of the second anniversary celebrations, the Left Front organized extensive rallies on an assembly constituency basis. These rallies aimed to not only highlight the government's achievements but also disseminate information about future plans among



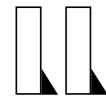
Outdoor display zones set up by the agriculture, forest, and police departments showcased their respective contributions to the state's progress.





the people. A mass rally, attended by LDF leaders, mass organizations, and cultural figures, was held in all constituency centres from April 25 to May 20. The grand finale was a resounding rally in Thiruvananthapuram on May 20, symbolizing the unity and strength of the LDF government.

To keep the people informed, the LDF prepared a pamphlet that succinctly outlined the government's achievements, future plans, and its commitment to building a people-



As Kerala moves forward with unwavering determination and a people-centric approach, the achievements of the Pinarayi Vijayan government in its second year reinforce its dedication to progress and serve as a testament to its ability to overcome challenges and ensure the welfare of the state and its people.



centric Kerala. It also aimed to expose the policies of opponents who support anti-people economic agendas and take a wavering stance against communalism. By celebrating the successful second year of the government, the anniversary celebrations aimed to highlight the government's unwavering commitment to the welfare of its people and its resilience against covert attempts to disrupt the state's harmony.

As Kerala moves forward with unwavering determination and a people-centric approach, the achievements of the Pinarayi Vijayan government in its second year reinforce its dedication to progress and serve as a testament to its ability to overcome challenges and ensure the welfare of the state and its people. With a vision for a brighter future, the government remains steadfast in its pursuit of building a prosperous and inclusive Kerala for all.

In addition to the remarkable achievements of the Pinarayi Vijayan government, it is worth noting the strides made in the field of sustainable development. The state has witnessed innovative initiatives in waste management, with the Sanitation Mission introducing new paradigms that prioritize environmental conservation. These efforts have not only enhanced the cleanliness and hygiene of the state but also set an example for other regions to follow. Furthermore, the government's commitment to renewable energy is evident through the display of innovative models related to the energy sector. The stalls of ANERT and Energy Management Centre showcased

cutting-edge technologies that harness clean and renewable sources of power, further solidifying Kerala's position as a frontrunner in sustainable development.

Another significant aspect of the government's agenda has been the empowerment of the youth. By dedicating sections to service, education, and employment, the fair provided a platform for aspiring entrepreneurs and students to explore opportunities and gain valuable insights. The participation of various departments, such as Start-up Mission, Labour and Employment Departments, and Public Education, demonstrated the government's commitment to nurturing talent and creating a conducive environment for young minds to flourish. These initiatives not only address the present needs of the youth but also lay a strong foundation for their future success, contributing to the overall progress of the state.

As Kerala celebrates the second anniversary of the Pinarayi Vijayan government, it stands as a testament to the tireless efforts and unwavering dedication of the administration. With innovative projects, a focus on sustainable development, and a commitment to empowering the youth, the government has charted a path towards progress and prosperity. The remarkable achievements and forward-thinking initiatives showcased at the 'Ente Keralam-2023' fair reflect the government's determination to build a better Kerala, one that prioritizes the well-being of its people and paves the way for a brighter future.



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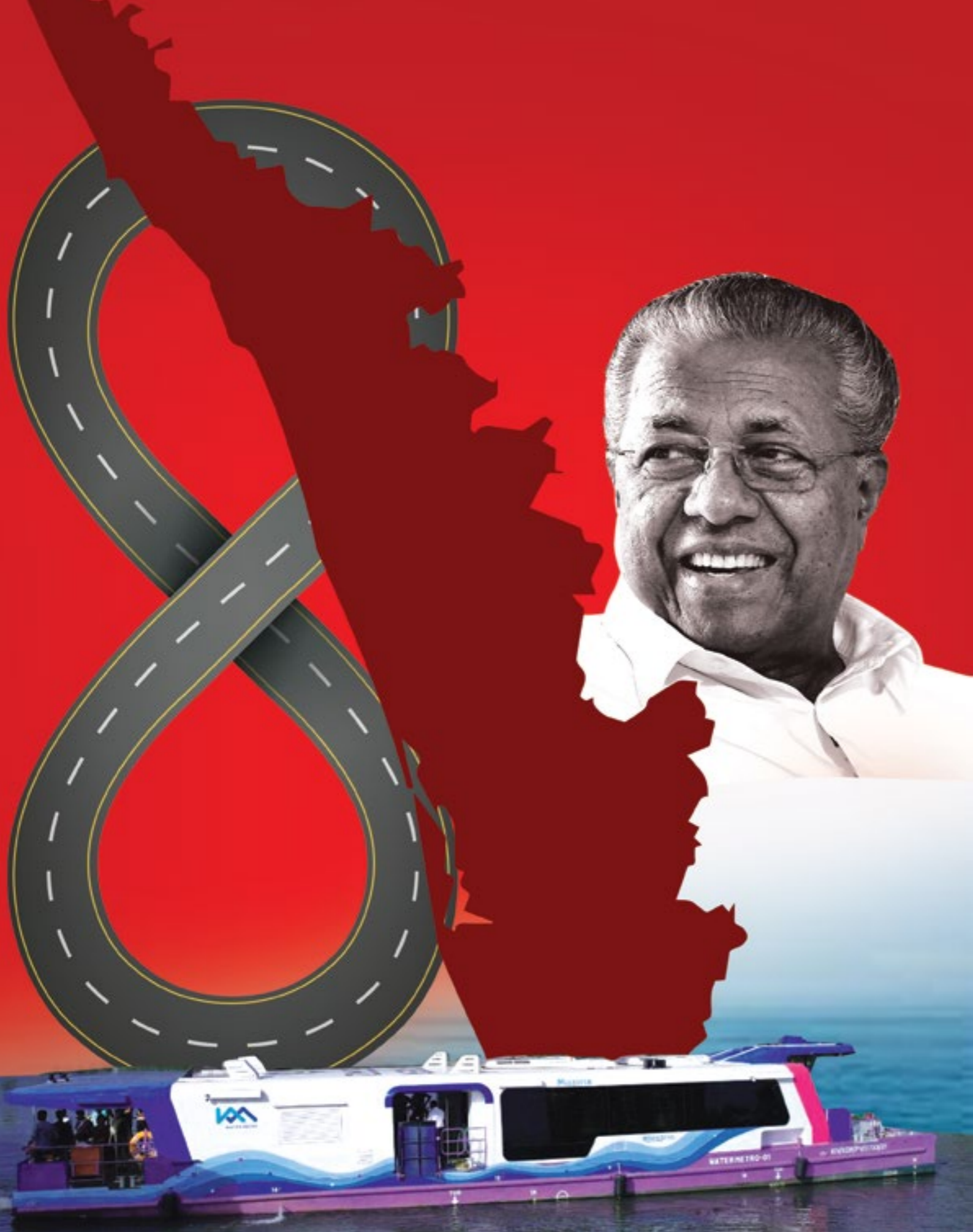
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PINARAYI VIJAYAN'S TRANSFORMATIVE LEADERSHIP: PROPELLING KERALA'S PROGRESS

Pinarayi Vijayan, the Chief Minister of Kerala, has emerged as a visionary leader known for his transformative governance and unwavering commitment to the holistic development of the state. With a remarkable track record of progressive policies and inclusive initiatives, he has spearheaded Kerala's remarkable transformation, setting it on a path of sustainable growth and prosperity. From revitalizing public sector enterprises to prioritizing infrastructure development and social welfare, his dynamic leadership has made a lasting impact on the lives of the people of Kerala.

Reviving Public Sector Enterprises

One of the noteworthy achievements of the second Left Democratic Front (LDF) government under Pinarayi Vijayan's leadership has been the revival of 25 public sector undertakings (PSUs) in Kerala. In a departure from the trend of privatization, Vijayan's government has focused on protecting and rejuvenating these enterprises, leading them to operational profitability. This alternative approach has safeguarded jobs and contributed to the state's economic stability.

Promoting an Investment-Friendly Environment

Pinarayi Vijayan's administration has been committed to creating an investment-friendly climate in Kerala, fostering economic growth and attracting businesses. The Chief Minister has advocated for increased support from commercial banks, ensuring entrepreneurs do not face unnecessary

hurdles. He emphasizes the need to raise the loan-to-deposit ratio, making it easier for businesses to access credit. Moreover, he has introduced one-time settlement schemes for loan defaulters in sectors affected by the COVID-19 pandemic, providing them with relief and encouraging a swift recovery.

Infrastructure Development for Progress

Recognizing the significance of robust infrastructure for overall development, Pinarayi Vijayan has championed major projects like the Vizhinjam International Port. With nearly 80 percent of the project already completed, the port holds immense potential to propel Kerala's economic growth. While ensuring environmental sustainability, expert inspections have confirmed that the project does not cause coastal erosion. By prioritizing capital investment and infrastructure development, the second year of the second term Pinarayi Vijayan's government has laid a solid foundation for the state's economy.

Focus on Education and Sports

The second LDF government places great importance on nurturing a talented and well-rounded generation. Despite the challenges posed by the COVID-19 pandemic, the Chief Minister is committed to providing opportunities for children to engage in sports and recreation. Special interventions have been introduced to promote sports education, with plans to provide football training to 5 lakh children across 1,000 centres. His emphasis on holistic development based on principles of social justice is a testament to his commitment to building a brighter future for Kerala's youth.



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Pinarayi Vijayan's second tenure as Chief Minister of Kerala has been marked by transformative leadership, progressive policies, and inclusive governance.



Affordable Housing for All Promoting Digital Literacy and Transparency

Addressing the critical need for housing, Pinarayi Vijayan's government has prioritized the construction of houses through initiatives like the Life Mission program. Over three lakh houses have been completed, ensuring that deserving individuals receive safe and affordable housing without discrimination based on caste, religion, or political affiliation. This inclusive approach has garnered support from various sectors, including multinational companies interested in investing in Kerala's industry-friendly environment.

Modernizing the Police Force

Recognizing the importance of law enforcement, the Pinarayi Vijayan government has modernized the police force through technological advancements and improved infrastructure. The implementation of the Janamaithri Police initiative and the inauguration of various units, such as the Chengannur Traffic Enforcement Unit and Fire and Rescue Station, have enhanced the efficiency and effectiveness of the police. He also emphasizes the need to address road accidents caused by new generation vehicles and youthful driving habits, underlining his commitment to public safety.

The Pinarayi Vijayan government has taken significant strides in ensuring digital literacy among the people of Kerala, making government services easily accessible online. With 900 government services already available digitally, the aim is to expand this platform further. This push for digital literacy empowers citizens to access government schemes and services from the comfort of their homes, eliminating unnecessary bureaucratic processes. Additionally, Kerala has become the first state in India to achieve complete social auditing in the National Rural Employment Guarantee Scheme, showcasing the government's commitment to transparency and accountability.

Pinarayi Vijayan's second tenure as Chief Minister of Kerala has been marked by transformative leadership, progressive policies, and inclusive governance. Through his focus on reviving public sector enterprises, promoting an investment-friendly environment, and prioritizing infrastructure development, Pinarayi Vijayan has set Kerala on a path of sustainable growth. Furthermore, his efforts to enhance education, housing, law enforcement, and digital literacy have had a positive impact on the lives of the people of Kerala. As his visionary leadership continues, Kerala is poised to achieve even greater heights of progress and prosperity.



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DIGITAL RE-SURVEY, ENTE BHOOMI, AND E-CARDS:

INITIATIVES OF THE REVENUE DEPARTMENT, KERALA GOVT.

Revenue Minister K. Rajan says that village officers have to play a leadership role in making village offices in the state people-friendly and corruption-free. His words are literally being implemented today. The employees of the Revenue Department are also congratulated for their sincere work towards the realisation of the objective of the Revenue Department of Land and Document for everyone and making all services smart. The determination and willpower of the government has been reflected in the distribution of land in Wayanad district. It is a record that 1739 pattayas were

distributed in Wayanad only after this government came to power. All these title files have been pending for years in various legal entanglements and other issues. As part of the government's goal of "Land for all, records for all services, and making every service smart", this great achievement was possible due to Rajan's discussions and interventions.

Decades-old and pending issues like acquisition and grant of title to surplus land of Harrison Estate, grant of title to holders of Narikal surplus land in Tirunelly village, grant of title to holders of Cheengeri Tribal Extension Scheme in Sultan Batheri Ambalavayal village etc.

1739 families have become land heirs as a result of the systematic work done by this government since coming to power to settle these. Lack of surveyors to survey the land and prepare records was the main obstacle. The survey director was instructed to allocate necessary surveyors and survey equipment to this and complete the survey process in time.

The role played by the district administration in taking necessary steps for the urgent disposal of the cases pending in the court proceedings is also not negligible as the district collector and the revenue officials up to the village officers should be mentioned.



A few more land issues have come to the notice of the government that need to be resolved. One of them is the Woodland Estate land issue in Kalpetta which has been going on since 1976. Efforts to solve this problem were made on a war-time basis and a special survey team was appointed for this purpose. As such, the first priority of the government is to resolve the remaining land issues and give away all the land titles.

Extensive digital re-survey process started on November 1, 2022. As a part of implementing the government policy, Kerala has been digitally surveyed in the most scientific manner for four

years and a part of the Digital Reserve has been inaugurated by the Hon'ble Chief Minister of Kerala in a program to be held at the Tagore Theatre in Thiruvananthapuram on November 1st. For the first time in the history of the formation of Kerala, the government has been spearheading the process of fully measuring Kerala. The government intends to complete the reserve in 4 years. Reserve proceedings in our state were started in 1966, but due to lack of modern technology and inadequacy of traditional systems, the reserve proceedings could not be completed even after 56 years. It is in this context that the Kerala government has decided



In order to make all the steps of the digital survey project from the beginning to the end transparent, the Department of Survey and Land Records has set up an online portal called 'Ente Bhoomi' to bring out all the information related to the project to the general public.



to start a digital survey in the state called 'Ente Bhoomi' using the most modern technologies and complete it in a timely manner.

The total cost of the digital survey project implemented across the state is expected to be ₹858.42 crore. Out of this, ₹ 438.46 crore has been allocated to the Department of Survey and Land Records from the Rebuild Kerala Initiative for the first phase of the project. The technical staff of the Survey and Land Records Department is insufficient to prepare digital survey records of all the villages in the state within four years. As a solution to this, 4700 people including 1500 surveyors and 3200 helpers will be hired on contract basis through employment exchange to complete the survey in time. The process of interviewing the candidates who have completed the written test and qualified for the appointment of surveyors on contract basis is in progress. Currently, the aim is to complete the digital reserve of the state with emphasis on unsurveyed villages and villages that have not been completed till date. 400 villages each in the first three years of the project and 350 villages in the fourth year and a total of 1550 villages will be completed within four years.

Sophisticated survey equipment such as Real Time Kinematic (RTK) Rover,

Robotic Total Station and Tablet PC are provided and the equipment is operated within the limits of the GPS Network called Continuously Operating Reference Station (CORS) and it is intended to carry out digital survey in a unified way and to execute the measures completely software-based. Up to 70 per cent of the state will be assisted by RTK rover machines, 20 per cent where satellite signals are relatively unavailable, robotic total station machines and 10 percent of the most open areas will use drone technology for digital survey. According to the topography of the state, 28 COR stations are required across the state. Its construction work has been completed and the COR stations have been commissioned. Construction work of CORS Control Center is in progress at the Survey Directorate. The equipment to be installed in the control centre has been delivered. The work of setting it up will be completed soon.

The aim is to prepare records in a fully IT-based manner using advanced survey techniques based on past experience in reserve survey procedures.

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E-cards will be distributed in the state from now on. If the titles printed on the currently issued paper were lost, it was difficult to make copies. In revenue offices, title files are kept only for a specific period.



The main feature of this digital survey project is that the land related services of the Survey, Revenue, and Registration Departments can be delivered to the people in a timely manner through a single window online system. The important benefits of this digital survey project are that it will be possible to maintain the survey records without obsolete information so that there is no need for any more resurvey, and it will revolutionise the development efforts of the state to transform all land records into an IT-based service.

As part of the digital survey project, it is aimed to prepare a comprehensive GIS database for the benefit of all the departments of the state by including the information required for revenue administration and topographical information of Kerala as part of the project. It is the right of a citizen to have an exact and undisputed right to own land. In order to provide land ownership and accurate measurement through digital survey, participation and cooperation of land owners is essential. The aim is to sensitise people about the digital survey measures and complete the survey activities in a timely manner with public participation.

The digital survey project is being implemented in the state with mass participation. In order to complete the project as planned, public participation is required to take steps prior to the survey such as clearly marking the boundaries of their land and establishing the boundaries before the survey date if there are no clear boundaries. Many land complaints have been caused due to surveys being conducted without the presence of landowners and taking action by publicising the survey records long after the survey was conducted. Therefore, in digital survey, the survey is conducted in the presence of the landowners and the maps are prepared in the field. Digital survey is completely software-based. In order to sensitise the general public and ensure public participation in the Digital Survey process, Survey Sabhas were organised in a manner similar to Grama Sabhas in collaboration with the Local Self-

Government Department in 200 villages across the state selected for the first phase of the survey. The importance of digital survey, the role of people in the project, and the benefits of the digital survey project have been explained and a clear guideline has been provided in the survey councils. The huge public participation received by the survey councils is proof that people have embraced the digital survey project.

E-cards will be distributed in the state from now on. If the titles printed on the currently issued paper were lost, it was difficult to make copies. In revenue offices, title files are kept only for a specific period. Therefore, the title deed should have been found and a copy given. E-cards are a solution to this problem. Information of software-based issued e-cards will be stored in the State Data Centre. These are labels with QR code and digital signature. In the first phase, the cry certificates issued by the Land Tribunal were converted into e-cards. Subsequently, 'Bhoomi pathivu patayams' will also be converted into e-pattayams. As these are linked to the revenue department's release software, inflows and outflows can be made without a separate application. Land fraud through fake land titles can also be prevented as authenticity of land titles can be verified through QR code. As an e-card is linked with Aadhaar, information about cards issued to an individual is available.

In applications for conversion of paddy fields and wetlands, priority will be given to those allotted houses under the LIFE scheme. Instructions for this have been given to the RDOs. Priority will be given to those who apply for treatment and loan assistance to those suffering from serious illness. A special operating procedure has been devised for expeditious processing of declassification applications. Of the 2, 26,901 applications received by this government, 94.71 percent of them have been processed. The minister also said that a weekly meeting of junior and senior superintendents is held under the leadership of the RDO to ensure that specific procedures are followed.



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UNVEILING KERALA'S FISCAL FUTURE: THE ASTUTE STRATEGIES OF FINANCE MINISTER K. BALAGOPAL

Finance Minister KN Balagopal, a seasoned leader with a deep understanding of Kerala's socio-economic landscape, presented a budget that exudes confidence and hope. Building on the firm commitment of the second Pinarayi Vijayan government, Balagopal ensures that welfare and development projects for the people remain uncompromised, even in the face of financial setbacks. With a strategic vision for comprehensive development and state security in the years ahead, the budget encompasses innovative initiatives and long-term goals.

The budget presented by Finance Minister KN Balagopal for the fiscal year 2023-24 highlights the government's dedication to prioritizing the

welfare and development of the people, despite financial challenges. With an expected revenue of Rs 1,35,419 crore and an expenditure of Rs 1,76,089 crore, the budget showcases a firm commitment to sustaining welfare programs and ensuring a balanced fiscal approach.

Recognizing the importance of employment generation and transitioning to a knowledge-based society, the budget allocates substantial resources for projects aimed at increasing employment opportunities and promoting a skilled workforce. Furthermore, initiatives like the Make in Kerala scheme, with a budget allocation of Rs 1,000 crore, will boost domestic production and create investment opportunities within the state.

Addressing the pressing need for affordable housing, the finance minister earmarked Rs 1,436 crore for the construction of 71,861 houses and 30 housing complexes under the Life Mission scheme. Additionally, Rs 260 crore has been allocated to support Kudumbashree, the women empowerment program.

In line with the government's focus on infrastructure development, significant investments have been allocated to various sectors. A substantial amount of Rs 10,000 crore has been set aside as the first phase of the Kochi-Palakkad Industrial Corridor project. The finance minister also emphasized the importance of road development, with allocations of Rs 1,144 crore for roads and bridges, as well as Rs 1,000 crore for land acquisition for the Ring Road project.

Recognizing the significance of agriculture and forestry, the budget allocates Rs 971 crore for the agricultural sector, including subsidies for rubber cultivation and increased support prices for coconut. Additionally, provisions have been made for paddy cultivation, crop insurance, and the promotion of sustainable farming practices. The budget also emphasizes the conservation of forests and wildlife, with earmarked funds for forest conservation, biodiversity conservation, and veterinary services.

The budget places considerable importance on the development of tourism, with a specific focus on key destinations such as Kovalam, Kollam, Munnar, and Bekal. An allocation of Rs 50 crore has been made for the development of tourism corridors, along with plans to establish airstrips across the state. These initiatives aim to transform Kerala into a world-class tourist destination.

To address the evolving energy needs of the state, the budget allocates Rs 1,158 crore for the energy sector. The finance minister envisions Kerala becoming a fully renewable energy-based state by 2040, with plans to establish hydrogen

hubs in Kochi and Thiruvananthapuram. Additionally, the state aims to achieve net carbon neutrality by 2050, with investments in solar projects, electric charging stations, and the promotion of clean energy initiatives.

Recognizing the importance of public health, the budget allocates Rs 2,828 crore for the healthcare sector. With a vision to make Kerala the healthcare capital, funds have been set aside for various healthcare activities, including the development of rabies vaccines, communicable disease prevention, and the Karunya scheme. The government also prioritizes the well-being of adults, with funds allocated to establish day care centers. Notably, the budget aims to promote sustainable menstrual hygiene practices by allocating funds for the promotion of menstrual cups.

In order to strengthen the state's transportation infrastructure, the



Recognizing the vital role of the health and education sectors, the budget assigns significant allocations for their advancement. With an allocation of 2828 crore, the public health sector receives a substantial boost to further enhance healthcare services in the state.



budget allocates significant resources to national highway development and the Rebuild Kerala project. With ongoing construction work spanning 1,931 kilometers, the government is investing 1,33,000 crores towards enhancing the state's road network. Notably, 904 crores have been earmarked for the Rebuild Kerala project, which aims to revitalize the state's infrastructure following the devastating floods. Additionally, 1,000 crores has been allocated for the acquisition of land for the Ring Road project, while 1888 crore has been set aside for the transport sector. These initiatives aim to improve connectivity, enhance transportation efficiency, and support the overall development of the state.

Recognizing the vital role of the health and education sectors, the budget assigns significant allocations for their advancement. With an allocation of 2828 crore, the public health sector receives a substantial boost to further enhance healthcare services in the state. As part of this, the budget emphasizes the establishment of Kerala as the healthcare capital, with 30 crores dedicated to the development of healthcare facilities and 574.5 crore allocated for the Karunya scheme, which provides financial assistance for medical treatments. Moreover, the budget sets aside funds for the development of rabies vaccines, prevention of communicable diseases, and the creation of day care centres for adults. The education sector also receives attention, with a budget allocation of 463.75 crores, ensuring the promotion of quality education and fostering a conducive learning environment for the students of Kerala.

The budget presented by Finance Minister KN Balagopal reflects a comprehensive approach to addressing the diverse needs of the people of Kerala. With its focus on inclusive growth, infrastructure development, sustainable practices, and social welfare, the budget sets the stage for a prosperous and resilient future for the state.



P. RAJEEVE'S VISIONARY LEADERSHIP REVOLUTIONIZES KERALA'S INDUSTRIES SECTOR

Under the transformative leadership of Minister P. Rajeeve, the Industries Department of Kerala has witnessed a sound revolution in recent years. With his unwavering commitment and foresight, Rajeeve has spearheaded numerous initiatives that have propelled Kerala's industries to new heights. From the resounding success of the Entrepreneurial Year scheme to the revitalization of the healthcare sector, P. Rajeeve's contributions have ushered in a new era of growth and prosperity for the state.

One of Minister P. Rajeeve's most notable achievements has been the implementation of the ground-breaking Entrepreneurial Year scheme. Initially aiming to establish 1 lakh enterprises within a year, the project achieved this remarkable milestone in just eight months, rewriting the records of India's entrepreneurial landscape. The Central Government applauded Kerala's achievements by presenting the Entrepreneurial Year scheme as a national best practice during the esteemed National Conference of State Chief Secretaries. The project not only exceeded expectations in terms of job creation, investment, and infrastructure development but also witnessed a surge of women entrepreneurs, empowering and fostering gender diversity in the business sphere.

The Entrepreneurial Year scheme's resounding success is evident in its extraordinary outcomes. Even before the completion of a single year, the project generated an astonishing 2 lakh job opportunities, significantly reducing

unemployment in the state. This achievement is a testament to Minister P. Rajeeve's visionary leadership and his unwavering commitment to fostering economic growth. Moreover, the scheme attracted a whopping investment of 6282 crores into Kerala, enhancing the state's economic prospects and providing a strong foundation for future industrial development.

Minister P. Rajeeve's commitment to environmental sustainability is another hallmark of his visionary leadership. His administration has taken uncompromising action against the indiscriminate dumping of garbage in public places. Through various campaigns, open gyms and parks are being established using funds from Members of Legislative Assembly (MLAs) and Corporate Social Responsibility (CSR) initiatives. Furthermore, the implementation of CCTV cameras strengthens monitoring against illegal dumping activities. Initiatives like Haritakarma Sena have played a commendable role in waste disposal, while Kudumbashree and local self-government bodies' health departments have made significant contributions. The concerted efforts of the people, transcending political affiliations, have ensured that these cleaning activities are not limited to a few days but are sustained throughout the year. The establishment of diverse Miyawaki Forests, enriched with a myriad of trees, further highlights the administration's commitment to preserving and enhancing Kerala's natural biodiversity. The minister recognizes the immense potential of Kerala's healthcare sector and has implemented measures to

strengthen domestic production and advance medical technologies. By encouraging local talent to develop cutting-edge technologies within the healthcare industry, Rajeeve aims to position Kerala at the forefront of medical device manufacturing and diagnostic excellence. The government's support in nurturing the pharmaceutical industry, leveraging Kerala's abundant natural resources, further underscores its commitment to the sector's growth. The introduction of an industrial policy focused on healthcare has paved the way for the Bio 360 Life Science Park, which serves as a vibrant hub for research institutes, science and technology academies, and companies specializing in biotechnology, nanotechnology, and life sciences. This strategic initiative fosters collaboration, innovation, and knowledge exchange, positioning Kerala as a frontrunner in the field.

His visionary leadership has brought about a transformative revolution in Kerala's industries sector. From the remarkable success of the Entrepreneurial Year scheme to the sustainable development initiatives and the revitalization of healthcare and research, his contributions have left an indelible mark on the state's progress. Under his guidance, Kerala has witnessed unprecedented job creation, record-breaking investments, and a thriving entrepreneurial ecosystem. As P. Rajeeve continues to lead with passion and dedication, the industries of Kerala are poised to achieve new milestones, solidifying the state's position as a beacon of economic growth and innovation.



2023 INITIATIVES OF THE HEALTH MINISTRY: A BRIEF OUTLINE

Kerala won the award for the state that provided the least costly treatments in the central government's Arogya Manthan 4.0. The state's Karunya Arogya Suraksha Scheme (KASP) bagged the best performing state award for highest scheme utilisation. The work of Minister Veena George, who is leading the department from the front with a group of health workers ready for action, cannot be overlooked here. The Government Medical Colleges at Kozhikode and Kottayam are leading in the highest number of scheme utilisation in the country. The reason for choosing

Kerala was that the scheme could benefit up to 180 patients per hour (maximum 3 patients per minute). Currently, the service of the scheme is available in 200 government hospitals and 544 private hospitals in Kerala.

Health Minister Veena George said that the state is trying to provide medical assistance to the maximum number of people through the Karunya Arogya Sukhara Scheme. This is in recognition of the excellent work done by the state for medical assistance. A State Health Agency (SHA) was formed under the State Health Department for the successful

implementation of the CASP scheme. The minister said that SHA played a big role in coordinating treatments with the participation of private hospitals. The aim of the government is to promote research, including in the field of medical education. Research will be encouraged among medical students and teachers. Doctors of the state are working with various universities globally. There are many academically brilliant people among us. The Minister also stated that it is very important to transform and utilize their skills positively in the field of health. Research is essential for any branch of science. Research is the most important thing in medicine. Great achievements in the field of public health are the result of decades of visionary work.

We faced challenges like Covid and Nipah through the system we have created. The minister also stated that he should be able to advance the health



As part of the State Health Department's campaign 'Alapam Shraddha Sanathan Sangham', more than 10 lakh people were screened at their homes for diagnosis of lifestyle diseases.

sector along with academic talent and contribute to the nation and the state. As part of the State Health Department's campaign 'Alapam Shraddha Sanathan Sangham', more than 10 lakh people were screened at their homes for diagnosis of lifestyle diseases. This target was achieved within two months of starting the project. Controlling and preventing lifestyle diseases are essential in maintaining people's health and boosting immunity. The aim is to control the diseases by ensuring the necessary treatment for those with lifestyle diseases and to provide the necessary support to prevent the diseases for those who are at risk.

This is one of the most important activities conceived and implemented during the tenure of this government through Ardram Mission as a part of Navkerala Karma Yojana II. For this purpose, the Minister directed to examine the possibility of cancer control



and palliative care while developing the Shayla app and these were included. Screening for cancer is carried out by a specialist in the camps. Specialist inspection has been started by holding such camps in the Wayanad and Pathanamthitta districts.

As part of this campaign, health workers visit people above 30 years of age and carry out screening to find out the risk of disease. Free diagnosis and treatment are provided to those who need it. Within two months of the project, 10, 22, 680 people across the state were screened for lifestyle diseases through home visits. Out of that 20.45 percent (2, 09,149) fell under the risk factor group of any serious disease. They have been subjected to expert examination. This project will bring about a big change in the health sector of the state. By early detection and treatment of lifestyle diseases and cancer, the disease can be treated and cured without complications. Through this project, a large section of the population can be freed from such diseases.

A neonatology department was started for the first time in Kozhikode Medical College for the special intensive care of new-borns. Excellent facilities are provided to ensure adequate care for mother and baby. The Minister also stated that as a result of this, the target was approved. Endoscope, Colonoscopy, Endoscopy System in Gastroenterology Department, Navigation System for Knee Replacement Surgery in Orthopaedics Department, Video Bronchoscope with Video Processor in Pulmonology Medicine, Cardiopulmonary Test Equipment, Multipara Monitor in Anaesthesia Department, High end Anaesthesia Work station, Flexible Intubation Video Endoscope, 4K Ultra High Definition Camera Endoscopy System in the ENT have been approved and installed. Other major equipment in the category are IABP Machine in CVTS, Laser Machine in General Surgery, 4K 3D Endoscopy System and OT Light Double DOOM in Pediatric Surgery. ₹4.02 Crore has been sanctioned for various categories of reagents, dialysis

kits, chemicals and hospital accessories like triple blood bags. ₹2.91 Crore has been sanctioned for the renovation of toilets in various wards of the hospital block. Institute of Chest Diseases and IMCH, renovation of kitchen and laundry, interlocking of Tertiary Cancer Center, construction of volleyball court, street light, ceiling fans and other renovations are also in place.

The first phase of making lab test results available on mobile phones in Thiruvananthapuram Medical College has started. The action is part of the quality improvement initiative being implemented in the medical college. As part of this project, the hospital's lab sample collection centre and test result centre have been consolidated. So patients in different blocks of the hospital will have their test results available in their respective blocks. Apart from this, the test results are also available on mobile phones. The minister also clarified that this service is available to patients who have completed phone number verification. The test results of the labs are available 24 hours a day from the unified result counter inside the hospital. As a part of e-health initiatives, a system has been introduced to buy OP tickets without queuing in the medical college. Moreover, the date and token for follow-up treatment can be taken in advance with this system while visiting the doctor.

The Quality Improvement Initiative to improve the service quality of medical colleges was first started in Thiruvananthapuram Medical College. The supervisory committee is a team comprising senior doctors from other medical colleges. The main objective was to ensure that those who arrive at the emergency department receive expert examination and treatment without delay. Many people have mentioned the difficulty that the patients' relatives have to go to the labs in different parts of the medical college. That is why this has also been included in the Quality Improvement Initiative, the minister said.



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V. ABDURAHIMAN: PIONEERING THE PATH TO A PROGRESSIVE AND INCLUSIVE KERALA

V. Abdurahiman is a well-known figure in Kerala's political scene who has made significant contributions to the state's development. He currently serves as the Minister for Sports and Youth Affairs, a position that highlights his passion for promoting sports and empowering the youth. Abdurahiman's works, service, and vision are all aligned towards creating a better future for the people of Kerala.

Abdurahiman's political career spans over two decades, and he has held various positions in the government. Before his current role, he served as the Minister for Social Justice and Empowerment,

where he worked towards ensuring that marginalised communities received the benefits of government schemes. As the Minister for Sports, Abdurahiman has launched several initiatives to promote sports in the state. The 'Mission 3000' project is one of his key initiatives, which aims to identify and nurture 3000 talented athletes in the state. The program provides world-class training facilities, equipment, and coaches to gifted athletes.

Under his leadership, the government has also invested in upgrading existing sports infrastructure and building new stadiums. This has improved the state's capacity to host national and international events, such as the National Games and the

Kerala State Games. Abdurahiman's contributions to the development of sports in Kerala have earned him accolades from various quarters, including the Indian Olympic Association.

Abdurahiman's service to society goes beyond his political career. He is associated with several non-governmental organisations that work towards the betterment of society. He is a member of the Kerala Social Service Society (KSSS), which is one of the largest non-governmental organisations in the state. The KSSS works towards improving the lives of people in the community by providing healthcare, education, and other essential services.

Abdurahiman is also associated with the Muslim Education Society (MES), a non-profit organisation that promotes education among the Muslim community. He is actively involved in promoting the importance of education, particularly for girls and women. The government's 'Kerala School Ayurveda Heritage' project is one of his key initiatives in the education sector, which aims to promote the study of Ayurveda in schools.

Abdurahiman's commitment to social justice is evident from his work as the Minister for Social Justice and Empowerment. He has worked towards empowering women, improving healthcare facilities in rural areas, and providing housing to the homeless. His efforts have ensured that the benefits of government schemes reach the most vulnerable sections of society.

His vision for Kerala is one that is inclusive, sustainable, and prosperous. He believes that the state has enormous potential to become a leader in various fields, such as education, healthcare, and technology. His vision is guided by the principles of social justice, equality, and environmental sustainability.

Again, his vision for a knowledge-based economy is one of his key priorities. He believes that the state's youth have the talent and skills to drive economic growth and create new opportunities for themselves and others. To this end, he has launched several initiatives to promote entrepreneurship and innovation among the youth, such as the 'Startup Mission' project.

Environmental sustainability is another

important aspect of Abdurahiman's vision. He believes that sustainable development is essential for the long-term well-being of the state and its people. To this end, he has launched several initiatives to promote renewable energy, reduce carbon emissions, and conserve natural resources.

As a visionary leader who has made significant contributions to the development of Kerala, Abdurahiman's works, service, and vision are all aligned towards creating a better future for the people of the state. His passion for sports, commitment to social justice, and vision for a sustainable and prosperous Kerala have earned him widespread respect and admiration. His leadership has inspired a new generation of youth to take an active interest in sports and entrepreneurship, and his initiatives have created new opportunities for them to excel and contribute to the state's growth. As the state continues to grow and develop, Abdurahiman's legacy will undoubtedly inspire future generations of leaders to follow in his footsteps and work towards a better tomorrow.



A PROGRESSIVE LEADER REDEFINING KERALA'S EXCISE DEPARTMENT

M.B. Rajesh, an accomplished leader who has transitioned from the position of Speaker of the Kerala Legislative Assembly to becoming a Minister in the second Pinarayi Vijayan cabinet, is making significant strides in the present ministry. His selection by the CPM State Secretariat to fill the vacancy left by MV Govindan, the former Minister of Local Self-Government and Excise Department, showcases the trust and confidence placed in Rajesh's capabilities.

During his tenure as Speaker, M. B. Rajesh exemplified strict punctuality, setting a precedent for efficiency and professionalism. His experience

in this role has undoubtedly contributed to his ability to handle public service opportunities on a broader scale, as evidenced by his current ministerial responsibilities. Known for conducting meticulous inspections and conducting thorough studies on every issue that comes before him, Rajesh ensures a clear and precise approach to governance.

One of the most critical challenges facing Kerala is the fight against drug abuse, and M.B. Rajesh stands firmly in support of the state's robust efforts. While many countries worldwide grapple with drug-related problems, Kerala distinguishes itself through its steadfast commitment to addressing this issue head-on. Regardless of party politics or caste, the people

of the state have rallied behind the government in a grand campaign against drug addiction. Minister Rajesh believes that the fight against drugs can be further strengthened through enhanced unity and collaboration.

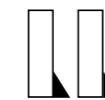
In a significant move that highlights Rajesh's commitment to empowering women and promoting gender equality, the honorarium of Community Counsellors of Kudumbashree has been increased from Rs. 9,000 to Rs. 12,000. These dedicated individuals serve as resource persons at the Community Development Society (CDS) level within Kudumbashree Gender Activities. Community Counsellors play a pivotal role in ensuring that women and children facing insecurity within their communities receive the necessary support to overcome challenges. The increase in honorarium will bolster Kudumbashree's efforts to strengthen its gender activities and foster entrepreneurship among its members.

With 383 Community Counsellors spread across the state, the decision to enhance their remuneration aims to address the issue of limited working days, which currently stands at only 12 days. The additional liability of Rs. 1.8 million resulting from this increase demonstrates the government's commitment to recognizing and rewarding the valuable contributions made by these individuals. Selection criteria for Community Counsellors encompass graduation qualifications, experience as resource persons in Kudumbashree gender activities for at least five years, as well as academic qualifications in Psychology and Social Work.

Minister M.B. Rajesh has called upon local government bodies to ensure the fair and prompt delivery of services to the public. During a recent meeting, the progress of project allocation utilization for the current financial year was evaluated, with the district receiving commendation for leading the way in utilizing project allocations



effectively. Rajesh emphasized the importance of local governments taking the issue of controlling stray dogs seriously, considering it an essential component of the ABC project. Despite



In recognition of the increasing urbanization challenges facing Kerala, an Urban Commission will soon be appointed to formulate a comprehensive urban policy based on scientific approaches. Within six months, the draft city policy will be prepared, considering that urban areas are projected to increase from 10 to 50 percent within a quarter-century.

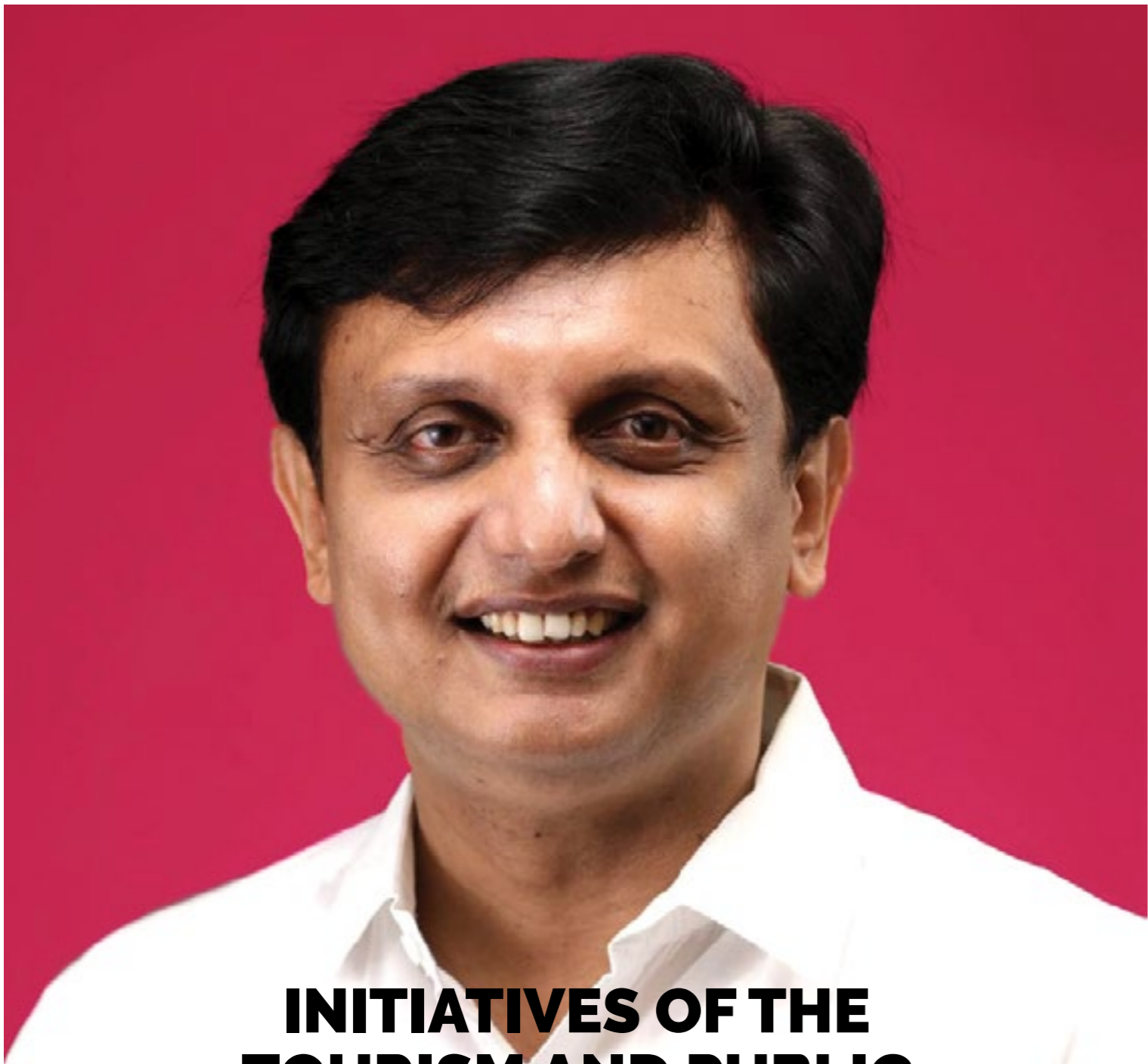


the government's financial constraints, Rajesh assured that local bodies would not bear the burden and emphasized the need for equitable distribution of resources.

Efforts to alleviate extreme poverty have been underway, with 3,613 families identified in the district as living in dire conditions. Of the 49 Local Self-Government bodies, all have already issued the necessary documents to provide support to these families. The LIFE 2020 scheme prioritizes the distribution of benefits to the most impoverished individuals.

In recognition of the increasing urbanization challenges facing Kerala, an Urban Commission will soon be appointed to formulate a comprehensive urban policy based on scientific approaches. Within six months, the draft city policy will be prepared, considering that urban areas are projected to increase from 10 to 50 percent within a quarter-century. By 2035, it is estimated that 93 percent of the population will reside in urban areas, while villages will become nominal entities. Rajesh expressed concerns about certain media outlets disseminating falsehoods to increase their revenue, particularly during discussions on raising building taxes and revising permit fee rates. He highlighted that Kerala currently has the lowest permit fee in the country and emphasized the government's commitment to ensuring swift and efficient services through streamlined online systems.

M.B. Rajesh's tenure as the Excise Minister of Kerala's present ministry marks a period of transformative leadership, characterized by his unwavering commitment to the welfare of the people. Through his diligent approach, inclusive policies, and dedication to social causes, Rajesh continues to shape Kerala's path toward progress and prosperity. With him at the helm, the state can look forward to a brighter future.



INITIATIVES OF THE TOURISM AND PUBLIC WORKS DEPARTMENTS, KERALA GOVT. UNDER P. A. MUHAMMAD RIYAS

P. A. Muhammad Riyas is a very popular minister among the youth. This anti-corruption minister runs the Tourism, Public works, and Youth affairs departments. An important achievement during his second tenure is the announcement that the government intends to take care of the rest houses in the state by giving the responsibility to the

youth.

The minister inaugurated the People's Green Rest House Project at Thycaud Rest House, which is being implemented by the Public Works Department of the state with the aim of making the rest houses green. Rest houses are intended to be more popular by including food. It was intended to seek the cooperation of the youth in the maintenance of the

rest houses because the maintenance of any project is the main concern. Night tourism will be started in the state and will be implemented in Thiruvananthapuram district in the first phase, and preparations are underway to provide facilities for enjoying art performances and dining at night two days a month. The event will be held on the second Saturdays and Sundays of every month.

The old iron bridge of Feroke, which is also a significant monument of the struggle against foreign tyranny, was renovated and opened to the public during this period. The one-and-a-half-century-old, British-built bridge was rusting and in danger. The bridge, designed as a heritage monument with visual beauty, was opened for traffic by Minister Muhammad Riyas. With ₹90 lakhs in the first phase of renovation, the rust on the bridge was completely removed using machines. The bridge was strengthened by filling the holes and strengthening the beams. Nine steel arches that were about to collapse were replaced with new ones. A new height gauge has also been installed to control taller vehicles.

At Feroke and Cheruvannur, welcome towers were also built and arrangements were made to prevent the bridge from rusting. Both sides of the road leading to the bridge have been paved and beautiful walkways have been laid. The bridge, the gateway and the landmark of Kozhikode city, has been renovated as a historical monument. Muhammad Riyas said that new decorative lights will be prepared in the second phase with the aim of tourism development. A board describing the historical facts of the bridge will also be installed.

Management is important for the development of tourism. We have turned tourism into a celebration in a situation where the spread of the Corona virus is low. People have accepted the caravan policy implemented by the government based on safe travel, safe food, and safe accommodation and the caravan park at Vagamon. Time magazine has chosen Kerala as one of the major tourist destinations to visit in

the world and it is a recognition for the tourism sector. The number of domestic tourists has increased.

Each individual should become a brand ambassador of tourism. As part of this, the Minister said that the work of the tourism club formed by the government, where the students and youth are mobilised, is appreciated. Also, the Public Works Department earned about four crores in a year through rest houses. Rest House online booking system has been used effectively by the people. More than half a lakh people have booked rooms online. The minister said that he has been able to provide good accommodation to the people at a low cost.

The minister also mentioned that major roads in cities will be made pedestrian friendly as part of the design policy which is a crucial step in the future development of the state. The Design Policy is a first of its kind initiative in the country, implemented by the Department of Public Works and the Department of Tourism. Auto Rickshaw drivers in the state will be promoted as promoters of tourism. Modern toilets will be constructed under flyovers and in crowded public areas for long-distance commuters.

When people's ideas were sought through social media for the draft policy, there was a great response towards the new design policy. A design policy that radically changes the concepts of planning, design, and construction of buildings in the public works and tourism sectors will help make Kerala a global tourist destination. The minister also said that he made an official visit to all the assembly constituencies of the state in search of possibilities for implementation of design policy. The design policy is intended to frame the various activities planned and implemented by the Public Works Department and the Tourism Department emphasising the design perspective. For this, a comprehensive design of buildings, bridges, roads, signage, etc. in the state will be prepared in the workshop. Vacant underpasses of road overpasses can be effectively

utilised as part of the design policy. The minister said that the bridges of the rivers will be made attractive by electrification.

There is no abnormality in the vigilance inspection on the roads as most of the officials and contractors are doing their job well. The minister said that transparency should be ensured in all matters and corrective measures would be supported. A permanent system will be put in place to ensure the maintenance of the roads under the running contract scheme under the Public Works Department. A high-level team of officials is appointed for regular road maintenance inspections. Under the direction of the Minister of Public Works Department, a special team is currently conducting inspections in the districts under the leadership of the Department Secretary. The team will assess the report after the inspection and take further action. It is intended to establish a permanent system to find out the deficiencies and solve the deficiencies by the officials of the public works department on the roads under their responsibility. The Minister also informed that this system will enable the officers to go to the field and carry out inspections in a timely manner.

The inspection of the team formed on the instructions of the Public Works Department Minister was conducted in two teams in the Kannur, Kozhikode, Malappuram, and Thrissur districts. The team reviewed the current work done on the roads under running contracts in these districts. The team also assessed the existing condition of the roads. The inspections in Thiruvananthapuram, Idukki, and Ernakulum districts were completed on time. Inspections have also progressed in Kollam, Pathanamthitta, Alappuzha districts, and Kasaragod, Palakkad, Kottayam, and Wayanad districts have been inspected in recent days. The inspection team consisted of IAS officers in charge of the department's nodal officer, chief engineers, superintending engineers, and executive engineers, along with officials from the quality control wing. The team submitted a detailed report on the inspection to the Minister of Public Works.



HARNESSING KERALA'S WATER POTENTIAL: ROSHY AUGUSTINE'S VISIONARY STEWARDSHIP

Roshy Augustine, the Minister for Water Resources in the second Pinarayi Vijayan cabinet, has emerged as a dynamic and visionary leader, dedicated to the welfare and development of Kerala. With notable achievements in water resource management, flood control, and public engagement, Roshy Augustine has been recognized for his exemplary service and received the prestigious Best Minister Award from the Union of German Malayalee Association (UGMA). The significant contributions made by Roshy Augustine and his commitment to addressing crucial issues such as water conservation and

tourism promotion has a lot to tell us.

Roshy Augustine's commitment to addressing the pressing issue of drug addiction is evident through his active involvement in the inauguration of an anti-drug human network in Idukki. Recognizing the importance of collective efforts, he mobilized various stakeholders including Panchayats, Kudumbashree, educational institutions, traders, and voluntary organizations to join forces in combating drug addiction. Thousands of people enthusiastically participated in chains at various centres, symbolizing their commitment to the cause.

Emphasizing Welfare through State Budget

As a proactive minister, Roshy Augustine has been instrumental in communicating the benefits of the state budget to the people. He has highlighted the budget's focus on farmer welfare and development by allocating significant funds to major water resource projects, including the Jal Jeevan Mission. The budget sets aside approximately 910 crore rupees for various drinking water projects and an additional 500 crores specifically for the Jal Jeevan Mission. Notably, the innovative scheme introduced to increase storage capacity by removing soil, silt, and sand from dams has the potential to prevent floods and protect communities from water-related disasters.

Boosting Agriculture and Farmer Support

Recognizing the importance of agriculture in Kerala's economy, Minister Roshy Augustine has allocated funds for strengthening the outer bund in Kuttanad, a region known for its unique farming practices. With an allocation of 100 crores in the budget, the project aims to construct outer bunds of paddocks in environmentally sensitive areas of Kuttanad, benefitting farmers and ensuring sustainable agricultural practices. The budget also includes increased funds, from 87 crores to 137 crores, for the construction and strengthening of bunds in Kuttanad, further providing relief to the farming community.

Advancing Water Resource Management and Conservation

Roshy Augustine's focus on water resource management is evident through the allocation of funds for irrigation projects and canal upgrading, keeping the interests of farmers in mind. An amount of ₹ 160 crore has been designated for flood control and coastal management, bringing much-

needed relief to coastal communities. Additionally, the establishment of modern micro-irrigation facilities through the KM Mani Community Micro-Irrigation Scheme with an investment of 12 crores will enhance water efficiency in all districts. The minister has also emphasized the allocation of funds (37 crores) for flood control in paddy fields in Alappuzha and Kottayam districts, as well as for coastal protection works (16.54 crores) and river cleaning (2 crores).

Inclusive Approach and Consideration for the Marginalized

Minister Roshy Augustine has shown sensitivity towards marginalized sections of society while implementing policies. While increasing water taxes to compensate for the losses incurred by

the water authority, he has ensured that the differently-abled and economically disadvantaged individuals are not burdened. Consideration has been given to exempt them from increased charges, allowing them to access drinking water at the previous rates. The department has been directed to formulate appropriate norms to implement this decision effectively.

Unlocking the State's Tourism Potential

Recognizing the potential for tourism development in the Changanassery-Alappuzha region, Minister Roshy Augustine has actively pursued the opening of the AC canal. Discussions are underway with relevant authorities, including Changanassery, Kuttanad, Aranmula, Alappuzha, and Ambalapuzha MLAs, to address the encroachments and widen the canal. Opening the AC canal in three phases, as recommended by the Swaminathan Commission, will not only mitigate the risk of flooding in Kuttanad but also enhance tourism opportunities in the region. Additionally, the construction of an elevated highway in the area further highlights the minister's commitment to boosting tourism potential and infrastructure development.

Roshy Augustine's tenure as the Minister for Water Resources in Kerala has been marked by his visionary leadership, dedicated service, and focus on inclusive development. From tackling drug addiction through collective efforts to promoting agricultural welfare, water resource management, and tourism potential, he has demonstrated his commitment to uplifting the lives of Kerala's citizens. His recognition as the recipient of the Best Minister Award by the Union of German Malayalee Association is a testament to his remarkable contributions. As Kerala continues to progress under his leadership, Roshy Augustine remains an inspiring figure in the political landscape, driving positive change and advancing the state's prosperity.



Recognizing the importance of agriculture in Kerala's economy, Minister Roshy Augustine has allocated funds for strengthening the outer bund in Kuttanad, a region known for its unique farming practices.





J. CHINCHURANI, A RISING HOPE FOR ANIMAL WELFARE

J. Chinchurani is a prominent political leader of Kerala, where she serves as the Minister for Animal Husbandry, Dairy Development, Milk Co-operatives, Zoos, and Kerala Veterinary & Animal Sciences University in the second term of the LDF Government. She has been active in politics for many years and has held various positions within the party. She has also been actively involved in various social and political causes, and has been a vocal advocate for the rights of marginalised

communities in Kerala.

Chinchurani has been actively working towards the development and welfare of the animal husbandry sector in Kerala. Her responsibilities include overseeing the rearing of livestock, animal health care, and the production of milk and other dairy products. She is also responsible for the development of milk cooperatives in the state and the functioning of the Kerala Veterinary & Animal Sciences University.

Under her leadership, several initiatives have been taken to promote the production of milk and other dairy products, and to improve the functioning of milk cooperatives in the state. One of the key initiatives is the establishment of the Kudumbashree Dairy, which is a women-led dairy cooperative that aims to empower women in the state by providing them with a source of income. The Kudumbashree Dairy has been a success story in Kerala, and has become a model for other states in India.

Chinchurani has also taken several measures to improve the quality of livestock rearing in the state. This includes the introduction of high-yield cattle breeds, the establishment of veterinary hospitals and clinics, and the provision of quality animal feed and healthcare services. These measures have helped to improve the productivity and profitability of the animal husbandry sector in Kerala.

Another important aspect of the Ministers's work is the welfare of animals in the state. She has taken several measures to ensure that animals are treated humanely, and that their welfare is protected. This includes the establishment of zoos and animal rescue centres in the state, as well as the introduction of regulations to prevent animal cruelty.

Chinchurani is also responsible for the functioning of the Kerala Veterinary & Animal Sciences University, which is a leading institution in the field of veterinary sciences in India. The university offers undergraduate and postgraduate programs in veterinary sciences, animal husbandry, and other related fields. Under J. Chinchurani's leadership, the university has seen significant improvements in its infrastructure and facilities, which has helped to enhance the quality of education and research in the field of animal sciences in Kerala.

Her work in the animal husbandry sector in Kerala has been widely recognized, both within the state and nationally. She has received several awards and accolades for her work, including



the 'Best Minister Award' from the Indian Council of Agricultural Research (ICAR) in 2019. Her work has also been acknowledged by various national and international organisations, including the United Nations Food and Agriculture Organization (FAO).

Chinchurani's contributions to the animal husbandry sector in Kerala have been immense, and her work has helped to transform the sector in the state. Her focus on the development and welfare of the sector, as well as her commitment to animal welfare, has made her a popular figure among farmers, dairy workers, and animal lovers in Kerala. Her efforts to promote the production of milk and dairy products, and to improve the functioning of milk cooperatives, have not only helped to empower women and create employment opportunities, but have also increased the income of farmers and dairy workers in the state.

Her focus on animal welfare and the establishment of zoos and animal rescue centres have also contributed to the betterment of the lives of animals in the state. Additionally, her work in improving the infrastructure and facilities of the Kerala Veterinary & Animal Sciences University has enhanced the quality of education and research in the field of animal sciences in Kerala.



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KERALA'S TRANSPORT SYSTEM: A CHANGING LANDSCAPE

Modern changes are taking place in the state's motor vehicle department. In the second year of the Pinarayi government, Transport Minister Antony Raju inaugurated a software system called Check Post Module at the state level, where the permit to cross the border without waiting at the check posts can now be obtained online. The border check posts used to experience a lot of congestion as taxi vehicles needed a special permit to enter and exit the state. But henceforth permits can be taken online. Permit fees and taxes can be paid online in advance from homes or e-Seva centres. The document

can be shown at the check posts and the journey can be continued. Earlier, various services of the Motor Vehicles Department were made online but one had to go directly to the check posts for the special travel permit. This method has been eliminated with the advent of online systems, and if any difference in fees or taxes is found, a temporary system will be introduced to settle the same.

Transport Minister Antony Raju had informed that KSRTC is ready to provide land, building and workshop for companies coming to Kerala to manufacture and assemble electric vehicles. Electric vehicle manufacturers do not have to struggle to find a place to start their business.



The Minister informed that the EVOLVE seminar organised by the Department of Motor Vehicles was a huge success and the event will be held in Kerala every year. Automobile researchers, battery manufacturers, start-ups and vehicle manufacturers shared ideas in the seminar, which was attended by foreign representatives in eight sessions.

People who are differently abled up to 45% will be allowed travel pass in buses. Till now the pass was for those with a 50 percent membership limit. Those booking a vehicle for recreational travel should inform the Motor Vehicle Department. The journey should be started only after the official checks and certificates are issued. Action will be taken against the owner along with the officer in charge if there is any violation of law in the vehicles. This is a state that has a system that notifies the vehicle owner of real-time speeding warnings. This contributed to the reduction in accidents in Kerala despite the heavy traffic.

Meanwhile, the KSRTC has been awarded the National Award. The City Circular Service in the capital and the Gram Vandi scheme in the state have received four approvals from the Ministry of Housing and Urban Affairs. The Corporation also received the award

for Best Public Participation in Gram Vandi, Award for Excellence in Urban Transport Conference, Best Planned Urban Public Transport and Special Award for Public Transport System. Transport Minister Antony Raju said that the sincere service of the employees is the sole reason behind the award.

Strict action will be taken against vehicles violating the law. After listening to the demands of the bus owners, the court will take necessary action according to the judgments. The minister clarified this after discussions with private bus owners. From the 1st of March, steps have been taken to install cameras inside and outside all buses in the state. The minister's response was in the context of frequent bus accidents. Six out of the 16 deaths in one-and-a-half months were due to private bus racing. The minister responded that a committee will be formed at the state level and a study conducted to check the schedule of the bus and if the drivers do not have a licence, their fitness certificate and permit of the bus will be cancelled. Clusters of buses should be formed and revenues shared to end competition. The labour unions were tasked to take a decision about this. Road safety training will be given to bus drivers and conductors. Bus crews should undergo a comprehensive medical examination once in six months. The minister added that health cards will be issued for this purpose.



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V. SIVANKUTTY: REVOLUTIONIZING EDUCATION IN KERALA

Education plays a pivotal role in shaping the future of a society and in Kerala, a visionary leader by the name of V. Sivankutty is leading a remarkable transformation in the state's education and employment sector. As the Minister of General Education and Labour, Sivankutty has embarked on a mission to revitalize the public education system, focusing on key areas such as staffing, infrastructure development, and the promotion of a holistic learning environment. With his unwavering commitment and innovative approach, Sivankutty is setting an example for education ministers across the country.

Addressing Staffing Shortages and Ensuring Quality Education

Upon assuming office, one of Sivankutty's primary

objectives was to tackle the long-standing issue of staffing shortages in Kerala's public schools. Recognizing the importance of dedicated and qualified educators, he swiftly implemented measures to appoint an additional 360 personnel through the Public Service Commission. This move not only bolstered the teaching workforce but also ensured that every classroom had a teacher, paving the way for improved student-teacher ratios and enhanced learning experiences.

V. Sivankutty understood that the physical environment in which students learn plays a crucial role in their overall educational experience. With this in mind, he spearheaded the Public Education Protection Campaign, a transformative initiative aimed at upgrading school infrastructure across



the state. Through this campaign, Kerala witnessed the inauguration of 92 new school buildings, 48 state-of-the-art higher secondary labs, and 3 well-stocked higher secondary libraries. These modern facilities have created an inspiring learning environment for students, equipped with advanced technology and resources that foster curiosity and critical thinking.

The Vidyakiranam Mission:

Pioneering Excellence in Education: Building upon the success of the Public Education Protection Campaign, Sivankutty launched the Vidyakiran Mission, a forward-thinking initiative designed to bring Kerala's schools to international standards. Under this mission, an additional 53 school buildings have been constructed, boasting world-class facilities and amenities. These schools have become beacons of progress, reflecting Sivankutty's unwavering commitment to providing every child in Kerala with an exceptional education, regardless of their background.

A Holistic Approach to Education

In addition to addressing infrastructure and staffing concerns, Sivankutty has



V. Sivankutty's tenure as the Minister of General Education and Labour in Kerala has been marked by a series of transformative reforms that have revitalized the state's education system. His visionary leadership and unwavering dedication to providing quality education to all students have set a new standard for educational excellence.

also championed the importance of a holistic approach to education. He has emphasized the need for a comprehensive curriculum that goes beyond rote learning and fosters critical thinking, creativity, and problem-solving skills. Furthermore, Sivankutty has encouraged the inclusion of local history in the curriculum, ensuring that children have a deeper understanding of their cultural heritage and a broader perspective on history.

V. Sivankutty's tenure as the Minister of General Education and Labour in Kerala has been marked by a series of transformative reforms that have revitalized the state's education system. His visionary leadership and unwavering dedication to providing quality education to all students have set a new standard for educational excellence. Through initiatives such as addressing staffing shortages, revolutionizing infrastructure development, and promoting a holistic learning environment, he has paved the way for a brighter future for the children of Kerala. With his progressive mindset and innovative policies, he continues to inspire and drive positive change in the education sector, serving as a beacon of hope for educators and students alike.



UNLEASHING THE POWER OF COOPERATION FOR BUILDING PROSPERITY: MINISTER V.N. VASAVAN'S VISIONARY JOURNEY IN KERALA'S COOPERATIVE SECTOR



In the district of Kottayam, a new era has dawned under the leadership of Cooperative Minister V.N. Vasavan. Rewriting the political history of Kottayam, Vasavan has successfully completed his second year in the Pinarayi Vijayan ministry. Hailing from Kottayam district, he became the first CPM leader to emerge victorious from Ettumanoor and secure a place in the prestigious Kerala cabinet. His contributions to the growth of the cooperative sector are immeasurable.

Among his notable initiatives, the Cooperative Expo 2022 stands out as a testament to Vasavan's dedication. The Expo, held in Kochi, brought together the cooperative sector, showcasing its growth, achievements, products, and services. It served as a platform to highlight the cooperative sector's integral role in various aspects of life, from birth to death, as it permeates every stage.

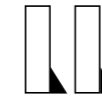
Vasavan has been the driving force behind

the cooperative sector in Kerala, spearheading initiatives in approximately 30 sectors. The Cooperative Expo Pavilion hosted 210 stalls, where leading cooperatives from the state exhibited their diverse range of products and services.

The current LDF Government has built upon the rich history of the cooperative sector in Kerala, embracing the challenges and celebrating the remarkable accomplishments that have garnered national and international recognition. Notably, efforts to reconstitute the Investment Guarantee Board for safeguarding Co-operative Bank deposits have been successfully completed. Despite attempts to undermine the cooperative sector in the country, cooperative cooperation has been instrumental in preventing such endeavours.

The fact that people have maintained their faith in cooperatives serves as a testament to the sector's success. The establishment of Kerala Bank has significantly transformed the state's banking landscape, uniting district banks from all 13 districts under its umbrella. As a result, Kerala Bank now offers loans at lower interest rates, benefiting sectors such as agriculture, industry, and gold loans. The bank's formation aimed to provide the best banking services to the common people of Kerala, leading to a substantial boom in the banking sector and consecutive years of profitability. In recognition of its achievements, Kerala Bank has been honoured with the prestigious "Best Bank in India" award.

Previously, nine district banks in Kerala were grappling with losses, but through strategic measures, the accumulated losses have decreased significantly, paving the way for progress. Kerala Bank's commitment to serving the people of Kerala remains unwavering, as emphasized by the Reserve Bank during the merger. The bank will continue to intervene in the best interests of the people, just as the district banks did previously. Furthermore, the core banking system has been successfully implemented across Kerala Bank's branches, further streamlining its



One of Vasavan's notable achievements is the successful implementation of the "People's Plan Campaign" in the cooperative sector. This campaign aims to bring governance and decision-making closer to the grassroots level by actively involving members and stakeholders in cooperative societies.



operations.

The Department of Co-operatives has taken a significant step by publishing a comprehensive co-operative law book, incorporating all the amendments made to date. Previously, this information was scattered across multiple sources, including a cooperative law book published by an external publishing house. However, the Department of Cooperation has now consolidated all relevant laws and amendments into a single comprehensive publication. This milestone marks a significant achievement in the history of the Co-operative Department itself.

Vasavan's impact extends beyond the Cooperative Expo and the establishment of Kerala Bank. His visionary leadership has revitalized various sectors within the cooperative framework, including agriculture, manufacturing, and service industries. Under his guidance, cooperative societies have been empowered to harness their collective strength, driving economic growth, and creating employment opportunities. The cooperative sector's resilience and adaptability have been demonstrated through successful ventures in sectors such as dairy farming, handloom weaving, tourism, and healthcare.

One of Vasavan's notable achievements is the successful implementation of the "People's Plan Campaign" in the cooperative sector. This campaign aims to bring governance and decision-making closer to the grassroots level by actively involving members and stakeholders in cooperative societies. Through this decentralized approach,

local communities have been empowered to shape the direction and priorities of their cooperative initiatives, ensuring that they align with the needs and aspirations of the people they serve.

Moreover, Vasavan has been instrumental in fostering cooperative collaborations both within Kerala and beyond its borders. He has actively promoted inter-cooperative alliances, encouraging cooperatives to share resources, knowledge, and best practices. This spirit of cooperation has resulted in the formation of cooperative clusters, where multiple societies collaborate to enhance productivity, expand market access, and collectively address common challenges. Additionally, Vasavan has actively engaged with national and international cooperative forums, advocating for the cooperative sector's recognition and support on a global scale.

Vasavan's transformative leadership in the Cooperative Department has brought about a paradigm shift in Kerala's cooperative landscape. His commitment to transparency, accountability, and inclusivity has instilled a sense of pride and ownership among cooperative members, ensuring their active participation and engagement. By nurturing the cooperative sector as a vibrant and dynamic force, Vasavan has not only revitalized the economy but also fostered a strong sense of community, solidarity, and self-reliance among the people of Kerala. Under his guidance, the cooperative movement continues to evolve and thrive, paving the way for a prosperous and sustainable future.



MINISTER R. BINDU: LEADING THE WAY IN HIGHER EDUCATION AND SOCIAL JUSTICE

As Minister R. Bindu completes her second year in office, she is steadfast in her commitment to drive crucial improvements in the Higher Education and Social Justice sectors while prioritizing the well-being of every individual in her constituency. Under her leadership, Iringalakuda is poised to become a model constituency by implementing the visionary 'Snehakoodu' project, which aims to provide housing to all homeless individuals who have been excluded from existing government housing initiatives.

To achieve this, the project leverages the resources of the National Service Scheme, voluntary organizations, and corporate social responsibility funds from industrial establishments. Priority is given to families with bedridden patients, those with more than fifty percent disabled members, households with elderly residents, families whose breadwinners have passed away, widows with young children, and families identified as extremely poor. By addressing the pressing issue of homelessness,

Minister R. Bindu is actively working towards creating a more inclusive and compassionate society.

Another vital initiative undertaken by the Minister is ensuring access to clean drinking water for all residents of the Iringalakuda constituency within the next five years. The Aloor-Kodakara clean water supply project, a part of the Jaljeewan Mission, was inaugurated in Alur village panchayat. By utilizing the Chalakudy river as the water source, the project will purify and disinfect water for supply to 7,550 domestic consumers. Reservoirs with a capacity of 10 million litres and 2 lakh million litres will be constructed in Porunnumkunnu and Urumbankunnu, respectively, in Aloor panchayat. These measures will ensure clean water reaches every household in the panchayat. Additionally, plans are underway to establish a rehabilitation village with comprehensive facilities to cater to the needs of differently-abled individuals, demonstrating the government's commitment to creating a disabled-friendly Kerala.

In the realm of higher education, Minister R. Bindu is spearheading a transformative wave of progress. The recent inauguration of the Tripunithura Government Sanskrit College building complex, constructed with funds from the Kerala Infrastructure Investment Fund Board (KIIFB) and the Rashtriya Uchchar Shiksha Abhiyan (RUSA), signifies the government's student-centric approach to educational reform. The new facility boasts a Manuscript Library, Academic Block, Main Library, Examination Hall, Seminar Hall, and Ladies Waiting Hall. Furthermore, funds from RUSA have been utilized for classroom renovations, digital library enhancements, auditorium refurbishments, and toilet upgrades, amounting to a total investment of ₹2 crore. These initiatives are part of a comprehensive effort to enhance the physical infrastructure of colleges, ensuring the best educational environment for Kerala's students.

Under Minister R. Bindu's leadership, the Kerala government is dedicated to cultivating a knowledge society by fostering innovative learning outside traditional university settings. Strategies to guide and empower society will be devised and implemented at the university level, positioning the state as an international hub for higher education. The government has allocated over 1000 crores to the higher education sector in the latest budget, with 567 crores already utilized for construction projects in colleges through the RUSA Fund. This substantial investment aims to shape a robust education system and create promising career opportunities for future generations within the state.

While acknowledging the importance of the National Education Policy, Minister R. Bindu emphasizes the need for localized facilitation to ensure equitable access to higher education, particularly for students in rural and tribal areas. Kerala's unique approach to education prioritizes the integration of knowledge generation and research with the broader needs of society, diverging from the models followed by developed-



capitalist countries. In line with this vision, the government plans to establish three digital science parks in Chalakudy, Kottayam, and Parappanangady under the auspices of the Science and Technology Museum. These parks will not only showcase Kerala's cultural wealth but also stimulate technological advancements and drive innovation.

In commemoration of Environment Day, Minister R. Bindu has declared all colleges in the state, including university campuses, as 'Zero Waste' campuses. This decision was made during a meeting attended by various education officials and coordinators. The Minister directed the implementation of comprehensive waste management systems on campuses, emphasizing the crucial role of a collaborative partnership between teachers, non-teaching staff, and students. The campaign aims to instil awareness among students and the general public, with selected students acting as cleanliness ambassadors for local bodies. Moreover, the Minister encouraged students to initiate start-ups related to waste management and emphasized the scientific treatment of chemical waste in laboratory facilities. Measures such as installing napkin vending machines and incinerators in colleges were also discussed, highlighting the government's commitment to sustainability.

Minister R. Bindu's leadership and unwavering dedication to higher education, social justice, and sustainable development have brought about significant positive changes in the Iringalakuda constituency.

Overall, her tenure is marked by a holistic and inclusive approach to governance, striving to uplift the lives of the people she serves. Her vision, coupled with concrete actions and initiatives, has set the stage for a brighter and more prosperous future for the Iringalakuda constituency. With her continued dedication and unwavering commitment, Minister R. Bindu is leading the way towards a more equitable, sustainable, and prosperous community for all.



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FOOD TO ALL ACHIEVEMENTS OF KERALA'S PDS

The civil supplies department, led by minister G. R. Anil has never failed in fulfilling its promise of ensuring food grains to all families in Kerala for the past two years of administration. Among the achievements of the department is the district inauguration of the Public Distribution Department's 'Oppam' scheme, which brings rations directly to the homes of the poor, needy and underprivileged in auto-rickshaws. It was found that there are 6773 extremely poor families in the district. Out of this 451 people did not have ration cards. 375 people were given new cards. There is no family in the state without a card. Small grains grown in Kerala are being stocked and distributed through ration shops.

Ration shops will be modernised. The minister also said that the K-Store project will be implemented where all services will be available. In the first phase, 11 beneficiaries of the corporation will receive the benefit of the project. 251 deserving families belonging to the poorest category in the district will receive the ration directly to their homes through the scheme. In the second phase, 240 families will be part of the project.

This time too, it was possible to ensure that all ration card holders in the state received Onam kit and special arrangements were made to avoid congestion in ration shops. According to the estimate till 10 am, Onam kit has been distributed to 7 lakh card holders. Special days have been fixed for different categories of cardholders to purchase Onam kits to avoid rush. Those who could not buy on that day due to

inconvenience had the facility to do so on other days. In addition to free kits on Onam, all ration card holders were given rice and sugar at subsidised rates. A special system has been put in place to avoid the possibility of affecting the functioning of e-POS machines in ration shops if people arrive in large numbers. E-POS machines at ration shops have been switched to the latest range of Aadhar-based dispensing systems from April 1. Hyderabad NIC, which is preparing technical facilities, has been instructed in this regard.

Social intervention in the field of public distribution is a model for the country. The process of distribution of ration cards to all including non-state residents in the state is in the final stage. Supply Co deputation is being implemented in a phased manner. The government is trying to spread more awareness about people's rights in the food and public distribution system and address the shortcomings. It is important to be aware of consumer rights. Awareness program will be extended to all. There are 148 consumer clubs functioning in schools in the state. Work has begun to include consumer rights in the curriculum. The minister said that the government is considering a bill related to the implementation of a grading system to ensure the safety and cleanliness of hotel food.

Supply Co is on the path of modernization with changing times and technologies. Leveraging Supply Co's 48 years of experience and expertise, everything from the outlets to the head office will be modernised using modern technologies to ensure proper delivery and quality of products. The minister

also said that GPS tracking units will be installed in the vehicles used for distribution of food grains. In Kerala, the government intervenes to stop the soaring prices across the country and with effective market interventions inflation can be controlled.

Prices are also rising in food producing states. The measures to control the price of daily use items are to ensure minimum support price to the farmer. Kerala is the only state where prices of 13 food items have not increased since 2016. Supply Co and cooperative stores led by Consumer Fed play a major role in this. The LDF government has earmarked over ₹6,000 crore for food subsidy. About ₹1600 crore have been set aside annually for paddy storage. The rice produced from this is made available through ration shops free of cost. As part of controlling the price rise, the 'Arivandi' movement of the Civil Supplies Corporation has started. Each ration card holder can buy 10 kg of rice in four varieties at low cost. The rice van is running in 500 taluk/panchayat centres of the state where there are no Supply Co stores.

The minister said that the liver has not been affected by the huge price hike and only the prices of a few products have gone up. The minister added that it was the state government's intervention in the field of public distribution that stopped the price rise. About 500 wholesale trade centres in the state were inspected. There is no artificial inflation in the state. The price hike in Kerala is due to the crisis caused by climate change in the neighbouring states.



VK PRASHANTH: PIONEERING PROGRESS AND EMPOWERING COMMUNITIES

In the realm of progressive leadership and community empowerment, VK Prashanth stands out as a visionary leader in Kerala. With his unwavering commitment to public service, Prashanth has made significant contributions to the social, economic, and infrastructural development of his constituency. As a prominent political figure and Member of the Legislative Assembly representing Vattiyoorkavu, his tireless efforts and innovative initiatives have transformed the lives of countless individuals and communities. Let's delve into his inspiring journey and remarkable accomplishments.

A Man of the People

VK Prashanth's approachability and genuine concern for the people have earned him the reputation of being a leader who truly understands and addresses the needs of his constituents in Vattiyoorkavu. His open-door policy and frequent interactions with the community have fostered trust and strengthened the bond between the elected representative and the people he serves. Prashanth's ability to connect with individuals from all walks of life, listen to their concerns, and taking immediate actions has made him a beloved figure in the constituency.

Transforming Infrastructure and Livelihoods

Recognizing the importance of robust infrastructure for sustainable development, Prashanth has spearheaded transformative projects aimed at improving the lives of the people in Vattiyoorkavu. Under his leadership, the construction and renovation of roads, bridges, and public buildings have not only enhanced connectivity but also opened up opportunities for economic growth. The improved infrastructure has attracted investment, stimulated local businesses, and created employment opportunities for the residents. Moreover, Prashanth has been instrumental in promoting sustainable livelihoods by supporting local enterprises and encouraging entrepreneurship. By nurturing a conducive environment for commerce and trade, he has created avenues for job creation and economic empowerment within the community.

Education, Skill Development, and Social Welfare

Education lies at the core of VK Prashanth's vision for a prosperous and inclusive society in Vattiyoorkavu. He has been a strong advocate for quality education, working towards improving school infrastructure and enhancing the learning environment for students. Prashanth has initiated projects to construct and upgrade schools, ensuring that students have access to modern facilities and resources. Moreover, he has championed skill development programs to equip individuals with the necessary tools to succeed in a rapidly changing world. His focus on vocational training and entrepreneurship has empowered the youth and enabled them to become self-reliant, thereby reducing unemployment and fostering economic independence.

VK Prashanth's commitment to social welfare is evident through his initiatives

to uplift marginalized communities and empower vulnerable sections of society in Vattiyoorkavu. He has launched programs targeting women, children, senior citizens, and differently-abled individuals, providing them with essential support, healthcare facilities, and skill-building opportunities. Prashanth's efforts to bridge societal gaps and ensure equal opportunities for all reflect his unwavering dedication to social justice and inclusivity.



VK Prashanth's visionary leadership, compassionate approach, and relentless efforts have transformed Vattiyoorkavu into a thriving constituency, setting an example for progressive governance in Kerala. His ability to connect with the people, drive infrastructural development, promote education, uplift marginalized communities, enhance healthcare services, and champion environmental sustainability has made him a beloved and respected leader in the region.



In addition to his transformative infrastructure projects and educational initiatives, VK Prashanth has also prioritized healthcare services in Vattiyoorkavu. He has worked towards improving healthcare facilities and accessibility, ensuring that the residents have access to quality medical care. Prashanth has facilitated the establishment of healthcare centres, promoted awareness campaigns on preventive healthcare, and ensured the availability of essential medical supplies and services. His efforts have significantly enhanced the overall well-being of the community.

Furthermore, VK Prashanth has actively promoted sustainable environmental practices and conservation efforts in Vattiyoorkavu. He has initiated campaigns to create awareness about climate change, waste management, and the importance of preserving natural resources. Prashanth has encouraged tree plantation drives, implemented eco-friendly practices, and supported initiatives for clean energy adoption. His focus on environmental sustainability showcases his commitment to building a greener and more sustainable future for the constituency.

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DR. K. OMANAKUTTY: A MAESTRO OF CARNATIC MUSIC, INSPIRING GENERATIONS

Dr. K. Omanakutty, born in 1943 near Haripad in Kerala, is a renowned academician, music teacher, and Carnatic vocalist who has made a significant impact on the world of Indian classical music. With a rich musical lineage and a deep passion for the art form, Omanakutty's journey is one of dedication, talent, and inspiration.

Omanakutty was raised in a family deeply immersed in music. Her father, Malabar Gopalan Nair, a harmonium player and Carnatic musician, was a prominent figure in stage shows across South India. Her mother, Medayil Kamalakshi Amma, also a Carnatic musician, played a pivotal role in nurturing Omanakutty's musical upbringing. Additionally, her elder brother, M. G. Radhakrishnan, and

younger brother, M. G. Sreekumar, both musicians and composers, further enriched her musical environment.

From an early age, Omanakutty's musical journey was guided by her family's influence. After completing her formal education at local school, she enrolled in a Gaanapraveen course in Music at the prestigious Thiruvananthapuram-based Music Academy. Under the tutelage of eminent gurus, Omanakutty honed her musical skills and embarked on a path that would shape her illustrious career.

In 1963, Omanakutty earned her graduation degree in Zoology from a college affiliated with Kerala University. However, her unwavering passion for music led her to join the Music Department of

Government Maharaja's College for Women in Thiruvananthapuram as a lecturer. Balancing her academic pursuits and musical endeavours, Omanakutty's commitment and talent propelled her forward.

During her tenure at the college, Omanakutty pursued a part-time degree course in Music. Her dedication and expertise earned her a promotion to the position of Second Grade Professor in the same department. For six years, she taught students with utmost dedication, imparting her vast knowledge and guiding them on their musical journeys. Recognizing her exceptional contributions, Omanakutty was subsequently promoted to the designation of First Grade Professor.

Omanakutty's thirst for knowledge and academic excellence led her to pursue post-graduation and doctoral programs in the field of Music from the same department. Her research focused on the origin and evolution of Kathakali music in Kerala. Her scholarly achievements were acknowledged when she was awarded a Ph.D. degree from the University of Kerala. Furthermore, Omanakutty holds a Master's degree (M.A) in Music, ranking first in her class, as well as a Bachelor's degree (B.A) in Music, where she also secured the top rank. She also completed the Gaanapraveen course at the Swati Tirunal College of Music in Thiruvananthapuram.

Dr. K. Omanakutty's exceptional talent and dedication to Carnatic music have propelled her to the forefront of the art form. Her mellifluous voice and emotive expressions have captivated audiences across the country. Omanakutty's profound understanding of ragas, talas, and classical compositions sets her apart as a true artist. As a Carnatic vocalist, Omanakutty's performances are marked by her ability to evoke deep emotions through her singing. Her mastery over intricate tala patterns and her seamless improvisation within traditional compositions are a testament to her exceptional musicality. She possesses a rare ability to communicate the essence of each composition, captivating listeners



with her soulful renditions.

Beyond her own performances, Omanakutty has made significant contributions as an academician. Her teaching career at Government Maharaja's College for Women in Thiruvananthapuram spanned several years, where she imparted her vast knowledge and expertise to aspiring musicians. Many of her students have gone on to become respected artists in their own right, owing much of their success to Omanakutty's guidance and mentorship.

Among her famous disciples is the legendary playback singer K S Chithra, who honed her musical skills under Omanakutty's tutelage. Omanakutty's ability to nurture and inspire a diverse range of talents further solidifies her position as a maestro of Carnatic music. Her teaching methods, rooted in

traditional pedagogy yet infused with innovation, have shaped the musical journeys of numerous individuals, leaving an indelible mark on the world of Indian classical music.

K. Omanakutty's contributions to the preservation and promotion of the Carnatic music tradition have earned her numerous accolades and recognition. Her influence continues to inspire generations of musicians, shaping the future of Carnatic music and leaving a lasting legacy in the hearts of music lovers worldwide. Her journey as a maestro of Carnatic music is a testament to the power of passion, dedication, and perseverance. Through her mesmerizing performances and impactful teaching, Omanakutty continues to inspire and shape the musical landscape, leaving an indelible legacy for generations to come.



WOMEN OF SUCCESS: CELEBRATING EXCELLENCE AND EMPOWERMENT

Hues of Life, the pivotal face of lifestyle magazines has grown to become an inspiration among the new generation of readers in a short span of time. From interviews with various talents to practical tips for personal growth, an exemplary initiative led by Hues of Life was lit by eminent personalities on May 23, 2023 at Trivandrum

Tennis Club, Kowdiar, Thiruvananthapuram. Hues of Life's initiative 'Women of Success Awards 2023' honoured women who have achieved major roles in their fields and their efforts to come to the front.

It was a historical record written when 20 women who made a mark through their perseverance and hard work in the socio-cultural-health-business fields were honoured. Behind the idea of Women of Success becoming a reality was the active collaboration of National Small Industries Corporation (NSIC), Kerala Bureau for Industrial Promotion (KBIP), Federation of Business Organizations (FBO), Trivandrum Tennis Club and Kerala's first automobile magazine, Topgear Malayalam.

Sri. K. Muraleedharan M. P. presided over the function in which Kerala's Transport Minister Sri. Antony Raju inaugurated and distributed the awards. Trivandrum Tennis Club Secretary Mr. Jayaprakash was the chief guest. The award distribution was started by presenting a Lifetime Achievement Award to Dr. K. Omanakutty Amma, Karnataka vocalist and musician, who has been pursuing her life of music for more than seven decades.



Dr. Santhamma Mathew, the senior Gynaecologist who gained international attention through her studies and currently the MD of Credence Hospital, Thiruvananthapuram was also honoured with the Lifetime Achievement Award. Smt. Girija Chandran, the founder of Regatta Natya Sangeetha Kendra, the school which has been moulding hundreds of professionals, teachers and performance artists in classical dance forms since 1972, is another woman who has received the Lifetime Achievement Award.

The Most Inspiring Woman Entrepreneur Award went to Aparna Mulberry, the content creator and influencer of 'Inverted Coconut Pvt Ltd', which has more than 1.5 million followers across various social media platforms. The Entrepreneur of the Year Award was won by Ms. Lekha Balachandran, MD, Resitech Electricals. Starting from electrical consultants to large industrial firms over the last more than 20 years, the name Resitech has been growing today through quality unblemished manufacturing of various types of high-tension transformers.

Neha Sujahudeen won the Emerging Entrepreneur Award for growing the popular venture 'Big Belly Momos' with a single dish Momos, while Tania Satheesh of Merry Field Events, who is becoming popular in event planning and coordination, received this year's Young Entrepreneur Award. NSIC Limited State Business Head Smt. Grace Reji was awarded the Best Facilitator award.

Best Cloud Kitchen Award was bagged by Smt. Najiya Ershad. through the initiative Yummy Spot, bringing forward the flavours of every place, where a food lover feels riveted to the fullest. The best enterprise award was given to two ventures. Greenaura International, which markets various types of coconut products by maintaining farm to store standards, has received the Best Enterprise Award for food processing. Greenaura MD Smt. Sumila Jayaraj received the award.

The founder and pillar of the enterprise Polka Dots, Sandy Pillay accepted the award for the clothing brand. Polka Dots was selected as the best enterprise in the fashion and lifestyle category. The Fashion Brand Icon Award (Elite Jewellery) was presented to Smt. Shamlu Haleema, the Managing Director of Ocean Pearls and Gems.

Huddles Cafe's Yeji Yesu bagged the Best Restaurateur Award with a proud history of always introducing different dishes to the resto-cafe dine-in range. Smt. Priya Lakshmi's Travancore Auto Spa was awarded the Best Auto-Detailing Services award. Emerging Brand (Beverage) award went to Shri. Shruthy Suseendran's TEAARO.

This year there were three awards in the Excellence in Healthcare category for the services in the health sector. In Obstetrics and Gynaecology, senior surgeon Dr. Deivanai. N. Madhavan, Ananthapuri Hospitals and Research Institute received the award. While Dr. Akhila V. G, Founder Director of Jeevadha Ayurveda and Yoga received the award in Women care, Dr. Manju Thampi, Chief Consultant Nephrologist of NIMS Hospital received the award for Nephrology.

Excellence in Scientific Research Award was presented to Dr. Zeena. S. Pillai, the professor of the Department of Chemistry, Amrita School of Physical Sciences. The Regional Head of Banyan Nation, one of India's first plastic recycling companies helping global brands to replace virgin plastic with recycled plastic, Mrs. Sumitra C. R



received the Environmental Business Achiever Award. Best Performer in Manufacturing Sector Award for Eco-Friendly Brand was presented to Mrs. Athira Firoz, for her go-green initiative Sanchi Bags.

The second phase of the Women of Success Awards 2023 is also the launch of a 100-day state-level campaign called the Women Entrepreneur Development Programme. Through this, those who should become the promises of the future in various fields can be brought to the forefront as the venture gets a full-fledged acceleration from various management institutes in Kerala, Hues of Life Women of Success Awards, which turned an evening into one that dispels all doubts in the public about whether women can make it fairly better and big. The speech on Women Entrepreneur Development by Kerala State Business Head, NSIC, Mrs. Grace Reji was highly impressive.



Glimpses of WOMEN OF SUCCESS AWARDS





Aparna Mulberry
Inverted Coconut Pvt Limited
MOST INSPIRING WOMAN ENTREPRENEUR



Smt. Lekha Balachandran
Resitech Electricals
ENTREPRENEUR OF THE YEAR



Dr. K. Omanakutty Amma
Carnatic Vocalist & Academician
LIFETIME ACHIEVEMENT



DR. Santhamma Mathew
Credence Hospital
LIFETIME ACHIEVEMENT



Smt. Girija Chandran
Regatta Natya Sangeetha Kendra
LIFETIME ACHIEVEMENT



Neha Sujahdeen
Big Belly Momos
EMERGING ENTREPRENEUR



Dr. Deivanai N. Madhavan
Ananthapuri Hospitals and Research Institute
EXCELLENCE IN HEALTHCARE (OBSTETRICS & GYNAECOLOGY)



Ms. Grace Reji
State Business Head – NSIC Ltd
BEST FACILITATOR



Dr. Manju Thampi (NIMS Hospital)
Received by Representative
EXCELLENCE IN HEALTHCARE (NEPHROLOGY)



Dr. Akhila V. G.
Jeevatha Ayurveda & Yoga
EXCELLENCE IN HEALTHCARE (WOMEN CARE)



Yummy Spot
by Najiya Ershad
BEST CLOUD KITCHEN



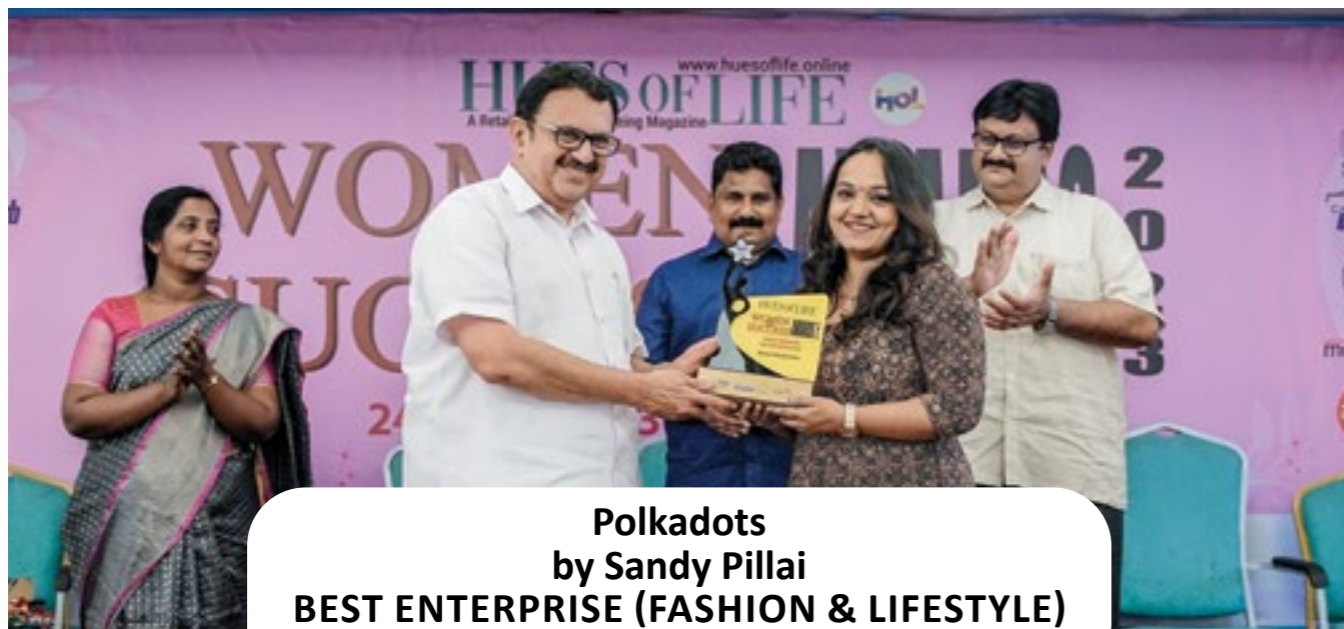
Greenaura International
by Ms. Sumila Jayaraj
BEST ENTERPRISE (FOOD PROCESSING)



Ocean Pearls & Gems
by Shamla Haleema
FASHION BRAND ICON (ELITE JEWELLERY)



Tanya Satheesh
Merryfield Events
YOUNG ENTREPRENEUR



Polkadots
by Sandy Pillai
BEST ENTERPRISE (FASHION & LIFESTYLE)



Yeji Yesu
Huddles Cafe
BEST RESTAURATEUR



**Travancore Auto Spa
by Priya Lekshmi
BEST AUTO-DETAILING SERVICES**



**TEAARO
by Shruthy Suseendran
EMERGING BRAND (BEVERAGE)**



**Dr. Zeena S. Pillai
Dept of Chemistry, Amrita School of Physical Sciences
EXCELLENCE IN SCIENTIFIC RESEARCH**



**Smt. Athira Firoz
Sanchi Bags
BEST PERFORMER IN MANUFACTURING SECTOR
(ECO-FRIENDLY BRAND)**



**Mrs Sumithra C R
Banyan Nation
ENVIRONMENTAL BUSINESS ACHIEVER**





DR. DEIVANAI N. MADHAVAN: A PASSIONATE OBSTETRICIAN AND GYNAECOLOGIST DEDICATED TO WOMEN'S HEALTH

Dr. Deivanai N. Madhavan, an accomplished obstetrician and gynaecologist, has dedicated her career to providing exceptional healthcare services to women. With a wealth of experience and a passion for her work, she strives to deliver high-quality care while constantly expanding her knowledge and expertise. Her clinical experience itself is a milestone towards her commitment to women's health and the remarkable achievements embraced by her in her career.

Dr. Deivanai's journey in the field of medicine began with her undergraduate studies at Fatima College under Madurai Kamaraj University, India. She pursued her medical degree at Madurai Medical College, graduating in October 1989. Over the years, she acquired various qualifications, including DRCOG

(April 2003), DFFP (November 2003), MRCOG (September 2006), and MRCP (O&G) from Ireland (January 2007). These qualifications demonstrate her continuous dedication to enhancing her knowledge and skills in obstetrics and gynaecology.

Her career path is marked by diverse experiences across different healthcare settings. She began as a Rotating Intern at Madurai Medical College, followed by a special trainee role in Anaesthesiology at Government Rajaji Hospital. She then served as a Senior House Officer in Obstetrics & Gynaecology, Paediatrics, and Medicine at various hospitals in the Commonwealth of Dominica, West Indies.

She expanded her expertise further through clinical attachments and senior house officer roles in renowned hospitals in the United Kingdom,

including Kidderminster General Hospital, Royal Sussex County Hospital, Queen Elizabeth the Queen Mother Hospital, Kent & Canterbury Hospital, Darent Valley Hospital, and Bassetlaw District General Hospital. These experiences provided her with a well-rounded understanding of obstetric and gynaecological care.

Dr. Deivanai's clinical experience spans both obstetrics and gynaecology, enabling her to handle a wide range of cases and emergencies with confidence. In obstetrics, she excels in antenatal care, managing high-risk pregnancies, and handling obstetric emergencies such as postpartum hemorrhage, eclampsia, and shoulder dystocia. Dr. Deivanai is skilled in conducting instrumental deliveries, including forceps and breech deliveries, as well as performing caesarean sections.

Within gynaecology, Dr. Deivanai conducts comprehensive gynaecology clinics and is experienced in managing pre-operative and post-operative patients. She performs various procedures, including evacuation of products of conception, hysteroscopy, endometrial biopsy, diagnostic laparoscopy/laparotomy, and laparoscopic salpingectomy for ectopic pregnancies. Additionally, she has expertise in endometrial ablation, major gynaecological operations, and pelvic floor repairs.

Dr. Deivanai's commitment to continuous learning is evident through her participation in numerous courses and training programs, covering diverse topics such as assisted reproduction, colposcopy, laparoscopy, ultrasound, and forensic gynaecology. These endeavours reflect her dedication to staying updated with the latest advancements in the field.

She has actively contributed to the medical community through presentations and audits. She has presented posters and case reports at prestigious conferences and meetings, showcasing her knowledge and research. Her presentations cover topics ranging



from the management of inversion of the uterus to fetal compression caused by myomas in pregnancy. Additionally, she has participated in quality improvement audits, assessing and enhancing the delivery of obstetric and gynaecological care. Through these presentations and audits, Dr. Deivanai actively contributes to the field's knowledge base and strives to improve patient outcomes.

Patient-Centric Approach:

One of the defining qualities of Dr. Deivanai's practice is her patient-centric approach. She firmly believes in fostering a compassionate and trusting relationship with her patients, ensuring their comfort and well-being throughout their healthcare journey. She takes the time to listen to their concerns, answer their questions, and involve them in the decision-making process. Dr. Deivanai understands the importance of patient education and empowers her patients



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with the knowledge they need to make informed choices about their healthcare.

Commitment to Women's Health:

Dr. Deivanai is deeply committed to promoting women's health and well-being beyond her clinical practice. She actively engages in community outreach programs, delivering informative talks and conducting health camps to raise awareness about reproductive health, family planning, and prevention of gynaecological disorders. Through these initiatives, she aims to empower women to take charge of their health and make informed decisions.

Contributions to Medical Literature:

In addition to her clinical practice and community work, Dr. Deivanai has made significant contributions to medical literature. She has authored and co-authored research papers, case reports, and review articles that have been published in reputable medical journals. Her contributions further advance the understanding and management of obstetric and gynaecological conditions.

Being a remarkable obstetrician and gynaecologist who exemplifies dedication, expertise, and compassion in her field, Dr. Deivanai N. Madhavan is one of the proficient players in the field. With a strong educational background, extensive clinical experience, and a commitment to ongoing learning, she provides exemplary care to her patients. Her patient-centric approach, community engagement, and contributions to medical literature set her apart as a passionate advocate for women's health. It is undoubtedly clear that the remarkable achievements of Dr. Deivanai N. Madhavan serve as an inspiration to aspiring healthcare professionals and underscores the importance of comprehensive and compassionate care in the field of obstetrics and gynaecology.



DR. SHAMLA HALEEMA: REDEFINING SUCCESS IN THE JEWELLERY INDUSTRY

The remarkable journey of Dr. Shamla Haleema, a visionary jewellery designer and entrepreneur, is a testament to the power of confidence, hard work, and unwavering determination. Over the past 23

years, she has defied the odds and built a business empire known as Ocean Gems and Pearls. With a focus on quality, customer relations, and a commitment to excellence, Dr. Shamla has transformed her venture into a renowned brand in the ornamental

jewellery industry. This article unveils the extraordinary story of her rise to success and the principles that have guided her along the way.

In 2003, Dr. Shamla Haleema embarked on her entrepreneurial journey when the pearl and gem market had limited popularity and appeal. Undeterred by the circumstances, she fearlessly opened her first shop in Ernakulam, Kerala. Understanding the importance of trust and credibility, she registered her business as a private company, instilling confidence in her customers from the outset. In 2006, she expanded her enterprise further by launching a second showroom in Trivandrum.

One of the cornerstones of Dr. Shamla's success lies in her ability to forge strong customer relationships. Over the years, she and her dedicated staff have prioritized maintaining exceptional customer service, allowing customers to place orders online even from foreign countries. The trust she has earned through the quality of her products and reliable services has resulted in a loyal customer base that includes celebrities and esteemed professionals, such as doctors.

Dr. Shamla firmly believes in offering unmatched quality and value to her customers. Setting her brand apart from the competition, she provides a lifetime guarantee and an 80% buyback option for precious stones, such as pearls, emeralds, and corals. This commitment to excellence has resonated with customers who understand the significance of investing in high-quality jewellery.

Ocean Gems and Pearls thrived even during the challenging times brought



on by the pandemic. Driven by her entrepreneurial spirit, Dr. Shamla embraced new opportunities and expanded her business by venturing into online services. By creating a comprehensive customer database and ensuring timely delivery of orders, her business not only survived but flourished during the unprecedented circumstances.

Dr. Shamla's success extends beyond the realm of business. She has proven herself on prestigious platforms such as Mrs. Global Queen, organized by The Topaz Pageants in Mumbai. Additionally, she secured titles like Indian Talent Winner and Kerala Classic Winner in the Mrs. India One Million competition held near Gurugram. Participating in these competitions has not only fuelled her energy but also provided her with cherished memories amidst her busy life.

Advice for Aspiring Entrepreneurs

Dr. Shamla's journey serves as an inspiration for aspiring business enthusiasts. She emphasizes the abundance of opportunities for those willing to work hard and persevere. Believing in one's own success and



Spearheading one of the stories of relentless determination and sacrifice, she dedicated herself fully to her business, forgoing her studies since 2000.



having a strong support system, whether from family or friends, is paramount. Age is merely a number, and while obstacles may arise, ignoring the naysayers and forging ahead will ultimately lead to success.

Spearheading one of the stories of relentless determination and sacrifice, she dedicated herself fully to her business, forgoing her studies since 2000. Despite facing numerous setbacks, she remained resolute in her pursuit of independence and success. Through years of hard work, she transformed Ocean Gems and Pearls into a renowned brand. With her sights set on the future, Dr. Haleema plans to expand her business beyond Kerala and contribute to the welfare of her staff members. Her ultimate dream is to provide love, care, and essential amenities to the

elderly, much like we care for our own mothers, by offering shelter, food, medicines, and clothing.

Dr. Shamla Haleema's entrepreneurial journey embodies the essence of resilience, ambition, and passion. From humble beginnings, she built an empire that stands as a testament to her unwavering commitment to quality and customer satisfaction. Her story serves as an inspiration to aspiring entrepreneurs, urging them to embrace challenges, believe in their dreams, and work tirelessly to turn them into reality. With determination and unwavering confidence, Dr. Haleema is set to continue her remarkable journey, leaving an indelible mark on the jewellery industry and beyond.

DR. MANJU THAMPI: PIONEERING NEPHROLOGIST AND GLOBAL ADVOCATE FOR RENAL HEALTH

Dr. Manju Thampi, an eminent figure in the field of nephrology, has emerged as a beacon of hope and a champion for renal health.

Hailing from Trivandrum, her journey from academic excellence to establishing a renowned Nephrology department at NIMS Medicity is nothing short of remarkable. With her passion, expertise, and unwavering commitment, Dr. Manju Thampi has revolutionized the field of nephrology, impacting the lives of countless individuals worldwide.

Academic Brilliance and Professional Journey

Dr. Manju Thampi's educational voyage commenced at Holy Angels Convent in Trivandrum, where she excelled and secured the State First Rank in the SSLC examinations of 1988, showcasing her exceptional academic prowess from a young age. Her dedication and thirst for knowledge continued as she moved to St. Thomas School, Trivandrum, where she achieved the First Rank in the plus two examinations in 1990, solidifying her reputation as an academic achiever.

Driven by her passion for medicine, Dr. Manju Thampi pursued MBBS at the prestigious Government Medical College in Trivandrum. Throughout her medical education, she displayed exceptional dedication and aptitude, distinguishing herself as a promising young student. It was during this time that she developed a deep interest in nephrology, recognizing the critical need for specialized care in kidney-related diseases. After completing her MBBS, she went on to achieve MD and DM degrees, specializing in Nephrology, along

with DNB accreditation, from the same institution. This comprehensive training equipped her with the necessary skills and knowledge to excel in the field.

Revolutionizing Nephrology at NIMS Medicity

With a vision to make a significant impact in the private sector, Dr. Manju Thampi took a bold step by establishing the Department of Nephrology at NIMS

Medicity in Neyyattinkara, Trivandrum in 2008. Her goal was to create a Centre of Excellence that would provide comprehensive and affordable renal healthcare to patients from all walks of life. Under Dr. Manju Thampi's visionary leadership, the Nephrology department at NIMS Medicity has transformed into a hub of innovation and excellence. One of the department's major achievements has been pioneering renal transplants at the most affordable rates in the state, ensuring that patients have access to



life-saving procedures without financial burdens. The department boasts a dedicated team of highly competent Urology, Radiology, Laboratory Medicine, and Pathology doctors, supported by an efficient technical, paramedic, nursing, and administrative staff. This multidisciplinary approach ensures that patients receive seamless and comprehensive care, addressing both the medical and emotional aspects of their journey.

Unmatched Emergency Care and Haemodialysis Facilities

Recognizing the critical nature of emergency care in nephrology, Dr. Manju Thampi has made it a priority to equip the Emergency Department at NIMS Medicity with the necessary resources and expertise to handle all kidney-related emergencies. The department is well-prepared to address cases such as poisonings, snake bites, and polytrauma cases, providing timely and life-saving interventions. Additionally, the facility ensures round-the-clock availability of haemodialysis services, enabling prompt and critical support for patients with intrinsic renal diseases. Notably, the department goes the extra mile by providing specialized dialysis for critically ill patients within the ICU, ensuring that even the most complex cases receive the highest level of care.

Inclusivity and Global Impact

Dr. Manju Thampi's unwavering dedication to patient care is reflected in the inclusive nature of her services. The Nephrology department at NIMS Medicity extends its expertise to all major private and government insurance cardholders, as well as eligible patients under medical reimbursement schemes. This commitment to accessibility underscores Dr. Manju Thampi's vision of making quality renal healthcare available to all, regardless of socioeconomic background.

Beyond her contributions within India, Dr. Manju Thampi's influence extends

across borders. Holding a consultant license by the UAE Department of Health in Abu Dhabi, she has travelled extensively, sharing her expertise and insights as an international speaker in nephrology. She has graced numerous prestigious conferences and symposiums worldwide, leaving an indelible mark on the global stage. Her advocacy for renal health and her commitment to advancing the field have garnered her recognition and respect from her peers and colleagues around the world.

Advocacy, Leadership, and Philanthropy

Dr. Manju Thampi's commitment to advancing nephrology extends beyond her medical practice. She has worked as the honorary secretary for several nephrology associations, using her platform to drive positive change and foster collaboration within the medical community. Currently serving as the honorary secretary of Women in Nephrology, Kerala, she actively promotes gender equality and the empowerment of women in the field of nephrology. Her involvement in organizing, conducting, and participating in numerous Nephrology CMEs and conferences within India and Kerala further highlights her dedication to spreading awareness and fostering professional development among her peers.

Dr. Manju Thampi's remarkable journey, from academic brilliance to pioneering advancements in nephrology, stands as a testament to her passion, expertise, and unwavering commitment to renal healthcare. Her tireless efforts, both locally and globally, continue to inspire and make a profound impact on the lives of countless individuals, solidifying her status as a true luminary in the field of nephrology. Through her leadership, advocacy, and philanthropy, Dr. Manju Thampi is shaping the future of renal healthcare and paving the way for a healthier world. Her achievements and contributions serve as a beacon of hope for patients and a source of inspiration for aspiring medical professionals, underscoring the transformative power



of dedication and compassionate care in improving lives.

Dr. Manju Thampi's extraordinary achievements in the field of nephrology are complemented by her fulfilling personal life. She is happily married to Dr. Vinod Thampi, who holds the position of CEO in a prominent UAE-based medical conglomerate and serves as the Head Consultant Neurologist. Their partnership reflects a shared commitment to healthcare excellence and a deep understanding of the medical profession. Beyond their professional accomplishments, Dr. Manju Thampi and husband Dr. Vinod Thampi have built a beautiful family together. They are proud parents to a daughter, Ms. Mohika, who has established her own successful career working with PwC in London. Mohika's achievements in the corporate world are a testament to the values of hard work and dedication instilled by her parents. They also have a son, Mr. Vysakh, who is currently pursuing his MBBS degree in Mangalore. As Vysakh embarks on his own medical journey, he undoubtedly benefits from the guidance and support of his accomplished parents.

While their professional endeavours have taken them across the globe, the family maintains a strong connection to their roots. They have chosen Trivandrum as their permanent residence, underscoring their deep love for their hometown and commitment to the local community.

The harmony between their personal and professional lives is a testament to the balance and fulfilment that Dr. Manju Thampi and her family have achieved. Their shared values, dedication to healthcare, and nurturing of the next generation highlight the importance of family support in pursuing excellence in the medical field.



REGATTA NATYA SANGEETHA KENDRA: PRESERVING AND PROMOTING INDIAN PERFORMING ARTS WITH PASSION AND LEGACY

Regatta Natya Sangeetha Kendra, founded in 1972 by the esteemed Smt. Girija Chandran, stands as a beacon in the realm of Indian performing arts. This renowned institution is dedicated to preserving and promoting the rich heritage of traditional dance and music. With its unwavering commitment to excellence, Regatta Natya Sangeetha Kendra has nurtured countless artists, organized captivating performances, and offered comprehensive training programs. Join us as we delve into the origins, objectives, and remarkable accomplishments of Regatta Natya Sangeetha Kendra in its mission to safeguard and celebrate Indian performing arts.

Regatta Natya Sangeetha Kendra traces its roots back to 1972 when it was established by the visionary Smt. Girija Chandran. Guided by her profound love for the performing arts and an unwavering belief in their cultural significance, Smt. Chandran embarked on a journey to create a platform that would ensure the preservation and propagation of traditional Indian dance and music forms. Her visionary leadership continues to inspire the institution to this day.

At the core of Regatta Natya Sangeetha Kendra's mission is the preservation and revival of traditional Indian dance and music forms. The institution is driven by a profound desire to maintain the authenticity and integrity of these art forms while nurturing budding talent. Through comprehensive training programs, mesmerizing performances, and dedicated research, Regatta Natya Sangeetha Kendra aims to create an environment that fosters artistic growth and instils a deep appreciation for Indian performing arts among diverse audiences, both nationally and internationally.

Regatta Natya Sangeetha Kendra is renowned for its comprehensive training programs, carefully designed to cultivate a strong foundation in various traditional Indian art forms. Under the expert guidance of highly skilled faculty members, students receive rigorous instruction in Bharatanatyam, Kathak, Odissi, Kuchipudi, Carnatic music, and Hindustani classical music. These programs encompass the theoretical nuances, intricate rhythms, expressive movements, and captivating storytelling elements that are integral to each art form.

The institution takes immense pride in its distinguished faculty members, who are not only accomplished performers but also passionate and dedicated teachers. Drawing upon their profound expertise, Regatta Natya Sangeetha Kendra brings together maestros and gurus from diverse dance and music traditions. Through interactive workshops, enriching masterclasses, and personalized mentoring sessions, students have the privilege of learning from these renowned artists, who impart invaluable knowledge and inspire them to reach new heights of artistic excellence.

The institution organizes a wide array of cultural events, festivals, and productions that showcase the remarkable talent of its students and faculty members. These performances encompass solo recitals, captivating group productions, and collaborative presentations that captivate audiences with their grace, precision, and artistic finesse. Such events provide a stimulating space for artists to showcase their skills while offering a rich cultural experience to the audience.

Recognizing the power of collaboration and community engagement, Regatta Natya Sangeetha Kendra actively collaborates with cultural organizations, both within India and internationally. These partnerships serve as conduits for



the exchange of ideas, the showcasing of performances, and the facilitation of cultural exchanges. Furthermore,

the institution conducts dynamic outreach programs in schools, colleges, and communities to create awareness and ignite an interest in traditional Indian dance and music among the younger generation.

Regatta Natya Sangeetha Kendra, under the visionary leadership of Smt. Girija Chandran, has emerged as a prominent institution dedicated to the preservation and promotion of Indian performing arts. With its comprehensive training programs, exceptional faculty, captivating performances, and collaborative initiatives, the institution continues to nurture and sustain traditional dance and music forms. Regatta Natya Sangeetha Kendra stands as a testament to the enduring legacy of Indian performing arts, ensuring their vitality and celebration.



UNLEASHING THE CULINARY MAGIC: NAJIYA ERSHAD'S ENTREPRENEURIAL JOURNEY

The art of cooking delicious food is truly a blessed skill. But what if this passion for flavoursome cuisine not only brings immense pleasure but also financial and mental satisfaction? Najiya Ershad, an exceptional entrepreneur who has captivated the hearts and palates of Trivandrum's food lovers with her remarkable cloud kitchen venture, Yummy Spot. Through her unwavering dedication, Najiya has transformed her culinary passion into a thriving profession, leaving an indelible mark on the city's epicurean landscape.

When it comes to mouth-watering homemade biryani that fills both the heart and stomach, Najiya's Maharaja Biryani and Hariyali Biryani reign supreme in the minds of Trivandrum's discerning foodies. Notably, Najiya has received prestigious accolades such as the Metro Food Award 2021 for The Best in Class Biryani and The Best Home Chef Award 2022 by Eat @ Trivandrum Association, solidifying her position as a culinary trailblazer. Her appetizing creations and remarkable success stories have graced the screens of popular TV channels and adorned the pages of leading newspapers and magazines across India.

At Yummy Spot, biryani is not just a dish; it's an experience crafted with love and expertise. Each aromatic variation, be it the tantalizing Hariyali Biryani or the regal Maharaja Biryani, is meticulously prepared using Najiya's signature spice compositions. What sets Hariyali Biryani apart is the unique infusion of fresh green masalas, creating vibrant clusters of flavours that dance on the taste buds.



To ensure an eco-conscious approach, Yummy Spot proudly delivers its biryani packages in 99% plastic-free packaging. From the very beginning, Najiya's biryani packs have been securely wrapped in environmentally friendly plantain leaves. As a testament to her generosity and commitment to the community, each biryani pack comes accompanied by a refreshing salad and delectable date pickle, delighting the homes of those in need.

Unsurprisingly, Maharaja Biryani holds a special place in the hearts of food lovers, consistently garnering tremendous demand. To ensure unparalleled service, Najiya leads a team that refuses to compromise on quality - delivering biryanis with utmost care and punctuality. However, Yummy Spot's delectable offerings do not end with biryani alone. Najiya's culinary prowess extends to a range of delectable pickles as well. Whether it's the tangy Jinjaa pickle, prepared with an assortment of dry fruits, or the sumptuous dates pickle, these flavourful accompaniments have become cherished additions to her culinary repertoire.

Reflecting on her journey, Najiya shares, "With numerous dreams and ambitions in life, I yearned to embark on a business venture after completing my studies." Her entrepreneurial spirit took root during a trying period when her father's business faced adversity, leaving him in debt and forcing the family to move to a rented house. It was during this time that her father imparted a valuable lesson—a lesson about life's trials and tribulations. After getting married at the tender age of twenty, Najiya relocated to Thiruvananthapuram to pursue her studies as a chartered accountant. At twenty-four, she joyfully welcomed her son, Ehan, into the world. However, the challenges of postpartum depression hindered her pursuit of personal and professional growth.

Remarkably, it was when Ehan was just six months old that Najiya took her baby steps towards her ambitions. She reminisces, "When my son was seven or eight months old, I used to feed him homemade banana powder. Then, a brilliant idea struck me—why not sell

this homemade powder to others?" Thus, with humble beginnings, she filled small bottles with the banana powder and began selling them. Initially, the venture faced hurdles during the rainy season when drying the bananas became arduous. However, it was during this period that the idea of selling nadan pothichoru (rice packed in banana leaf) took flight, surpassing the success of the banana powder through social media and word-of-mouth channels. Harnessing the power of Facebook, Najiya transformed the notion of non-veg pothichoru into a reality. What began as a trickle of small orders soon transformed into a flood of requests, with demand skyrocketing from a mere two or five packets to a staggering 20 packets at a time.

In 2018, Najiya took her culinary prowess to new heights by introducing her beloved biryani business. Initially, she received a modest 50 to 100 orders, but the popularity of Yummy Spot spread like wildfire, with over 200-250 biryani packets being sold on a daily basis. Yummy Spot, which initially focused on catering to small party orders, now effortlessly handles requests for up to 400 people at a time. From its humble beginnings, where Najiya and her mother shouldered the responsibility of cooking, the enterprise has grown exponentially, now employing a team of 16 staff members dedicated to food delivery, along with an additional four for household assistance. What sets Yummy Spot apart is its commitment to freshness—there is no place for freezers in their kitchen. The meat and vegetables procured each day are cooked and sold on the same day, and any leftovers are thoughtfully distributed to the less fortunate on nearby streets.

Najiya firmly believes that utilizing profits wisely is essential for sustainable business growth. She attributes every subsequent expansion of Yummy Spot, achieved without any external investments, to the profits earned through her culinary endeavors. "My mother, Salina, and my husband, Ershad, have been unwavering pillars of support in both my business and personal life. Their unyielding belief in me allows us to make sound decisions," Najiya proudly



declares.

Moreover, Najiya emphasizes the significance of women standing tall on their two feet. She shares, "Life throws countless obstacles our way. However, it is crucial to persevere, casting aside self-doubt and societal expectations. As a woman hailing from an orthodox Muslim family in Kerala, I have been able to overcome these challenges, empowering myself to care for my mother, facilitate my sister's marriage, and fulfil the final wishes of my father, who tragically lost his battle with cancer while receiving treatment."

Today, Najiya's mouth-watering creations, including the beloved Hariyali and Maharaja Biryani, have transcended the boundaries of her kitchen, captivating taste buds across Thiruvananthapuram. Through her foresight and unwavering dedication, Yummy Spot has seamlessly integrated itself into the region's rich food culture, achieving widespread recognition within a remarkably short span of time. Najiya firmly believes that success is born from a resolute focus on one's goals, leaving behind the fear of judgment and forging ahead with unwavering confidence.

As Najiya Ershad's gastronomic empire continues to thrive, her entrepreneurial journey serves as an inspiration to all who dare to pursue their passions. Through her delectable offerings and unwavering determination, Najiya has not only reshaped the culinary landscape of Thiruvananthapuram but has also become a shining example of resilience, dedication, and unwavering spirit.



TEAARO KOMBUCHA: A TASTE OF TRADITION AND A LEAP INTO THE FUTURE REVIVING THE ART OF BREWING WITH MODERN FLAIR

In a remarkable display of entrepreneurial spirit, Shruthy Suseendran, a young woman entrepreneur from Thiruvananthapuram, has revolutionized the way Keralites enjoy their beverages. Armed with her keen observations and experimental instincts, Shruthy, along with her business partner Sidharth Rajkumar, has introduced a world-famous drink to Kerala in a completely new way. Under the brand name TEAARO, they have successfully brought to the market a unique

kombucha drink that not only quenches thirst but also boasts remarkable medicinal properties, promoting good health among the populace.

Despite graduating in aerospace engineering, Shruthy felt a strong desire to awaken her entrepreneurial spirit that had laid dormant since childhood. Over the past few years, she delved into extensive research on kombucha and its brewing process. Teaming up with a like-minded friend who shared her passion, they embarked on a journey that led to the birth of their

dream venture, TEAARO, in December 2021. Initially launched in Karamana, Thiruvananthapuram, they soon recognized the immense potential of their business and subsequently relocated to Ulloor. It was during this time that Shruthy crossed paths with Siddharth, a computer engineer, whose entrepreneurial mindset and savvy business strategies propelled TEAARO's growth even further.

Shruthy reveals that while many were unaware of the depth of her research and commitment to this venture,



there were also those who expressed curiosity and scepticism. However, as TEAARO's kombucha gained popularity for its exceptional taste and health benefits, people gradually embraced this refreshing alternative to carbonated soft drinks. Even individuals struggling with abdominal obesity, such as beer bellies, have found the courage to venture into the world of TEAARO's kombucha, experiencing positive transformations in their health and well-being.

TEAARO's kombucha is carefully crafted to suit the unique tastes of the people of Kerala, paying homage to the region's rich tea culture. Those familiar with various kinds of kombucha have been

quick to recognize the distinctive and delightful taste of TEAARO kombucha. It serves as a natural, refreshing drink that provides a healthy alternative to carbonated soft drinks. Each batch is meticulously brewed according to TEAARO's proprietary recipe, incorporating traditional tea and green tea, well-known staples in Kerala. When it comes to quality, TEAARO leaves no room for compromise. The tea selection, sugar content, and other ingredients used in their kombucha production all contribute to its superior quality and health benefits. TEAARO takes pride in adhering to the traditional and healthy methods of preparation, ensuring that every bottle delivers a perfect combination of taste and well-being.

With a range of eight distinct flavours, each carrying its own unique story, TEAARO's kombucha is a true labour of love. Hand-crafted and thoughtfully named by the TEAARO team, these flavours are just the beginning of their innovative approach to alternative health-focused beverages. Shruthy and Siddharth continue to experiment and develop new flavours, striving to provide a diverse range of options for those committed to a health-conscious lifestyle. Together, these two friends share a vision of succeeding in a business venture that benefits public health. Their journey involved numerous discussions and a comprehensive two-year market study, resulting in the birth of TEAARO—a genuine market value creation that embraces the growing demand for food and health-related businesses.



TEAARO has truly redefined the way Keralites enjoy their beverages. With their unwavering commitment to quality, innovation, and public health, Shruthy and Siddharth have ushered in a new era of refreshing and rejuvenating drinks.



TEAARO's kombucha offers numerous health benefits, ranging from relieving digestive issues like belching and bloating to aiding in weight management. Packed with probiotics, it promotes a healthy digestive system and improves metabolism. The brewing process, involving a symbiotic culture of bacteria and yeast known as scoby, infuses the tea with antioxidant properties. Shruthy emphasizes that this unique brewing process nurtures the essential bacteria required for digestion, giving TEAARO kombucha a greater purpose of nourishing both the body and the soul. This Kerala-style adaptation of the ancient kombucha tea, hailed as the "tea of immortality" for over two thousand years, has successfully prioritized public health over corporate profit, captivating the hearts and taste buds of Keralites.

TEAARO has truly redefined the way Keralites enjoy their beverages. With their unwavering commitment to quality, innovation, and public health, Shruthy and Siddharth have ushered in a new era of refreshing and rejuvenating drinks. Join the TEAARO movement today and savour the delightful flavours of their kombucha, while taking a proactive step towards a healthier future.

WOMEN ENTREPRENEURSHIP

An Introduction

Behind every successful man, is a woman, so goes the saying. Thus for the success of the society and the success of the country, lies the power of a woman. Women empowerment is the need of the hour at the national level.

The word Women Entrepreneurship may sound to be modern and belonging to the twentieth century but it is not so. A woman has always been enterprising since ages. The only change is the positioning as earlier a woman was confined to her physical and social barrier now she has endeavoured to break these barriers. Since the age of scripting we can see the importance or the capability of a woman in organizing and managing her entire joint family comprising of many souls feeding them, clothing them, planning like an event manager the family events like marriages, baby showers, birthdays, etc. Hence, we can see the woman has an entrepreneur skills from within with all the managerial capabilities and skills. We can see her with the best talents of housekeeping, interior decorator of her house, a mutli-cuisine cook in her kitchen, a continental baker, a wardrobe designer of her kids and family members, a beautician to herself, a trainer and teacher, etc. to her family. The only change is that she has chosen to trade these talents and to come out of the four walls for financial self-reliance.



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Engaged in the development and growth of the MSME Sector with NSIC for more than past 28 years major part of the career in the north west part of the country.

Benefits of Women Empowerment thru entrepreneurship:-

Women empowerment adds to the confidence of women in their ability to

lead meaningful and powerful lives, It removes their dependence on others and makes them individuals in their own right. They are able to lead their lives with dignity and freedom. It adds to their self-esteem, gives them a distinct identity, they are able to gain position of respect in society. As they are able to make meaningful contribution to the well-being of society. They as a capable citizen to make the country achieve enhanced GDP.

With the tremendous change in lifestyle, it has now become inevitable for a women to join hands as an earning member of the family to meet the growing demands that come with social status and modern standards of living like owning a residential property, a sedan, luxury holidays and other social standards like giving the children the best education which all comes with added cost.

Hence, we can see that Female-led businesses are continuously expanding over the world, adding to household income and national economic growth. However, time, human, physical, and social barriers hinder women's capacity to expand their enterprises.

Female entrepreneurs contribute significantly to global economic growth and poverty alleviation. In the United States, for example, women-owned businesses are growing at more than double the rate of all other businesses, contributing approximately \$3 trillion to the economy, and directly employing 23

million people. Female entrepreneurship is also growing in developing countries, with an estimated 8 million to 10 million formal small and medium-sized firms (SMEs) having at least one female owner.

While the number of women running their own businesses is increasing globally, women continue to confront significant barriers that stymie their progress, such as a lack of finance, tight societal restraints, and limited time and skill.

Female entrepreneurs are more likely to work in the informal sector or historically female-dominated industries.

Worldwide, at least 30% of women in the non-agricultural labour market are self-employed in the informal sector; Women-owned enterprises are typically informal, home-based, and focused on small-scale entrepreneurship and conventional industries, primarily retail and service. Working from home enables women to meet competing demands for their time while juggling a disproportionate share of housekeeping and childcare chores. However, social conventions are also at work. Women have little choice but to run these types of companies in communities where women are expected to stay at home or where traveling outside the home is risky.

Gender disparities persist in the fundamental abilities required to manage a successful business.

While women are making significant gains in primary and secondary education, they frequently lack the mix of education, vocational and technical skills, and job experience required to promote the growth of highly productive enterprises. Male entrepreneurs, for example, are more likely than female



Considering these challenges which has been deliberate on various forums the Government has framed various schemes from time to time.



entrepreneurs to have previously worked in the wage sector.

Women are also less likely to be able to buy or have access to information and communications technology (ICT) such as television, computers, and mobile devices. ICTs are required to function in a world where digital is becoming the norm and a key component of corporate growth. Another impediment to ICT use among low-income women is technological illiteracy. Furthermore, public Internet access points supplied by business centers, libraries, and Internet cafés are not necessarily welcoming to women, with inconvenient operating hours or hazardous, socially unacceptable facilities.

Finance is a major impediment to the success of female-owned businesses.

Access to finance is frequently highlighted as a major impediment to the expansion of female-owned businesses. According to the Gallup World Poll, women and men-owned firms in developing nations have significantly different access to financial services. Women have limited access to

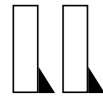
basic financial services. As a result, many female entrepreneurs finance their businesses using their own resources, loans from family and friends, or micro-loans. However, due to the small size and short term nature of micro-loans, women borrowers are unable to make long-term investments in their enterprises.

Legal and regulatory restrictions that are disproportionately high can also have a significant impact on women's capacity to manage stronger, more viable enterprises. Only 38 of the 141 economies surveyed by the Women, Business, and the Law database provide equal legal rights to men and women in critical areas such as establishing a bank account, working without permission from their husband, and owning and managing property.

Government Initiatives to encourage growth of women entrepreneurs in the Country.

Considering these challenges which has been deliberate on various forums the Government has framed various schemes from time to time. The emphasis on women empowerment is increasing day by day and the government policies and schemes for women entrepreneurs are more realistic to ease these challenges. As example, to increase the percentage of procurement of goods and services by Government Department and CPSEs from MSEs under Public Procurement Policy there is a reservation of 25% of their total procurement to provide for 3% reservation for women owned MSEs within the above mentioned 25% reservation to make it more inclusive.

The National Small Industries Corporation Limited is a Govt. of India Enterprise under the Ministry of MSME is engaged in the promotion



MSMEs will be getting their digital requirement served through NSIC without any hassle of searching for reliable service providers & can be saved from exploitation in the market.



and development of the MSME Sector across the nation since more than seven decades. NSIC has played a major role in the industrial revolution and the economic growth of the country by imparting skill development training, organizing EDP Trainings, Supporting the entrepreneurs by handholding them to get loans under Credit Facilitation and Technologically support the MSME under ICT - Information and Communication Technology Schemes.

Under the ICT Schemes special discounts are available to MSMEs for purchase of the services through NSIC.

In order to facilitate MSMEs in terms of Technology adoption and achieve higher business efficiencies, business automation and compliances, NSIC is now operating as an aggregator and facilitator of ICT Enabled Digital Services to MSMEs on transparent and affordable prices by way of on-boarding various service providers offering different products/ services that are required by MSMEs for adopting the digital ways of managing their businesses.

Objective:

1. To Facilitate MSME's in terms of ICT adoption by way of providing digital services from multiple technology partners.
2. To make MSMEs digitally empowered with a view to improve their competitiveness in national and international markets, by increasing their efficiencies by way of automating the processes for cost reduction, capacity enhancements & Compliances etc.

Benefit to MSMEs:

MSMEs will be getting their digital requirement served through NSIC without any hassle of searching for reliable service providers & can be saved from exploitation in the market. Also, MSMEs will be getting special offer / price through the aggregation of bulk requirements on the services of identified categories & eliminating dealers and distributors.

Sub-Categories of ICT Enabled Digital Services and Scope for Service Providers:

1. Software Services (Such as ERP, Accounting, Manufacturing Design, Regulatory Compliance including GST, other software packages etc)
2. Cloud Services [platform as a Service (PaaS), Software as a Service (SaaS)]
3. Digital Infrastructure (IaaS, Hardware, Smart devices]
4. Artificial Intelligence Solutions
5. Internet of Things (IoT) and Machine to Machine (M2M) solutions
6. B2B and B2C E-Commerce Solutions
7. Other ICT Enabled Digital Services

Services providers in these sub-categories can apply online for empanelment with NSIC at NSIC MSME Aggregation Service. A commercial MOU would be signed with each service provider on a non-exclusive basis. All such service providers, including MSMEs, may be onboarded who have the potential to serve the MSME units and their products and services are relevant for MSMEs. To begin with only those service providers would be empanelled whose products/services are available on

"off-the-shelf" basis and can be availed by the MSMEs on a "plug-n-play" model.

How MSMEs can avail the Services?

1. The MSMEs can apply either online on MSME mart portal (<https://msmemart.com/DigitalServices>) or offline at the branch offices/NTSCs for products/ services offered by NSIC by way of filling a Customer Application Form (CAF) and making full payment of products/ services chosen by them after referring to the Product-and-Price (P&P) List of empanelled service providers.
2. The payment may be accepted in any electronic form such as BHIM UPI, RTGS, IPMS, etc. or by way of pay order, demand draft etc.
3. NSIC, through its field offices, would arrange for fulfillment of the requirement of MSMEs, as filled in the CAF, through the concerned Service Provider. Payment to such Service Providers would be released by NSIC field offices after receipt of proof of such fulfillment.

For any help of assistance please feel free to contact:

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JOIN THE UNIVERSITY OF OPPORTUNITIES

Noorul Islam Centre for Higher Education (NICHE) is a renowned institution located amidst the tranquil Vellimalai Hills. It offers over ten different streams with specializations. NICHE has received several notable laurels, including the Best B-School award in South India in 2013 and A Grade accreditation from NAAC in 2015. The institution was ranked 75th among the top universities and 66th among the top engineering institutions in India by the Ministry of Human Resource Development (MHRD) in 2016. In 2017, NICHE made history by launching India's first disaster warning satellite, NIUSAT. It received NAAC accreditation for the second cycle in 2022.

NICHE is equipped with cutting-edge facilities such as a Research Centre for Robotics and Artificial Intelligence. The institution prioritizes student development and offers the NICHE-STEVE JOBS SCHOLARSHIP program, which provides intensive training by

external industry experts.

Dr. A.P. Majeed Khan, Chancellor

Mr. M.S. Faisal Khan Pro-Chancellor

Why you should choose NICHE?

• NIUSAT

Only Indian university to design and launch nanosatellite (NIUSAT) along with Cartosat 2 in

PSLV-C38 /Cartosat-2 Series Satellite Mission from Sriharikota in 2017

• iOS Lab

iOS Development Lab

• IBM Certification

IBM Recognised Centre of Excellence

• NICHE-Steve Jobs Scholarships

Prestigious Scholarships for meritorious students

• 100% Placement Assistance

Won the Best Placement & Training Department Award 2023

• Supporting Sporting Talents

Better opportunities for University students/players for jobs & scholarships

• NICHE Defence Training Academy

Grooming future officers at NICHE Defence Training Academy

• NICHE Civil Service Academy

Preparing students for Civil Services at NICHE Civil Service Academy

• Pioneer in Computer Science Engineering

35 years of excellence in Computer Science Engineering

• CSIR-NIIST Apprenticeship Programme

Internship at the prestigious Central Government Research Institute

• Research Centre

Advanced Research Centre for Robotics and Artificial Intelligence

• Nanotechnology Business Incubator

First-ever Nanotechnology Business Incubator in a South Indian University

Choose the stream of your passion.

The University offers over ten different streams with specializations.

Department of Computer Science & Engineering

The Department of Computer Science & Engineering, established in 1989, focuses on creating world-class computer professionals and has courses in deep learning, machine learning, cloud computing, and robotics. The department offers the Steve Jobs Scholarship for corporate training and placement.

Courses offered - BE Computer Science and Engineering, BE Artificial Intelligence and Data Science, ME Computer Science and Engineering, and Ph.D. in Computer Science and Engineering.

Department of Computer Applications

The Department of Computer Applications, established in 1994, aims to equip graduates for successful careers in the software industry/academia. It emphasizes quality education and offers a modern curriculum with practical training opportunities.

Courses offered - Bachelor of Computer Applications (BCA), Master of Computer Applications (MCA), and Ph.D. in Computer Applications.

Department of Information Technology

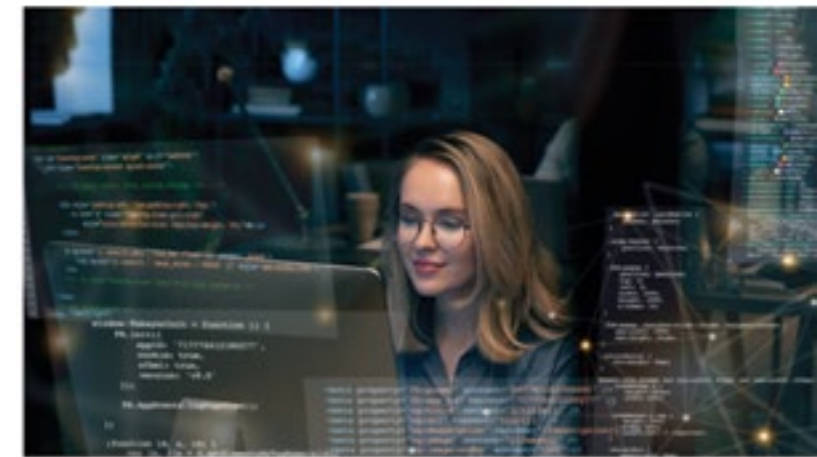
The Department of Information Technology, established in 1998-1999, prepares students for the challenges of evolving technology. It offers well-equipped labs for software development, system programming, and cyber security, and organizes workshops and training programs on various topics.

Courses offered - B.Tech. Information Technology with specialization in Cyber Security & Forensics, B.Sc. Cyber Forensics, M.E. Cyber Security, and Ph.D. Information Technology.

Department of Automobile Engineering

The Department of Automobile Engineering, established in 2009-2010, provides higher technical education in areas such as aerodynamics, alternative fuels, electronics, manufacturing, and vehicle safety. Graduates can pursue careers in supervision, design, and maintenance in the automobile industry.

Courses offered - B.E. Automobile Engineering, M.E. Automobile Engineering, and Ph.D. Automobile Engineering.



Department of Fire Technology and Safety Engineering

The Department of Fire Technology and Safety Engineering focuses on creating a safe environment in industrial sectors. It offers specialized courses and industry-based training, with good infrastructure and a practical teaching approach.

Course offered - B.Tech. Fire Technology and Safety Engineering.

Department of Biomedical Engineering

The Department of Biomedical Engineering, established in 2009-10, combines engineering principles with a deep understanding of biological and health sciences to improve human health. It offers high-quality learning modules, government-sponsored research projects, and opportunities for journal publications.

Courses offered - B.E. Biomedical Engineering, Ph.D. Biomedical Engineering

Department of Marine Engineering

The Department of Marine Engineering offers a residential course with hands-on experience on a ship-in-campus. Graduates can pursue careers as trainee marine engineers, with opportunities in various industries.

Course offered - B.E. Marine Engineering.

Department of Electronics and Communication Engineering

The Department of Electronics and Communication Engineering provides high-quality education in electronics and communication, with diverse learning modules and specialized laboratories.

Courses offered - B.E. Electronics & Communication Engineering, M.E. Communication Systems, Ph.D. Electronics & Communication Engineering

Department of Aeronautical Engineering

The Department of Aeronautical Engineering focuses on aircraft manufacturing and development, offering specializations in designing, planning, building, testing, and operating aerospace vehicles.

Courses offered - B.E. Aeronautical Engineering, M.E. Aeronautical Engineering, Ph.D. Aeronautical Engineering

Department of Mechanical Engineering

The Department of Mechanical Engineering equips students with the skills needed for various careers in mechanical engineering. Graduates have diverse career opportunities in energy, manufacturing, automotive, robotics, and IT industries.

Courses offered - B.E. Mechanical Engineering, M.E. Computer Integrated Manufacturing, M.E. Thermal Engineering, Ph.D. Mechanical Engineering

Department of Nanotechnology

The Department of Nanotechnology offers advanced teaching and learning processes applicable to diverse fields. It has well-equipped laboratories and provides consultancy and testing services to external researchers.

Courses offered - B.Tech. Nanotechnology, M.Tech. Nanotechnology, Ph.D. Nanotechnology & Biotechnology

Department of Aerospace Engineering

The Department of Aerospace Engineering prepares talented engineers for aircraft, launch vehicles, missiles, and space missions. It offers design projects, well-equipped laboratories, and industry collaborations.

Courses offered - B.E. Aerospace Engineering

Department of Aircraft Maintenance Engineering

The Department of Aircraft Maintenance Engineering focuses on aircraft maintenance, repair, and overhaul, preparing students for careers in the aviation industry.

Courses offered - B.E. Aircraft Maintenance Engineering

Department of Electrical and Electronics Engineering

The Department of Electrical and Electronics Engineering focuses on the study and application of electricity, electronics, and electromagnetism. It offers training in various laboratories and serves as a technical consultant for renewable energy.

Courses offered - B.E. Electrical and Electronics Engineering, M.E. Applied Electronics, Ph.D. Electrical and Electronics Engineering

Department of Electronics and Instrumentation Engineering

The Department of Electronics and Instrumentation Engineering offers a multidisciplinary curriculum with a focus on robotics and industrial automation. The well-equipped laboratories provide hands-on training and research opportunities.

Courses offered - B.E. Electronics and Instrumentation Engineering, B.E. Robotics and Automation Engineering, M.E. Control and Instrumentation Engineering, Ph.D. Electronics and Instrumentation Engineering

Department of Civil Engineering

This Department has well-equipped labs and facilities for research and practical learning. Graduates have excellent career prospects in government, public, and private sectors. They can also become entrepreneurs and establish their own construction enterprises, showcasing self-reliance in the field.

Courses offered - B.E. Civil Engineering, M.E. Structural Engineering, Ph.D. Civil Engineering

Department of Software Engineering

The curriculum provides a comprehensive understanding of both software and hardware aspects of computer science. Students gain hands-on experience in various areas such as programming, database management, computer graphics, e-commerce, software development, web design, and more.

Courses offered - B.Sc. Computer Science, M.Sc. Computer Science, Ph.D. Computer Science

Department of Allied Health Sciences

The Department of Allied Health Sciences at Noorul Islam Centre for Higher Education recognizes the

growing demand for skilled healthcare technologists. To address this need, the department introduced five courses related to medical sciences in 2017 under the Department of BMST (Biomedical Science and Technology).

Courses offered - B.Sc. Cardiac Care Technology, B.Sc. Perfusion Technology, B.Sc. Renal Dialysis Technology, B.Sc. Forensic Sciences, BASLP Audiology and Speech-Language Pathology, B.Sc. & M.Sc. Human Genetics and Molecular Biology

Faculty of Management Studies

This department continuously strives to foster excellence in the learning process by adapting to changing paradigms. The curriculum is enriched with case-based, industry-oriented, and experience-based learning. The department offers specialized training and skill development programs.

Courses offered – MBA, MBA Artificial Intelligence, Machine Learning & DEEP Learning, MBA Aviation Management, BBA, B. Com, Ph.D.

Department of Chemistry

The Department of Chemistry offers an exciting environment for cutting-edge research in diverse areas of chemistry. With a focus on green chemistry, nanomaterials, medicinal chemistry, and more, the department boasts well-equipped facilities and highly qualified faculty.

Courses offered – M.Sc. Chemistry, Ph.D. Chemistry

Department of Mathematics

This department has been an integral part of the institution since its inception. The department's research focuses on various thrust areas, including Graph Theory, Fuzzy Mathematics, Operations Research, Optimization Techniques, and Stochastic Processes.

Courses offered – M.Sc. Mathematics, Ph.D. Mathematics

Department of English

This department is dedicated to providing

high-quality programs in literature, research, publication, creative work, and other professional activities, with a focus on enhancing students' proficiency in all aspects of the English language.

Courses offered – M.A. English, Ph.D. English

Department of Physics

The Department of Physics focuses on providing students with a solid foundation in theoretical and practical aspects of Physics for applications in Science, Engineering, and Technology. It offers a well-equipped laboratory for hands-on learning and research opportunities.

Courses offered – M.Sc. Physics, Ph.D. Physics

Department of Placement & Training

This department plays a crucial role in enhancing students' employability by conducting various activities and programs. These include mock interview sessions, group discussions, seminars, and career guidance sessions, aimed at preparing students for placements.

Only at NICHE

NICHE INITIATIVES

INDO - ISRAEL SPACE-TECH LEADERSHIP PROGRAMME | CENTRE FOR ADVANCED COMPUTING AND ROBOTICS (CACR) | CENTRE FOR SATELLITE TECHNOLOGY AND APPLICATIONS (CSTA) | ACADEMIC EXCELLENCE

SCHOLARSHIP

NCC CADET SCHOLARSHIP | COVID CRISIS RELIEF SCHOLARSHIP | DIFFERENTLY-ABLED STUDENTS SUPPORT SCHOLARSHIP | REGIONAL SCHOLARSHIP

NICHE CLUBS

GREEN ENERGY AND ECO CLUB | GANDHI PEACE CLUB NICHE | MUSIC AND DANCE CLUB | ADVENTURE CLUB

NATIONAL SERVICE SCHEME (NSS) | NICHE – NCC



UNLEASHING THE POWER OF WOMEN: A JOURNEY TOWARDS EMPOWERMENT AND EQUALITY

In a world where progress is measured by the advancement of societies, it is imperative to recognize the importance of women's empowerment. Women empowerment is not merely a buzzword; it signifies a fundamental shift towards equality, inclusivity, and justice. It entails dismantling patriarchal structures, challenging societal norms, and providing women with equal opportunities to thrive. This article delves into the multifaceted concept of women's empowerment, the hurdles that hinder progress, and practical steps we can take to create a more equitable and empowered society.

Women's empowerment encapsulates the process of granting women the power and autonomy to make decisions, exercise their rights, and participate fully in all aspects of life. It encompasses social, economic, political, and personal empowerment, aiming to create an environment where women can flourish and contribute their unique perspectives and talents. True empowerment goes beyond token gestures and demands the dismantling of systemic barriers and biases that perpetuate gender inequality.

Despite significant strides, women continue to face a myriad of challenges in their quest for empowerment. Gender-based discrimination, unequal access to education and healthcare, limited economic opportunities, and

violence against women are some of the persistent obstacles. Socio-cultural norms and stereotypes further compound these challenges, perpetuating the notion that women are inherently inferior or limited in their capabilities. Breaking these barriers requires collective effort and a deep-rooted commitment to change.

Education emerges as a transformative force in empowering women and

▲ ▲
Building supportive networks and alliances is essential for women's empowerment. Connecting women across different communities, sectors, and generations fosters a sense of solidarity, shared experiences, and mentorship.

dismantling gender-based disparities. By ensuring equal access to quality education, we equip women with knowledge, skills, and critical thinking abilities. Education not only fosters economic independence but also challenges societal norms and stereotypes. It enables women to make informed choices, pursue meaningful careers, and become agents of change. Governments and stakeholders must invest in comprehensive educational reforms that promote gender equality and ensure that girls' education is prioritized and protected.

Economic empowerment plays a pivotal role in advancing women's rights and overall empowerment. When women have access to economic resources, job opportunities, and entrepreneurial support, they can break free from cycles of poverty and dependence. Bridging the gender pay gap, promoting inclusive workplaces, and facilitating women's entrepreneurship are crucial steps towards economic empowerment. Accessible financial services, mentorship programs, and capacity-building initiatives are necessary to equip women with the skills and confidence to excel in diverse fields.

Women's participation in politics and leadership positions is vital for achieving true gender equality and inclusive governance. Despite progress,

women's representation remains disproportionately low in decision-making roles. Promoting gender-responsive policies, implementing quota systems, and fostering an enabling environment for women's political engagement are imperative. It is crucial to recognize that women's perspectives and experiences are invaluable in shaping policies and laws that cater to the needs and aspirations of all citizens.

Building supportive networks and alliances is essential for women's empowerment. Connecting women across different communities, sectors, and generations fosters a sense of solidarity, shared experiences, and mentorship. Creating spaces for women to network, collaborate, and advocate for change strengthens their collective voice and promotes mutual support. Establishing mentorship programs, women-led organizations, and platforms for knowledge-sharing and skill-building can empower women to overcome challenges and thrive.

In order to further advance the cause of women's empowerment, it is essential to address the issue of healthcare inequality. Women around the world face disparities in accessing quality healthcare services, which adversely affect their well-being and hamper their ability to participate fully in society. Lack



Media representation and the portrayal of women also play a crucial role in women's empowerment. The media has a powerful influence on shaping societal attitudes and perceptions.



of access to reproductive healthcare, including family planning, maternal care, and reproductive rights, is a significant challenge. By prioritizing and investing in women's healthcare, we can ensure that women have control over their own bodies, make informed decisions about their reproductive health, and lead healthier lives.

Media representation and the portrayal of women also play a crucial role in women's empowerment. The media has a powerful influence on shaping societal attitudes and perceptions. Promoting positive and diverse representations of women in media can challenge stereotypes, break down harmful narratives, and provide empowering role models for women and girls. By amplifying the voices and achievements of women across various fields, we can inspire future generations and foster a

more inclusive and equal society.

Women's empowerment is an ongoing journey that requires concerted efforts from individuals, communities, governments, and international organizations. By addressing the challenges women face, promoting education and skill development, enabling economic opportunities, and fostering political participation, we can unlock the immense potential of women. Empowering women is not just a moral imperative; it is a strategic investment in sustainable development, social cohesion, and global progress. Let us strive collectively to dismantle gender barriers, challenge stereotypes, and build a world where every woman can realize her full potential, contributing to a brighter and more inclusive future for all.

ANANTHAPURI HOSPITALS & RESEARCH INSTITUTE (AHRI)



Ananthapuri Hospitals & Research Institute (AHRI) is a 450-bedded tertiary care hospital located in the capital city of Thiruvananthapuram in Kerala, complete with 13 intensive care units and 10 operating units. AHRI is the first tertiary hospital project of Ananthapuri Hospitals Private Limited. It was started in September 2005, under the able leadership of Padma Shri Dr A. Marthanda Pillai, and inaugurated by the then Chief Minister Sri. Oomen Chandy.

AHRI stands tall at the prime location on the Kovalam Bypass Road, within just 3 kms of the Trivandrum International Airport, Thampanoor Bus Stand, and Trivandrum Central Railway Station.

Over the past decades, Kerala has seen a high influx of patients from many foreign countries, all of whom are in search of the best healthcare solutions at economical costs. Combining that with the advancing local demand for high-end medical services, we provide state-of-the-art treatment options, medical interventions, accommodations



The Obstetrics and Gynecology Department is complete with an infertility unit, gyn-oncological surgeries, and modern birth suites.



and wellness management plans. Our suite room facilities are comparable to international standards of the hospitality industry.

From the start, the aim of AHRI was to take a holistic approach to healthcare - a thorough and exhaustive healthcare solution, rather than keeping within the boundaries of a particular core. Our 30-bedded Neonatal and Pediatric ICU Complex

is the largest and best equipped in Kerala, in terms of both infrastructure and trained personnel. The Obstetrics and Gynecology Department is complete with an infertility unit, gyn-oncological surgeries, and modern birth suites. Our highly successful Kidney Transplantation Program, with both pediatric and adult transplants, works excellently between the Nephrology and Urology Departments. Our Cardiac



Department is one of the finest in Kerala, complete with a cutting-edge Electrophysiology Program for heart failures and complex heart rhythm disorders.

In 2017, AHRI underwent a complete facelift, unveiling a new building with the most modern quaternary care, which was inaugurated by Hon'ble Chief Minister of Kerala, Sri. Pinarayi Vijayan.

In the last 13 years, AHRI has emerged as a centre of excellence, drawing people from all over the country and abroad. We are widely accepted as one of the best quaternary referral centers in South India. Our proudest achievement is that we are deemed Number One in Head Injury and Trauma Care - an accolade that single-handedly exhibits our strength in the specialties of Neurosurgery and Neurology, Critical Care and Anesthesia, Interventional Cardiology and Cardiothoracic Surgery,

Emergency Medicine, Orthopaedics, General Surgery as well as Plastic and Reconstructive Surgery!

Everything we have achieved so far is due to our stellar team of experienced, distinguished and the most eminent doctors in the country. All our teams are led by former department heads from reputed government medical colleges. Complementing them and paving way for the smooth functioning of the hospital, is a team of exceptionally trained and dedicated personnel. Rest assured, your health is safe in their hands.

We have continually set new trends and brought remarkable changes in the field of healthcare, in keeping with the earnest demands of our patients.

Our glorious history of contributing back to the society has made us what we are today, and we will continue to do that.



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**Ananthapuri Hospitals
AND RESEARCH INSTITUTE**



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