

# HUES OF LIFE

A man with a shaved head, wearing a light blue button-down shirt and dark blue trousers, is sitting in a black leather office chair. He is looking directly at the camera with a slight smile. The background is a city skyline at night, featuring several tall skyscrapers. One prominent building on the left has a circular logo with the letters 'MR' in red. The sky is a mix of blue and orange, suggesting dusk or dawn. The overall scene conveys a sense of professional achievement and success.

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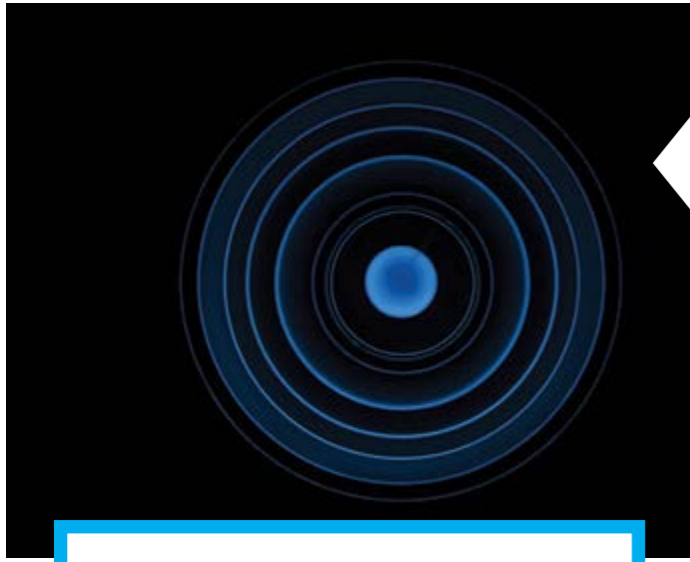
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# HUES OF LIFE

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



Enquires: [mail@huesoflife.online](mailto:mail@huesoflife.online)  
+91 62 388 91 885

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## editor's Desk

Dear Readers,

We are thrilled to share with you the highlights of a truly momentous event, the HUES OF LIFE MSME EXCELLENCE Awards 2023, as this extraordinary occasion brought together a remarkable array of service providers and entrepreneurs, all of whom have made exceptional contributions to the business landscape. We are happy to be in the frontline to recognize and celebrate the achievements of Micro, Small, and Medium Enterprises (MSMEs) across various industries. We are glad to be a platform to honour those who have demonstrated outstanding commitment, innovation, and entrepreneurial spirit in their respective fields.

The venue was adorned with an aura of anticipation as guests arrived dressed in their finest attire, reflecting the elegance and grandeur of the occasion. The atmosphere was filled with excitement, as the stage was set to unveil the winners who had been carefully selected through a rigorous evaluation process.

The highlight of the evening was, undoubtedly, the presentation of the awards. Each recipient was recognized for their extraordinary accomplishments, with accolades presented in various categories. The winners were overwhelmed with a sense of pride and appreciation for their hard work being acknowledged on such a prestigious platform.

As we turn the pages of this month's issue, you will find in-depth details of the award winners. We have meticulously curated these stories to inspire aspiring entrepreneurs and shed light on the extraordinary work being done by MSMEs across various sectors. Join us in celebrating the spirit of entrepreneurship, innovation, and excellence that permeates our vibrant business landscape. Let us honour and appreciate the visionaries and pathfinders who have transformed their dreams into reality, making a significant impact on our society.

With warm regards,

Happy reading  
Nijith Raj  
Editor & CEO  
[editor@huesoflife.online](mailto:editor@huesoflife.online)  
[www.huesoflife.online](http://www.huesoflife.online)

# TURN YOUR GOALS TO DREAMS

**O**ur past President late Dr. APJ Abdul Kalam always talked about dream, dream, dream-where ever he used to interact with the young Generation

But, unfortunately - no one teaches our children to dream -

- When to Dream
- What to Dream
- How to dream

I would like to share my experience in my school days – as 4th Standard student at St. Paul’s English medium school. I had difficulty in Reading and writing and so I was not a bright student. I couldn’t cope up the way as other students. My note book was always

half full. By the time I copy what is written on the board to the note book, normal students were complete it in half the time. So the teacher will clear the board and my notes will remain half filled. As a result I failed in 4th standard.

This was because of Dyslexia- learning disability – which I came to identify later years of my life.

At that time the awareness about learning disability was not there and those students were considered as “Madiayan” or dumb or stupid. Now I understood that at least 20% of students in a class will be having different levels of Dyslexia

And now - I think Dyslexia - instead of a Difficulty in Learning – is actually “An Ability to Success”. The reason is, this kind of students can do visualization much better

than normal students. They can learn things differently. They learn faster through visuals, touches and feels. For me, it was easy to learn things through pictures. So this kind of students are genetically abled students with a talent to visualize – or “DREAM” - which is a major ingredient for success. That is the reason for students who were dull / poor performing in school become very successful in life.

Few examples – like the story of Thomas Alva Edison - the inventor of Bulb- He was thrown out of school as a dumb boy and his teacher thought that he is dumb. So his mother put him for tuition at home from the age of 12. Later in his life, he became the most famous inventor the world ever known. There are many successful stories of successful people who had learning disabilities – like Microsoft chairman Bill Gates, Alexander Campbell – the inventor, Albert Einstein – Scientist, Leonardo Da Vinci – the painter, Mohammed Ali, George Washington, Henry Ford, Agatha Christy – to name a few.

## As per Yale University - about Dyslexia

“Believed to be related to how one’s brain is wired, dyslexia often manifest itself not only as trouble but also as a difficulty with spelling, writing, learning languages and organization. For long time, people with dyslexia were to be well, dumb - since reading quickly and well in our society is considered as indicator of intelligence. But what has become obvious – evidenced by sheer number of Dyslexic world economic forum attendees in Davos and by plenty of research – not only that Dyslexians can be and often are, brilliant but that many develop far superior abilities in some areas than their so called normal counter parts.

Dyslexics, because they face difficulties in navigating their way through school often develop just the kind of skills they will eventually need to launch and grow their own business.



Christo George  
Chairman & Managing Director

Now in life, I think Dyslexia is a gift which gives Ability to Visualize & Dream your Goals.

## The Difference between a WISH & a GOAL

You might have heard many a times people saying – my wish is to have a Bike or a Car, It’s my wish to have a house, Good Job ... etc etc. For most of them those wishes remains as just wishes, as they are not clear about what they want in life.

## How to turn a wish in to a Goal -

The moment you put a time frame to your wish, it become clearer. Like – I wish to have a car in next 3 yrs. Then it is not a wish, it become a Goal – as you put a time frame of 3 yrs. Then give clarity to your goal – through your 5 senses

- Eyes – Visualize your Goal in detail.
- Ears – Hear about your Goal. What you hear when your Goal works / accomplish.

- Nose – Smell your Goal
- Skin – Feel your Goal
- Tongue – Taste your Goal. If it is a car – you can sit in a car and taste a chocolate and experience the taste which becomes a reference for your Goal.

Once you does all the above, you can experience your Goal as real.

So, for the questions asked earlier, the answers are as follows

### 1. What to Dream?

Ans: Dream your Goals

### 2. When to Dream?

Ans: Dream when you are awake, not in sleep

The best time to dream is just before going to sleep. This is the best time to transfer your Goals from the conscious mind to your subconscious mind, Subconscious mind is very powerful.

Whatever you want to happen in your life, you need to create it as a Belief in your Subconscious mind. When your



bed with your eyes close. Experience the future NOW. It means – imagine today us the day that you achieve your goal. Feel the happiness - like as you achieved your goal. Experience the goal through your five senses as explained earlier.

Now you dreaming your goal and experiencing the goal though your five senses. Feel the happiness in your mind. The whole process will take less than 5 minutes.

Repeat the same for next 21 days. Then it will create a belief – of your Goal - in your subconscious mind. Once the belief of goal is created in your subconscious mind, the Goal become real in your life.

It works on the same concept of “Law of Attraction”. All religious books mention about this principle. What you think, you attract. Your destiny is created through your thoughts.

So you think only what you need in your life, not what you don’t want. Unfortunately, many a time, people tends to think the opposite – what they do not want. For example – if you want to have money – think about having money. But most of the people think the opposite - about the situation of not having the money. Then they feel stressed and feel unhappy about the current situation – of not having the money. Then their subconscious mind attract what they are thinking – ie, the situation of not having money. This is the reason of the saying – think Good, talk only good. Then Good things will come to your life.

So, start dreaming about your Goal and Experience happiness- the Goal will comes true in your life. Then you feel that you are lucky. So, Luck is created by you. Your destiny is created by you, through your thoughts

Wish you all a successful life and start dreaming. Wish you all to Dream BIG!

Subconscious mind is clear about what you want in your life, it will drive your brain to achieve the same by activating your body parts. So it is your mind - that gives command to your brain even without your knowledge. That is why it is very important to have a clarity about what you want in your life – ie, your Goal. This is concept of NLP – Neuro Linguistic Programming.

**3. How to Dream?**

Ans: Before going to sleep, be on your

*Before going to sleep, be on your bed with your eyes close. Experience the future NOW. It means – imagine today us the day that you achieve your goal*



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# BUSINESS NETWORKING AND BROTHERHOOD: THE KEY TO BUSINESS PROSPERITY

*Arjun Govind*

**E**nterprises working in isolation or as separate, independent islands without any worthwhile interactions or relationship with fellow enterprises and the community at large have become a thing of the past. The fact is that in modern times no business will have a long term sustenance without a strong networking, irrespective of the factor of market competition.

Business networking is the process of establishing a mutually beneficial relationship with other business people and potential clients and/or customers and the community. The primary purpose of business networking is to tell others about your business and hopefully turn them into customers. Business networking is the act of maintaining positive relationships with clients and other professionals in your industry. Maintaining a contact list can allow you to share important insights, stay updated on industry developments and achieve business goals.

You may also offer and receive valuable career guidance or learn about job opportunities. To create a beneficial network, business professionals often intentionally seek opportunities to expand their list of professional contacts.

You can use networking to raise your business profile, share new ideas and increase your sales. This resource will help you expand your network and make the most of your networking opportunities. Networking becomes really effective when strong long-term relationships are built through trust and mutual respect.

Simply put, business networking means building connections with other business people and professionals. Networking should always be beneficial to both parties. The reasons why networking is important include a better reputation, increased visibility, a stronger support network, improved business growth, and

more impactful connections.

The network is considered one of the most critical resources in an organization, both in the private and public sectors. Networks are created to provide a means to satisfy an objective or need. These objectives and needs are frequently critical, therefore the network itself is critical.

Networking in business can supply resources for company growth. A high-quality business network may provide recruitment leads, opportunities for increased profits and key industry knowledge. By learning more fundamental information about business networking, you can ensure a company's success and enhance your own entrepreneurial skills.

Business networking through brotherhood among the networked has now assumed such an importance

that there are many organizations, communities and groups which cater to the networking needs of the people and facilitate a structured relationship building among businessmen, professionals and government bureaucrats for improving the business opportunities for the members, and the visitors who actively take part in the community.

The most important aspect of networking is building relationships. You never know when you might need to ask a favour of someone, and it's much easier to do when you have a good relationship with them. For this reason, brotherhood means a lot in networking where different personalities and people come from different walks of life and building a personal bond among them is key to its success. That is why business networking extends to family meets, informal programmes, picnics involving family members etc. Stronger this brotherhood, stronger the networking.

Business networking is important because it allows professionals to identify new opportunities and increase their chances of entrepreneurial success. Business professionals can network with other industry members to learn about new trends, share insights and receive valuable mentorship. Professionals can participate in business networking by attending seminars or webinars, joining a networking group and following the social media profiles of other entrepreneurs.

There are 5 main types of business networking groups you might want to consider joining, viz., Casual Contact Networks, Strong Contact Networks, Community Service Clubs, Professional Associations, Online Networking.

### **Why is networking in business important?**

Business networking can give you access to new opportunities you might not be able to find on your own. For example, your network could provide you with insight into new sales techniques, information on a competitor's marketing strategies or advice on how you can



improve professionally. A list of business contacts can also become a great resource for fulfilling company needs, such as an ideal candidate for an open position.

Effective business networking can save you time and alleviate stress, so knowing how to use it effectively can be a powerful tool for a company's development. Here are more reasons why business networking is important:

Relationship building - The most important aspect of networking is building relationships. You never know when you might need to ask a favour of someone, and it's much easier to do when you have a good relationship with them.

Generation of business leads - Networking with others professionally can help you identify new sales opportunities. This may be especially relevant for business-to-business (B2B) companies, as they rely on the patronage of other companies to increase profits.

Getting referrals - Networking is a great way to get referrals for your business. If you develop a good relationship with

someone, they're more likely to refer their friends and family to your business.

Learning industry standards - Gaining new business contacts can help you understand your industry's common strategies and best practices. For instance, a new grocery store might learn which vendors supply the most popular fresh produce in a local area.

Identifying key trends and opportunities - Networking is also a great way to learn about new trends and opportunities in your industry. By talking to other entrepreneurs, you'll gain valuable insights that you wouldn't otherwise have access to. It can give you fresh ideas and perspectives on how to grow your business. Listening to others talk about their businesses and what's worked for them can provide inspiration and motivation. Industries often change over time, so maintaining positive relationships with other business professionals can help you stay informed about the latest news or innovations. If you're a software engineer, for instance, you might exchange new coding techniques with other programmers through social media.



*Understanding different perspectives - Professionals often have varied viewpoints on how to perform certain tasks or plan activities. Conversing with multiple individuals in your industry may help you learn unexpected strategies for improving business processes.*



Increasing brand awareness - Sharing your ideas and strategies with other professionals can help them understand a business' mission and values. This may be especially relevant for creative professionals advertising their work to potential new clients, as they may rely on their own marketing efforts to find new projects.

Increasing your profile visibility - Networking is also great for increasing your profile visibility for entrepreneurs. When you attend networking events, you have the opportunity to meet people who may not have otherwise heard of your business. This increased visibility can result in more leads and opportunities.

Understanding different perspectives - Professionals often have varied viewpoints on how to perform certain tasks or plan activities. Conversing with multiple individuals in your industry may help you learn unexpected strategies for improving business processes.

Finding mentors and advisors - Networking can also be a great way to find mentors and advisors for your business. Everyone has something they can teach you, so it's worth getting out there and meeting as many people as possible. Industry leaders typically have large-scale contact lists and multiple years of experience to share. By bonding with these individuals, you can receive expert advice on how to grow a company and perform essential tasks.

Greater exposure to potential clients - Meeting new people at networking events puts your business in front of potential clients who may be interested in what you have to offer. This increases the chances that you'll make new sales and grow your customer base.

Developing your confidence - Sharing your business ideas can help you trust your business instincts and strategies. As a result, you may pursue more opportunities in the workplace and increase your chances of developing long-term relationships with other professionals.

Enhanced credibility - When you're actively involved in networking, it shows

that you're committed to your business and that you're willing to put yourself out there. This can give you a boost in credibility with potential clients, making them more likely to do business with you.

## Types of networks

Three main types of networks are identified by experts, viz, Operational networks, Personal networks and Strategic networks.

Operational networks - Operational networks are made up of contacts who can support or block an activity. The contacts are mostly internal, like employees, colleagues and superiors. They include key outsiders such as suppliers, distributors, and customers. They're focused on current demands and getting things done.

Personal networks - Personal networks are mostly close contacts outside your business. They can support and improve your professional development and provide useful information and referrals.

Strategic networks - Strategic networks are about seeing the big picture, preparing for future opportunities and challenges, getting an independent perspective. Contacts can be external or internal and include experts who can provide direction and help you succeed. Strategic networks can make the most significant impact.

## How does business networking work?

Business networking typically occurs at an industry event arranged so multiple professionals can connect in the same location, discuss relevant topics and exchange ideas. You can also find similar opportunities online through certain social media platforms, forums and webinars. After these events finish, you can exchange contact information with other attending professionals or follow their online account to stay updated about their business activities. By maintaining positive relationships with these individuals, you can exchange advice and insights that may help you grow a successful enterprise.

## Here are some other common ways to network in business:

Attend a business seminar - Entrepreneurs often give lectures on specific topics relevant to their niches. Conversing with attendees who share your interests or work style can help you expand your contact list and exchange helpful advice.

Join a networking group - To find more consistent business networking opportunities, you can join a civic club or professional organization that focuses on relevant industry topics. For example, you might join your local area's chamber of commerce, which is a group of entrepreneurs that offers opportunities for referrals and business development.

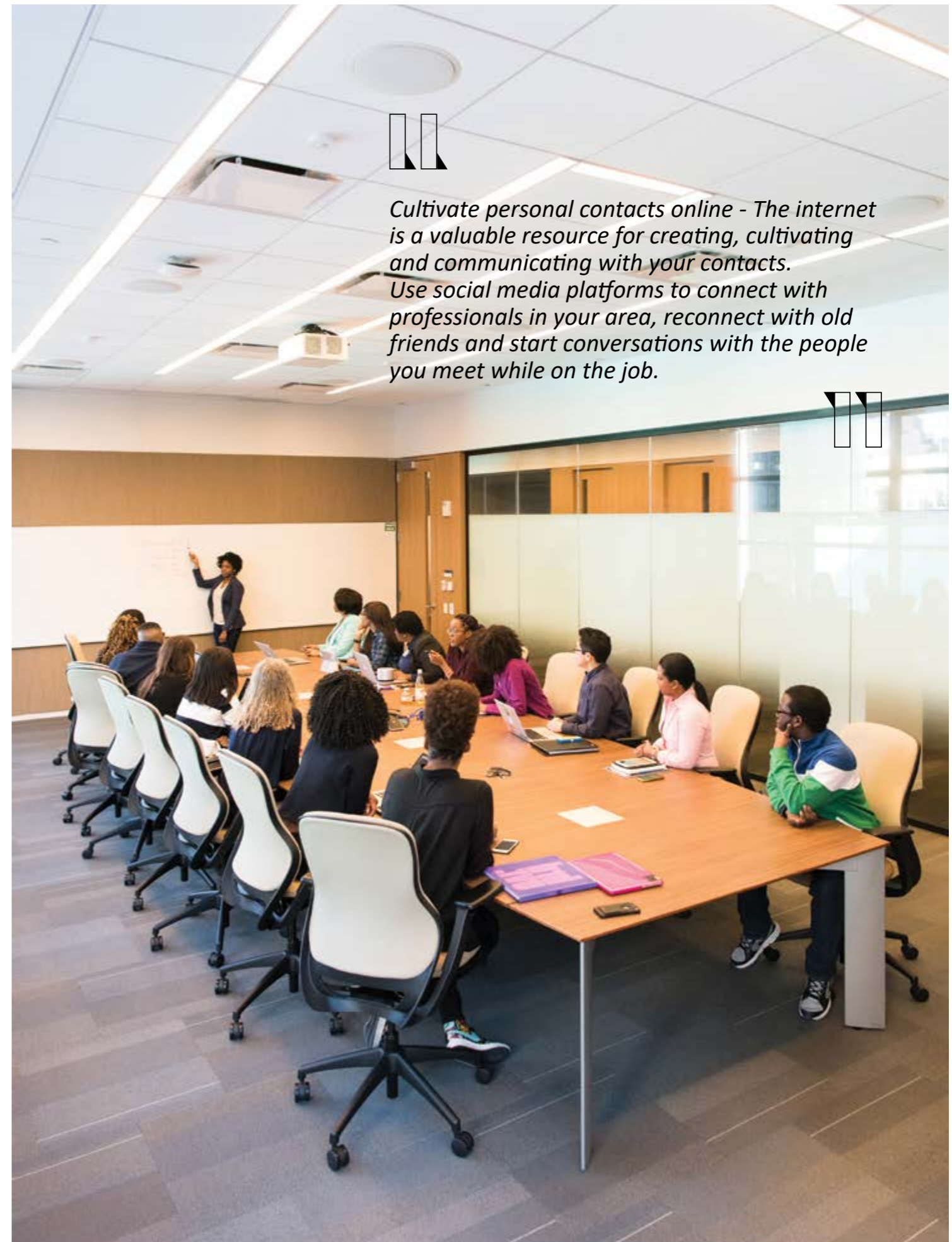
Create a social media profile for business networking - Certain platforms allow professionals to cultivate a network through different types of online engagement. For example, you might post blog-style updates of your recent business activities to your follower base or request to be online friends with an industry leader.

## Some tips for effective business networking

Consider these seven tips on how to use your professional network effectively:

Look for the right people - Connect with professionals who can offer the specific help you need. For instance, if you're interested in pursuing business opportunities in a new field, consider engaging with friends or former colleagues who work in that industry. If you're seeking new social media strategies instead, you might attend a webinar hosted by an expert, then engage with their online profile afterward. To find the right networking activities, consider asking a workplace for recommendations or researching options online.

Be proactive - Cultivating your network regularly is crucial to maintaining beneficial connections. If you joined a professional organization, for instance,



*Cultivate personal contacts online - The internet is a valuable resource for creating, cultivating and communicating with your contacts.*

*Use social media platforms to connect with professionals in your area, reconnect with old friends and start conversations with the people you meet while on the job.*







it may be helpful to attend multiple events per year or stay updated on your fellow members' activities. Even just sending a short email to a contact may indicate your interest in their professional lives, which can enhance your overall relationship. Consider checking in with your top contacts every week or spending time with them in a professional context.

**Offer assistance -** Keep track of your contacts' skill sets and business ventures so you can offer support, when appropriate. Becoming a resource for others can encourage your contacts to trust your expertise and view you as dependable. If you provide helpful assistance, your contacts may also be more likely to support your own activities. Be sure to respond promptly if a contact approaches you for advice. If you lack knowledge about a subject, you can direct them toward another contact or pose their question to a networking group.

**Cultivate personal contacts online -** The internet is a valuable resource for creating, cultivating and communicating with your contacts. Use social media

platforms to connect with professionals in your area, reconnect with old friends and start conversations with the people you meet while on the job. A friend or acquaintance might become a professional contact in the future, especially if you share mutual business interests and objectives. Sending a friend request or a brief message to a new contact may help them remember you and encourage them to seek out a mutual relationship.

**Attend company events -** If you work at a company, they might host regular events to encourage employees to socialize. Attending company mixers, corporate retreats or community events may help you meet a variety of key contacts, as you may see these individuals on a day-to-day basis. After bonding with colleagues, ask if they're interested in exchanging business cards or contact information. Be sure to stay aware of your company's social calendar so you can prepare for events beforehand.

**Follow up after events -** It's often important to follow-up with any new contacts you find at an in-person or online event. This demonstrates your

interest in their business ventures and an ability to hold yourself accountable. As a result, a contact may remember you for future opportunities or positions. They may also become more receptive to your advice or offer their own, which may enhance your business developments and strategies.

**Develop an elevator pitch -** An elevator pitch is a short introduction of your personal information and business interests. It allows you to communicate the purpose of your networking efforts quickly, which can help you form connections more efficiently. Consider writing three key points that can help others understand your perspective. It may be helpful to store your elevator speech in a document so you can update it in the future. Practicing your speech delivery in a mirror or a webcam may also help you speak more clearly and confidently.

## Networking Events

Business and networking events are opportunities that entrepreneurs have to exploit in order to build a strong business environment and to improve

“how to be a successful entrepreneur”. Networking events present an important opportunity for professionals to gather and make connections. Some events might be casual opportunities to network, while others will be structured around a lecture or presentation. Knowing how to make the most of attending networking events can help you grow your career.

Networking events are events with the aim to gather and engage people and build solid and worthy relationships. The type of attendees is what makes the difference between networking events and non-networking events (like New Year's Eve). In these events, usually, the attendees do not intend to establish a professional network.

Business and networking events are the link to build connections, opportunities and business partnerships for entrepreneurs. They can reach possible clients and expand their business.

Networking events can be organised in a variety of ways:

- **In-person:** entrepreneurs have to attend in person.
- **Online:** entrepreneurs usually have to use a tool to join. They can be wherever in the world.
- **Hybrid:** entrepreneurs can go there in person or join online.

Different types of networking events

Despite the fact that the expression “networking events” can be scary, it can bring a lot of ideas to boost your business. The most important thing is that depending on the goals, entrepreneurs need to choose which event to join.

**Career fairs -** Career fairs are not only the ones we used to attend during college. In order to fill vacancies, companies are also partnering with job search sites, brands, and organizations to host online career fairs. They can be PowerToFly, Argent or Watermark. These events are the ones you must join if you are actively looking for a job. You know immediately the company's goals and which roles they need. At these events,

it is usually asked to submit a CV or a resume. You can also present yourself and ask questions about the company and the role. Sometimes, you can also be invited straight away to the job interview.

**Speed networking -** As the name suggests, speed networking events consist of speaking with someone for a fixed and short amount of time. At the end of each short session, you move on to the next. During this short chat, you will want to share some useful pieces of information about your business and your business card. Speed networking events can be in-person or online. At

some events, organizers want to match entrepreneurs in advance, to make sure they match people with something in common to share.

**Alumni networking groups -** The aim of alumni networking events is to informally meet around a common interest at a restaurant with colleges. The advantage of these types of events is that the “attendees” have already something in common since they already know each other. In addition, these meetings can lead to connecting with someone who works for the company you want to apply to. Additionally, you can meet a local entrepreneur who needs a consultant or informational interviews. During these meetings, you have to be ready to talk about your career and your job as soon as it fits within the conversation. However, have in mind that these networking events are informal. Do not exaggerate to talk about it in order not to be considered self-serving.

**Industry-specific speaking engagements -** No matter the field you are working in, there are always people from other areas you can learn from. Industry-specific networking events are events in which speakers speak about a topic related to that industry. Entrepreneurs can benefit from these events since they are guaranteed to be in line with their work. Another advantage of industry-specific networking events is that entrepreneurs can meet their peers in their industry. They can learn more about what their similars are doing, exchange LinkedIn profiles and business cards for job and business opportunities. Even though these events are mainly online, entrepreneurs can still connect with each other on LinkedIn and learn from others' knowledge and expertise.

**Roundtable discussions -** These kinds of networking events are aimed to increase knowledge by talking to peers. Roundtables discussions usually consist of open forums that bring creative ideas and lead to new directions. Groups are often made up of few people since participation is



*Webinars or workshops - Webinars and workshops are great networking events as well. People join webinars and workshops since they want to know more about the topic or the speaker. Additionally, you can meet the other attendees at these events.*





expensive so it is better to check in advance the ones that match your interests and it is worth paying. You will be meeting lots of people, do not forget your business cards!

**Webinars or workshops** - Webinars and workshops are great networking events as well. People join webinars and workshops since they want to know more about the topic or the speaker. Additionally, you can meet the other attendees at these events. If you are nervous and scared about networking, workshops are the networking events perfect for you. In fact, the focus is not on meeting people, unless it spontaneously happens.

**College or university lectures** - If you live close to a university or a college, do not miss the opportunity to join their events, especially the ones about your industry. Universities and colleges events see usually the participation of leaders and experts in the field and they are usually free. Last but not least they are happening online.

**Happy hour networking meet-ups** - Happy hours are more relaxed types of networking events. The atmosphere is informal and casual and approaching strangers is a more easy-going process. Drinks and appetizers are usually served during the happy hour. In the meanwhile, guests move from group to group for short chats. Probably the host will welcome people with a short speech about the aim of the event.

**Company-specific informational interviews** - With the hope of finding potential candidates, companies are converting into informal informational interviews online. Company-specific informational interviews are networking events in which participants can video chat or type with internal employees for a few minutes before moving to the next virtual room. These events allow you to learn about the company or the industry and they make you known to companies and to potential employers.

expected. In addition, the organizers might select who to invite in order to make sure that the attendees have shared interests and goals.

**Professional conferences or work summit** - These networking events are often large occasions of networking opportunities. Professional conferences or work summits are events with thousands of people. For one or two days you have the possibility to attend a variety of events around different topics. Conferences are usually more



*Happy hour networking meet-ups - Happy hours are more relaxed types of networking events.*



## Steps in Networking

**Networking can happen naturally but you can also take a more strategic approach.**

1. Decide what you want to do - Think about how much time and money you can realistically spend on networking, what you want to achieve and which networking activities will help you do that, what kind of networking you prefer – this will make networking more enjoyable and effective.
2. Find networking events and activities - You can use our event calendar to find upcoming business events in Queensland, use the Australian Government's business events and training finder to find government-run or government-funded events and training, contact your local chamber of commerce or your industry association (find them through an internet search), ask your business contacts about networking groups, search for relevant online groups through social media platforms (e.g. Facebook and LinkedIn).
3. Improve your skills - Many people find the idea of networking stressful and daunting. It may be easier to think about networking as simply meeting

people who share your interests. Nerves are natural, but you can improve your networking skills. Be ready to meet new people, introduce yourself and communicate effectively.

4. Be prepared to talk business - Know what you want to say about your business. Think about your capability statement. Research the people and businesses who might attend and who you'd like to meet. Be prepared to meet them and start a conversation. Think about win-win scenarios – how you can help each other.

5. Exchange contact details - Ask for and give out contact details (e.g. on business cards) when you've made a promising connection. Follow up with a personal message soon after you meet and deliver on any promises you make. Consider keeping a record of your contacts as you develop business relationships.

6. Keep in touch - Maintain contact with people you meet as you expand your network.

Invite contacts to networking opportunities that you feel may be useful for their businesses. Use your email newsletter to keep business contacts up to date with your activities and events.

7. Look outside your industry - As you gain more confidence, try to extend your networking beyond existing contacts and your industry. For example, a florist networking only with other florists will not be exposed to the insights and opportunities offered by hoteliers, wedding planners, event organisers.

## Keep in mind...

Think about the long term – networking is about building relationships, not immediate payoffs. Stay true to your areas of expertise and keep things professional, positive and constructive. Treat everyone with respect – you never know how and when someone might help. Interact more frequently with people most important to your business (e.g. for day to day work). Be sensitive to confidentiality when sharing ideas and discussing issues with your contacts. Manage online networking with the same importance and courtesy as face-to-face networking. Always keep in mind the significance of fostering personal relationship and brotherhood for effective business networking.

Happy business networking.

# EXPLORING NATURE'S HIDDEN GEM: A JOURNEY THROUGH THE ENCHANTING BACKWATERS OF PICHAVARAM MANGROVE FOREST IN TAMIL NADU

**N**estled in the southern Indian state of Tamil Nadu, the Pichavaram Mangrove Forest stands as a testament to the incredible biodiversity and natural beauty that our planet has to offer. As one of the largest mangrove forests in the world, Pichavaram beckons travellers with its mesmerizing labyrinth of backwaters, thriving ecosystem, and a chance to connect with nature in its purest form. Join us on an unforgettable journey through this hidden gem and discover the wonders that await within. Stepping into Pichavaram is like entering a world

untouched by time. The air is thick with the scent of saltwater and earth, while the symphony of birdsong resonates through the mangrove canopies. As you embark on a boat ride through the intricate network of channels and canals, a sense of tranquillity washes over you, transporting you to a realm where nature reigns supreme.

The mangroves, with their unique root systems, create a serene and ethereal atmosphere. The roots rise from the water like intricate pillars, intertwining to form a natural maze that is both enchanting and mysterious. Walking along the wooden boardwalks

that wind through the forest, you feel a sense of reverence for the delicate balance of life that thrives within this ecosystem.

Pichavaram Mangrove Forest is a sanctuary for an astonishing array of flora and fauna. As your boat glides through the narrow waterways, keep your eyes peeled for the vibrant plumage of resident and migratory birds. Herons, egrets, and pelicans gracefully wade through the shallow waters, while kingfishers dart above, adding

vibrant bursts of colour to the verdant landscape.

The mangrove roots, intricately woven like an underwater tapestry, provide shelter to a myriad of marine and terrestrial creatures. Peek beneath the surface, and you'll spot schools of fish darting between the roots, crabs scuttling along the muddy banks, and elusive otters playing hide-and-seek. Pichavaram truly exemplifies the delicate balance of life that thrives within a mangrove ecosystem.

A boat ride along the winding channels is undoubtedly the highlight of any visit to Pichavaram. Hop aboard a traditional wooden boat and let the expert oarsman guide you through this natural wonderland. As you glide silently across the mirror-like waters, you'll be awe-struck by the enchanting reflections of the mangrove canopy, creating a dreamlike atmosphere.

The boat's gentle progress reveals the forest's hidden secrets, unveiling secluded islands adorned with delicate



mangrove saplings and water lilies. The undulating channels lead you deeper into the heart of the forest, where silence reigns and a sense of awe permeates the air. Take a moment to pause and absorb the sheer majesty of your surroundings—a testament to the power of nature’s craftsmanship.

Pichavaram Mangrove Forest holds immense ecological significance, and efforts are underway to protect this fragile ecosystem. Designated as a Ramsar site, the forest is internationally recognized for its ecological importance. Its mangrove trees act as a natural buffer, safeguarding coastal areas from erosion and storm surges while providing a critical habitat for countless species.

Conservation initiatives aim to raise awareness about the importance of preserving mangrove ecosystems. Sustainable tourism practices are encouraged, ensuring that visitors have minimal impact on the delicate balance of the forest. By promoting responsible travel, we can contribute to the long-term preservation of this natural

treasure.

Beyond its natural wonders, Pichavaram is steeped in cultural heritage. Nearby, the town of Chidambaram boasts the ancient Thillai Nataraja Temple, dedicated to Lord Shiva. The temple’s majestic architecture and vibrant rituals provide a glimpse into the rich cultural fabric of the region. Immerse yourself in the spiritual ambiance and marvel at the intricate sculptures that adorn this sacred site.

Local communities, deeply intertwined with the mangrove forest, have sustained their livelihoods for generations through fishing and farming. Engage with the local fishermen, who can share their stories and traditional knowledge about the forest and its importance to their way of life. This cultural exchange adds a layer of depth to your journey, connecting you to the human aspect of Pichavaram’s ecosystem.

Pichavaram Mangrove Forest stands as a testament to the raw beauty of nature and the delicate intricacies

of a thriving ecosystem. As you bid farewell to this enchanting realm, you carry with you not just memories but also a newfound appreciation for the wonders of our planet. Pichavaram invites you to reconnect with nature, to marvel at its boundless diversity, and to leave a positive impact on this delicate ecosystem. Let the whispers of the mangroves and the serenity of the backwaters stay with you, forever reminding you of the extraordinary harmony that can be found within a hidden gem like Pichavaram.

The journey through the enchanting backwaters of Pichavaram Mangrove Forest in Tamil Nadu is an experience that leaves an indelible mark on the hearts and minds of those who venture into its midst. Beyond the initial impressions of the breath-taking beauty and serenity, there is a wealth of discoveries and encounters waiting to be unveiled.

As you delve deeper into the mangrove forest, you become immersed in a world teeming with life. The sunlight filters

through the dense canopy, casting dappled patterns on the water’s surface. The symphony of birdsong surrounds you, a chorus that harmonizes with the gentle lapping of the waves against the boat. It is an orchestration of nature, a symphony that invites you to listen and observe.



*Beneath the surface of the water, a thriving underwater world comes to life. Schools of fish dart through the gaps in the mangrove roots, seeking shelter and sustenance.*

The biodiversity of Pichavaram Mangrove Forest is truly remarkable. The forest is home to a plethora of plant species, each playing a vital role in maintaining the delicate balance of the ecosystem. Mangrove trees, with their unique adaptations to the brackish water, thrive in this environment, their stilt-like roots reaching deep into the soil for stability and nourishment. These roots create a network of natural walkways, enabling you to venture deeper into the forest, discovering hidden pockets of tranquillity.

The mangroves also provide a sanctuary for an abundance of wildlife. As you navigate the winding channels, you may encounter a variety of bird species, from majestic herons and egrets to playful kingfishers and elusive migratory birds. Their vibrant plumage adds a burst of colour to the verdant landscape, creating a visual spectacle that is both awe-inspiring and humbling.

Beneath the surface of the water, a thriving underwater world comes to life. Schools of fish dart through the

gaps in the mangrove roots, seeking shelter and sustenance. Crabs scuttle along the muddy banks, their intricate dance a testament to the intricate web of life. If you’re lucky, you may catch a glimpse of the agile and elusive otters, playfully navigating their way through the labyrinth of channels. Pichavaram Mangrove Forest is a living testament to the interconnectedness of all living beings.

The boat ride through the backwaters of Pichavaram is a sensory experience like no other. The rhythmic motion of the boat, propelled by the skilled oarsman, carries you effortlessly along the waterways. The stillness and silence create an atmosphere of peace and introspection, allowing you to fully immerse yourself in the beauty of the surroundings. The reflections of the mangrove canopy on the calm waters create a mirage-like effect, blurring the boundaries between the real and the ethereal.

As you venture deeper into the heart of the forest, secluded islands emerge,



04/06/2017

adorned with delicate mangrove saplings and vibrant water lilies. These hidden oases are a reminder of the regenerative power of nature, a testament to the resilience of life even in the harshest of environments. Take a moment to pause and absorb the sheer majesty of your surroundings—a testament to the power of nature’s craftsmanship.

Pichavaram Mangrove Forest holds immense ecological significance and is recognized as a Ramsar site—an internationally important wetland. It serves as a natural barrier, protecting the coastal areas from erosion and storm surges. The mangrove ecosystem plays a vital role in mitigating the impacts of climate change by sequestering carbon dioxide and providing a habitat for numerous species, including endangered ones. Conservation efforts are underway to safeguard this fragile ecosystem, promoting sustainable practices and raising awareness about the importance

of preserving these natural treasures for future generations.

Beyond its natural wonders, Pichavaram is a place where history and culture intertwine. The nearby town of Chidambaram is home to the ancient Thillai Nataraja Temple, dedicated to Lord Shiva. This architectural marvel is a testament to the region’s rich cultural heritage, with its intricate carvings and vibrant rituals. A visit to this sacred site allows you to immerse yourself in the spiritual ambiance and gain a deeper understanding of the cultural fabric of the region.

Engaging with the local communities adds another layer of depth to your journey. The fishermen, whose lives are intricately connected with the mangrove forest, have sustained their livelihoods for generations through fishing and farming. They possess a wealth of knowledge about the forest and its importance to their way of life.

Interacting with them provides a unique opportunity to learn from their experiences and gain insights into the symbiotic relationship between humans and nature.

Pichavaram Mangrove Forest is a place of wonder and discovery—an invitation to reconnect with nature and appreciate the extraordinary beauty that lies within. As you bid farewell to this enchanting realm, you carry with you not just memories but also a newfound appreciation for the wonders of our planet. Pichavaram is a reminder of the intricate interplay between humans and nature, urging us to tread lightly and leave a positive impact on this delicate ecosystem. Let the whispers of the mangroves and the serenity of the backwaters stay with you, forever reminding you of the extraordinary harmony that can be found within a hidden gem like Pichavaram.

**“The Future Depends on What You Do Today” Mahatma Gandhi.**

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## FROM FLOUR TO SUCCESS: SOUMYA SANTHEEP'S SWEET VENTURE IN THE WORLD OF CAKES

In the bustling city of Thiruvananthapuram, a remarkable woman entrepreneur named Soumya Santheep has carved her path in the delightful world of cake baking. With her venture, The Cake Stories, Soumya has not only captured the taste buds of cake lovers but has also established a comprehensive cake studio offering a wide range of baking accessories. This is the inspiring tale of Soumya's journey from a job seeker to a passionate entrepreneur, driven by her love for cakes and an unwavering determination to succeed.

### From Job Seeker to Entrepreneur

Hailing from Thiruvananthapuram, Soumya Santheep initially embarked on a quest for employment, traveling far and wide in search of opportunities. However, her journey took an unexpected turn when she discovered her true passion for baking. Transitioning from a home baker to a budding entrepreneur, Soumya recognized a

unique niche in the baking accessory distribution sector. She keenly observed the desires of her colleagues and customers, leading her to establish a shop that supplied innovative baking accessories in line with timeless cake trends. By staying attuned to the industry's latest trends, Soumya ensured that she consistently provided the finest products to her customers.

### A Leap of Faith

Soumya's professional background lay in the IT sector, but she faced challenges juggling her career alongside the responsibilities of caring for her twin children. Like many women in similar circumstances, she made the difficult decision to leave her job. However, re-entering the workforce proved to be an uphill battle due to the significant gap in her employment history. Faced with numerous setbacks in her job search, Soumya's life took a delightful turn when she decided to pursue her passion for baking as a profession. Starting small, she began creating cakes for close friends and received rave reviews, steadily expanding her customer base.

### The Birth of The Cake Stories

As Soumya continued experimenting with baking and garnering warm appreciation from her friends, the idea of starting her own baking studio began to take shape. Determined to embrace her dream, she overcame multiple challenges faced by women entrepreneurs, including securing a suitable location for her studio and finding reliable suppliers. Moreover, she embarked on this journey amidst the chaos of the Covid-19 pandemic, grappling with travel restrictions and uncertainties. Undeterred by the circumstances, Soumya demonstrated remarkable resilience and perseverance.

### Empowering Others and Fostering Creativity

Drawing from her own experiences, Soumya acknowledges the competitive nature of the baking industry today. Nevertheless, she remains optimistic about its vast potential. Transitioning from an employee to an employer, her career has expanded, enabling her to offer baking classes that attract more women to the art of baking. Through her venture, she aims to empower women, providing them with a creative outlet and a sustainable source of income. Notably, she actively promotes the work of people who are differently abled, dedicating space at The Cake Stories to showcase and sell their creative ideas.

### Embracing Opportunities and Future Prospects

In today's evolving market, numerous opportunities abound for small-scale businesses, and Soumya recognizes this fact. As consumers increasingly favour Indian products over imported ones, it opens a door of possibilities for local entrepreneurs. Soumya's unwavering motivation stems from her desire to cherish her dreams, live passionately, and work diligently. With her indomitable spirit and entrepreneurial



vision, she has succeeded in building a thriving enterprise that not only satisfies the cravings of cake enthusiasts but also supports the dreams of others.

In addition to her entrepreneurial pursuits, Soumya Santheep has embraced the spirit of social service through The Cake Stories. Recognizing the importance of giving back to the community, she actively engages in various initiatives aimed at making a positive impact. One notable endeavour is her commitment to promoting and listing products made by people who are differently abled, providing them with a platform to grow their ideas and talents. By extending support and creating opportunities for underrepresented individuals, she fosters inclusivity and empowers marginalized communities. Her dedication to social responsibility

sets her apart as an entrepreneur who not only excels in her field but also contributes to the betterment of society.

Soumya Santheep's inspiring journey from a job seeker to a successful entrepreneur in the cake baking industry is a testament to her unwavering dedication and love for her craft. Through her dream venture, she has created a haven for cake lovers and a platform for aspiring bakers to flourish. Her relentless pursuit of her dreams, coupled with her commitment to empowering others, has truly made her a force to be reckoned with in the culinary world. As her business continues to thrive, her story serves as an inspiration to individuals embarking on their own entrepreneurial endeavours.



## LIGHTING THE WAY: THE REMARKABLE JOURNEY S. JYOTHIS CHANDRAN, AN EDUCATIONAL VISIONARY

In the ever-evolving World of Education, there are individuals who rise above the ordinary, reshaping the way we inspire and empower young minds, S. Jyothis Chandran is one such extraordinary figure- an Educationist who has left an indelible mark through his dedication, simplicity, and unwavering commitment to innovation. His journey has illuminated the path for Students and Educators, revolutionizing the field of education in ways that continue to inspire and transform.

S. Jyothis Chandran's foray into Education began with a burning desire to challenge the traditional norms of teaching. Recognizing the need for innovation, he established his own Parallel Educational Institution, fuelled by a deep-rooted belief that there was a better way to nurture young minds. But his true calling beckoned from the realm of education, leading him to retire from Government Service and dive headfirst into the CBSE curriculum, where he was able to bring his visionary views and ideas to life. In 2004, S. Jyothis Chandran laid the foundation for

what would become the esteemed Jyothis Central School in Kazhakkuttom. What started as a humble endeavour quickly gained prominence, achieving consistent National Recognition for its Commitment to Excellence. As the Managing Director of Padmatheertham Infrastructure Developers Pvt. Ltd., S. Jyothis Chandran's entrepreneurial acumen propelled the company to incredible heights, generating a capital of Eighteen Crores in a remarkably short span of time.

But his impact extends far beyond the walls of a single school or business. His visionary spirit led him to establish Jyothis Central School, Attingal and Jyothis Central School in Varkala under Padmatheertham Infrastructure Developers Pvt. Ltd., making his timely thoughts and ideas a reality. Moreover, he introduced a transformative learning culture across Pre-KG, LKG, UKG, and Primary Classes in multiple locations, awakening the imaginations of Children in Nemom, Chirayinkeezhu, Chempakamangalam, Venjaramoodu, Vavar



*S. Jyothis Chandran's journey as an Educational visionary has illuminated the path for soundless students and Educators. His dedication, simplicity and unwavering commitment to innovation continue to inspire and shape the future of Education.*



Ambalam - Pothencode, and Chavancode - Parippally.

What sets S. Jyothis Chandran apart is his ability to adapt to the changing times and evolving needs of education. His institutes prioritize the holistic development of students, placing equal importance on both curricular and extra-curricular activities. This unwavering commitment to nurturing well-rounded individuals sets them apart in the CBSE sector, creating an unrivalled educational experience.

As the Chairman of Jyothis Group of Schools, S. Jyothis Chandran not only imports knowledge but also instills a sense of purpose and values in the new generation, empowering them to become the golden rays of a better tomorrow. He continuously enriches his own expertise through training and conferences at esteemed Institutions like the National University of Education, Planning and Administration, Infosys Mysore, IIM Bangalore and various CBSE National Conferences.

Beyond his remarkable achievements, S. Jyothis Chandran actively engages in discussions centred around the Right to Education Act 2020, making significant contributions to the advancement of Education. He shares his wealth of knowledge and ideas with the Teachers of Jyothis Schools, ensuring they stay at the forefront of Educational practices. With over three and a half decades of experience in the field, he has become a socially responsible writer, addressing topical issues through insightful articles, particularly those pertaining to Education.

S. Jyothis Chandran's journey as an Educational visionary has illuminated the path for soundless students and Educators. His dedication, simplicity and unwavering commitment to innovation continue to inspire and shape the future of Education. Through his remarkable achievements, he has proven that with passion, vision and a relentless pursuit of excellence, one person can truly make a difference in the lives of many.



# EMBRACING THE KARKIDAKAM LIFESTYLE: NURTURING HEALTH AND WELL-BEING IN THE MONSOON SEASON

**K**arkidakam, the twelfth and final month of the Malayalam calendar, brings with it the monsoon season in Kerala, India. Known as the “month of rain,” Karkidakam is characterized by heavy showers, increased humidity, and a natural shift in lifestyle. During this time, it is important to pay special attention to our health and well-being. In this article, we delve into the significance of the Karkidakam lifestyle, the impact of monsoon on our digestive system, the precautionary measures required while consuming certain foods, such as moringa leaves, and the holistic practices that can be incorporated for overall wellness.

## The Impact of Monsoon on Digestive Health

As the monsoon sets in, our body undergoes several changes that can affect our digestive system. The increased humidity levels, combined with reduced physical activity, may lead to a decline in our digestive power. This can manifest as sluggish digestion, bloating, and a feeling of heaviness. To counter these effects, it becomes crucial to adopt a mindful approach to our diet and lifestyle choices during the monsoon season.

## The Significance of Karkidakam Lifestyle

The Karkidakam lifestyle is deeply rooted in Kerala’s cultural practices. It revolves around adopting specific habits and consuming foods that are believed to provide nourishment, support digestion, and enhance overall well-being during the monsoon season. One of the primary aspects of this lifestyle is the inclusion of specific ingredients known for their digestive benefits. Tapioca and various tubers, for instance, are popular choices during this time, as they are believed to aid digestion, boost energy levels, and strengthen the immune system.

## Cyanide Levels in Moringa Leaves: Precautionary Measures

Moringa leaves are renowned for their exceptional nutritional profile and are commonly used in cooking. However, it is important to exercise caution when consuming dishes cooked with moringa leaves during the Karkidakam season. Recent studies have shown that the presence of cyanide in moringa leaves increases during this time. Cyanide

consumption in excessive amounts may lead to digestive problems and lethargy, further exacerbating the compromised digestive power during the monsoon season. Therefore, it is advisable to limit the consumption of moringa leaves or explore alternative options during Karkidakam.

## Moringa’s Purifying Properties and Considerations

In Kerala, it is a traditional practice to plant moringa trees near wells. This is based on the belief that moringa possesses the ability to draw in poisonous substances from the atmosphere and the earth. The presence of moringa near wells is considered beneficial for purifying the water. While this belief highlights the purifying properties associated with moringa, it is important to note that the concentration of cyanide in moringa leaves increases during Karkidakam. Therefore, it is crucial to exercise caution when consuming dishes prepared with moringa leaves during this period.

## Maintaining Optimal Health during Karkidakam

To ensure good health and well-being during Karkidakam, it is advisable to follow a balanced diet that includes foods suitable for the monsoon season. Emphasize the consumption of easily digestible foods like boiled vegetables, light soups, herbal teas, and warm spices that aid digestion. Avoid heavy, oily, and difficult-to-digest foods during this time. Additionally, incorporating Ayurvedic practices can further support overall well-being. Regular oil massages, known as Abhyanga, using warm sesame oil can help improve circulation, strengthen the body, and promote relaxation. Practicing yoga, especially gentle and calming asanas, and meditation can also promote physical and mental wellness during this season.

Beyond its physical effects, the monsoon season can also have an impact on our mental well-being. The gloomy

weather and limited sunlight during this time can contribute to feelings of sadness, lethargy, and even seasonal affective disorder (SAD) for some individuals. It is essential to address these emotional aspects of well-being during Karkidakam. Engaging in activities that uplift the mood, such as listening to soothing music, practicing creative arts, or spending quality time with loved ones, can help combat these emotional challenges and promote a positive mindset.

## Ayurvedic Remedies and Practices for Monsoon Wellness

Ayurveda, the traditional Indian system of medicine, offers a wealth of remedies and practices to support health and wellness during Karkidakam. Incorporating Ayurvedic herbs and spices into our diet can provide numerous benefits. Ginger, for example, has warming properties that aid digestion and alleviate symptoms of indigestion and nausea. Turmeric, known for its anti-inflammatory properties, can help boost immunity and reduce joint pain that may be aggravated during the monsoon season. Additionally, Ayurvedic therapies such as Panchakarma, a detoxification and rejuvenation treatment, can be beneficial during this time to cleanse the body of accumulated toxins and promote overall well-being.

## Strengthening the Immune System: The Role of Herbal Decoctions

The monsoon season often brings an increase in viral infections and respiratory illnesses. To strengthen the immune system and guard against these ailments, herbal decoctions known as ‘kashayams’ are commonly consumed in Kerala during Karkidakam. These decoctions are prepared using a combination of medicinal herbs, spices, and other ingredients, such as tulsi (holy basil), black pepper, ginger, and cinnamon. Kashayams not only help boost immunity but also aid in digestion,

and provide relief from common cold symptoms.

## Balancing Indoor and Outdoor Activities

The heavy rains and damp weather during Karkidakam often limit our outdoor activities. However, it is important to strike a balance between indoor and outdoor engagements to maintain overall well-being. While outdoor activities may be restricted, incorporating indoor exercises and movement practices is crucial. Yoga, indoor workouts, or even dancing to uplifting music can help keep the body active and promote flexibility and strength. Additionally, spending time outdoors when the weather permits, even if it’s a short walk or gardening, can provide the much-needed connection with nature and fresh air.

## Hygiene and Cleanliness Practices during the Monsoon

The monsoon season brings with it increased humidity, which can create favourable conditions for the growth of bacteria, moulds, and other pathogens. Practicing good hygiene and cleanliness becomes paramount during this time. Regularly washing hands with soap and water, keeping living spaces clean and well-ventilated, and avoiding stagnant water sources that may become breeding grounds for mosquitoes can help prevent illnesses and maintain a healthy environment.

Karkidakam presents a unique opportunity to focus on nurturing our health and well-being during the monsoon season. By being mindful of our diet choices, considering the impact of certain foods like moringa leaves, and embracing traditional practices, we can navigate through this period with optimal health and vitality. Let us appreciate the wisdom of our ancestors and incorporate their valuable insights into our lives to ensure a harmonious and balanced existence, even during the challenging Karkidakam month. Remember, by adopting a mindful lifestyle, we can nurture our health and embrace the blessings of the monsoon season.





# CELEBRATING MSME DAY: HUES OF LIFE MSME EXCELLENCE AWARDS 2023

**O**n the occasion of Global MSME Day, a momentous event took place at the Trivandrum Tennis Club in Thiruvananthapuram on June 27th, 2023 - The Hues of Life MSME Excellence Awards 2023. This grand affair, organized by Hues of Life Magazine in collaboration with NSIC (National Small Industries Corporation), CADD FED Topgear (Kerala's first automotive magazine), FBO Kerala, and Trivandrum Tennis Club, brought together a gathering of inspiring individuals. The event marked the launch of a sixty-day campaign across Kerala, aimed at promoting government schemes and initiatives for the development of MSMEs. Additionally, efforts would be made by various management institutes to identify budding entrepreneurs, offer support, and raise awareness about these government programs.

Every year, on the 27th of June, the world unites to commemorate World MSME Day, one of the global events that shines a spotlight on the transformative power of Micro, Small, and Medium Enterprises

(MSMEs). In the intricate tapestry of our global economy, these enterprises emerge as the unsung heroes, playing a pivotal role in driving economic growth, innovation, and sustainable development.

MSMEs are the lifeblood of countless economies, fuelling job creation and bolstering local communities. They are the birthplace of dreams



and the catalysts of change, fostering entrepreneurship and empowering individuals to realize their potential. By celebrating World MSME Day, we pay tribute to the unwavering spirit and determination of these enterprises, acknowledging their remarkable resilience in the face of adversity.

This momentous occasion provides a golden opportunity to shed light on the challenges that MSMEs encounter and to advocate for policies that nurture their growth. It serves as a call to action for governments, private sector entities, and civil society to rally together, crafting an environment that empowers these businesses to flourish. From simplifying regulatory frameworks to expanding access to finance and technology, the celebration of World MSME Day sets the stage for collaboration and collective action. When MSMEs thrive, communities prosper, and nations thrive.

World MSME Day urges us to reflect on the critical role played by these enterprises in our lives. It urges us to recognize the countless success stories and the millions of lives positively impacted by MSMEs. It beckons us to champion inclusive economic progress, where every aspiring entrepreneur has a fair chance to turn their dreams into reality. Bottom of Form

Shri. S.N. Raghuchandran Nair, the President of Trivandrum Chamber of Commerce and Industries presided over the Hues of Life MSME Excellence Awards function. The esteemed former

tourism minister and Kazhakoottam MLA, Shri. Kadakampally Surendran inaugurated the function and distributed awards to ten outstanding policy makers and service providers in the MSME sector, as well as twenty exemplary MSME entrepreneurs.

In the prestigious ceremony commemorating World MSME Day, Shri. S.N. Raghuchandran Nair graced the stage to deliver a captivating speech emphasizing the profound significance of MSME Day and its pivotal role in recognizing and honouring the accomplishments of Micro, Small, and Medium Enterprises (MSMEs). He eloquently articulated how MSMEs serve as the driving force behind economic growth, employment generation, and the nurturing of innovation. His genuine appreciation was extended through heartfelt wishes to the deserving winners of the MSME awards, as he wholeheartedly applauded their exceptional contributions and entrepreneurial spirit. Underlining the utmost importance of resilience and

perseverance in the face of challenges, he urged the award recipients to embrace their journey of success and become a source of inspiration for others within the thriving MSME ecosystem. The resonance of his speech reaffirmed the government's unwavering commitment to supporting MSMEs through favourable policies and essential resources. The event culminated in a resounding celebration of the indomitable spirit and extraordinary achievements of MSMEs, highlighting their profound impact on local communities and the broader economy.

Amidst an atmosphere brimming with enthusiasm, distinguished MLA Shri. Kadakampally Surendran delivered an impassioned speech, shining a spotlight on the immense significance of the auspicious occasion. With heartfelt sincerity, he extended warm wishes to the distinguished recipients of the MSME awards, acknowledging their exceptional accomplishments. Recognizing the indispensable role of Micro, Small, and Medium Enterprises (MSMEs) in propelling economic growth and fostering innovation, the MLA lauded their unwavering resilience and entrepreneurial spirit. He commended the award winners for their unwavering dedication, tireless efforts, and remarkable achievements. Assuring the audience of the government's steadfast commitment, he pledged to provide continued support through favourable policies and essential resources, aiming to cultivate an environment conducive to the triumph of MSMEs.

Among the distinguished chief guests





**Kerala Development & Innovation Strategic Council (K-DISC)  
Felicitation Award  
(Innovative Support Provider)**

were Shri. A. Fasiludeen, the South Zone State Vice President of KSSIA (Kerala State Small Industries Association), Shri. Kumaraswamy M.D.S, Secretary of Trivandrum Tennis Club, Shri. Jayaprakash.R, the senior member of the Tennis Club, and Shri. D. Paul Bright Singh, Chief Manager and State Head of NSIC. The event was further embellished by the presence of Dr. P. V. Unnikrishnan, Member Secretary of K-Disc (Kerala Development and Innovation Strategic Council), and Shri. S. Jyothis Chandran, Managing Director of Jyothis Group of Schools.



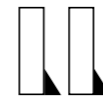
of India was bestowed with the Best Banking Solutions Award in the MSME sector, while Canara Bank received recognition as the Most Preferred Bank by MSMEs. KFC (Kerala Financial Corporation) earned the distinction of being the Best Loan Provider for Start-ups, ensuring smooth operations for these enterprises.

Hykon India Limited, a distinguished name in the power electronics industry with over two decades of industry experience, has been honoured with the Iconic Business Award for their exceptional contributions. As a certified ISO 9001:2015 company, Hykon India is renowned for providing top-notch green energy and power solutions to cater to a wide range of customer requirements. Their comprehensive product portfolio includes high-quality solar inverters, batteries, UPS systems, and more, ensuring reliable and efficient power management. With a strong focus on customer satisfaction, Hykon India boasts a dedicated team of skilled technicians and a responsive customer support team, available round-the-



K-BIP (Kerala Bureau of Industrial Promotion) was honoured with the felicitation award for being an exemplary Promotional Support Provider, playing a pivotal role in nurturing and promoting MSMEs. K-DISC, known for spearheading transformative initiatives to drive sustainable growth, received the felicitation award for Innovative Support Provider. ANERT (Agency for Non-conventional Energy and Rural Technology) was recognized with the Best Green Energy Initiative award for their outstanding Solar City Project, while Kerala State IT Mission received the felicitation award for their remarkable contribution as an IT Support Provider. Shri. D. Paul Bright Singh, Chief Manager of NSIC, was also acknowledged with the Felicitation Award for his exceptional role as a Key Initiatives Developer.

The ceremony also celebrated financial institutions that have played a vital role in supporting MSMEs. State Bank



*Ananthapuri Hospitals and Research Institute (AHRI), one of the leading healthcare institutions, has been honoured with the prestigious Best Hospital Award, applauding their unwavering dedication to patient care and exemplary customer service.*



**Anert  
Best Green Energy Initiative  
(Solar City Project)**

clock to address any maintenance or assistance needed. Their clientele spans various industries, including Banks, Telecom & Media, IT Companies, Educational Institutions, and AMC, further showcasing their versatility and expertise. The Iconic Business Award serves as a testament to Hykon India's relentless pursuit of excellence, their commitment to sustainable energy solutions, and their significant impact on the power electronics sector.

Ananthapuri Hospitals and Research Institute (AHRI), one of the leading healthcare institutions, has been honoured with the prestigious Best Hospital Award, applauding their unwavering dedication to patient care and exemplary customer service. With a strong commitment to providing high-quality healthcare services, Ananthapuri Hospital has established itself as a trusted name in the health sector. Their state-of-the-art facilities, advanced medical technology, and a team of highly skilled healthcare professionals have played a pivotal role in their achievement. The Best Hospital Award recognizes their relentless efforts in delivering exceptional patient care, ensuring positive outcomes, and prioritizing patient satisfaction. Their unwavering commitment to excellence and their significant contributions to the healthcare domain make them a deserving recipient of this esteemed accolade.

KIMS Health Care, a renowned healthcare service provider, has been recognized as the Most Trusted



**D Paul Bright Singh, Chief Manager-NSIC  
Felicitation Award  
(Key Initiatives Developer)**

Healthcare Service Provider, showcasing their exceptional reputation and reliability in the industry. With a strong focus on patient-centric care, KIMS Health Care has gained the trust and confidence of patients and their families. Their commitment to delivering comprehensive and personalized healthcare services has played a significant role in their achievement. Through their state-of-the-art facilities, experienced medical professionals, and a patient-centred approach, KIMS Health Care has built a strong foundation of trust and reliability. The Most Trusted Healthcare Service Provider award acknowledges their consistent efforts in providing outstanding medical care, prioritizing patient safety, and upholding the highest standards of healthcare delivery. KIMS Health Care's unwavering commitment to excellence and their distinguished reputation in the healthcare industry make them a deserving recipient of this prestigious recognition.

Bhima Jewellers, a prominent name in the jewellery industry, has been awarded the title of the Most Trusted and Socially Responsible Brand. Known for their impeccable craftsmanship and commitment to quality, Bhima Jewellers has won the hearts of customers for generations. Their dedication to

ethical business practices, transparent transactions and community welfare initiatives has set them apart as a socially responsible brand. This recognition acknowledges Bhima Jewellers' unwavering commitment to building trust among their customers while making a positive impact on society. With their remarkable legacy and continued focus on excellence, Bhima Jewellers stands as a shining example of a trusted and socially responsible brand.

Shri. S. Jyothis Chandran, Managing Director of Jyothis Group of Schools, was awarded the prestigious title of The Most Innovative Educationalist for his visionary approach in the field of education. Beyond his role as an educationalist, his wealth of knowledge and experience empower teachers and students, inspiring a brighter future for education. During his talk, he highlighted the significance of MSMEs as the backbone of the economy and vital engines of job creation. He applauded their resilience and entrepreneurial spirit, urging for a supportive environment through favourable policies and resources to nurture their growth. Shri. Jyothis Chandran's multifaceted endeavours exemplify a holistic approach that envisions a prosperous future through the synergy of education and entrepreneurship. His inspiring words resonated with the audience, reaffirming the government's commitment to supporting MSMEs for societal advancement.

Grandeur Marine International has been recognized with the award for the Excellence in Boat and Shipbuilding, for their exceptional contributions to the industry. With a rich history, the company has earned a reputation for delivering top-notch vessels that embody durability, innovation,



**Canara Bank  
Most Preferred Bank by MSMEs**



**Kerala Financial Corporation  
Best Loan provider for Startups**

and functionality. Their unwavering commitment to customer satisfaction, coupled with a strong focus on research and development, ensures that they stay ahead of the curve in terms of design, efficiency, and sustainability. Grandeur Marine International's dedication to environmental responsibility further solidifies their position as an industry leader. Through their relentless pursuit of excellence, the company has established itself as a powerhouse in the boat and shipbuilding sector, deserving of this esteemed recognition.

In a display of entrepreneurial excellence, Aroma Edibles and Rachel's Orchard have risen to the top, clinching prestigious victories in their respective categories. Aroma Edibles, the reigning champion in the Emerging Brand (Cooking Oil) category, has left an indelible mark with its unwavering commitment to quality and unmatched innovation. Their oils, carefully curated to enhance the flavours of various cuisines, have not only delighted health-conscious individuals but also those seeking an extraordinary culinary experience. By leveraging advanced technologies and implementing sustainable sourcing practices, Aroma Edibles has set itself apart as a trailblazer in the fiercely competitive cooking oil market. The prestigious Hues of Life MSME Excellence Awards serves as a testament to their tireless dedication, outstanding achievements, and relentless pursuit of excellence.

In the realm of refreshing beverages, Rachel's Orchard has emerged triumphant, securing the top spot in the Emerging Brand (Beverage) category. Rachel's Orchard has swiftly gained prominence by creating a distinctive line of beverages that cater to a variety of tastes. With an emphasis on using natural ingredients and crafting flavours that tantalize the palate, they have won

over the hearts of discerning consumers. Whether it's their offerings for the health-conscious, the fruit aficionados, or those simply seeking a delightful drink, Rachel's Orchard has managed to strike the perfect balance between taste and wholesomeness. Moreover, their steadfast commitment to sustainability by sourcing fresh fruits has resonated deeply with consumers. Through their unwavering dedication to promoting healthier lifestyles and preserving the environment, Rachel's Orchard has built a loyal following and established themselves as a formidable player in the competitive beverage industry.

The MSME awards bestowed upon Aroma Edibles and Rachel's Orchard celebrate their meteoric rise and unequivocal achievements. These accolades not only acknowledge their outstanding performance but also reaffirm their position as leaders in their respective markets. Aroma Edibles and Rachel's Orchard have successfully demonstrated that by prioritizing quality, innovation, sustainability, and consumer satisfaction, emerging brands can make a profound impact on the industry landscape. Their remarkable triumphs at the MSME Awards serve as inspiration to aspiring entrepreneurs and a testament to the power of perseverance, creativity, and unwavering commitment to excellence.



**Ananthapuri Hospital & Research Institute  
Best Hospital (Patient Care & Customer Service)**

Cake Stories, the recipient of the Best Trading Enterprise (Retail) award, stands as a testament to the remarkable entrepreneurial journey of owner Soumya Santheep. Overcoming challenges faced by women entrepreneurs, she turned her passion for baking into a thriving business, establishing her own baking studio amidst the uncertainties of the Covid-19 pandemic. Soumya's commitment to empowering women and showcasing the work of differently abled individuals is evident through her baking classes and dedicated space within The Cake Stories. With an unwavering spirit and dedication to social responsibility, she has created a haven for cake enthusiasts while contributing to the betterment of society. Cake Stories serves as an inspiring example of the transformative power of resilience, creativity, and a commitment to making a positive impact in the culinary world.

South Indian Poultry Equipment, a leading manufacturer, distributor, supplier, and trading company, has been honoured as the Best Enterprise in Manufacturing. Renowned for their wide range of high-quality products, including poultry feeders, poultry drinkers, nipple drinkers, and more, the company has established itself as a trusted name in the industry. Their commitment to innovation, customer satisfaction, and sustainability has set them apart from competitors. With a focus on research and development, South Indian Poultry Equipment continuously introduces



**Bhima Jewellery  
Most Trusted & Socially Responsible Brand**

cutting-edge solutions to meet the unique needs of poultry farmers. Their dedication to providing reliable and durable equipment has earned them the well-deserved recognition as a top manufacturer in the poultry equipment industry.

Star Constructions, a renowned player in the construction industry, has been recognized with the esteemed title of the Best Budget Construction Company. This accolade reflects their commitment to providing cost-effective construction services without compromising on quality. Star Constructions' ability to deliver projects within budget constraints, efficient resource management, and timely completion have set them apart in the industry, earning them the reputation as a trusted choice for budget-friendly construction projects.

Vedika Traders has been honoured with the prestigious "Best Green Initiative Company" award for their exemplary efforts in promoting sustainable practices. Through their commitment to environmentally friendly operations, Vedika Traders has implemented various initiatives to minimize their carbon footprint, reduce waste, and promote eco-friendly products. Their dedication to green practices has not only contributed to a cleaner environment

but has also positioned them as a leader in sustainable business practices.

La Posh has emerged as the standout Best Interior Solutions Company, recognized for their exceptional expertise in creating captivating interior spaces. With their creative vision and meticulous attention to detail, La Posh has transformed countless spaces into aesthetically pleasing and functional environments. Their ability to understand client requirements, innovative design solutions, and impeccable execution have earned them this esteemed award.

Auto Park has been acknowledged as the Best Automobile Garage for their outstanding automotive services and customer satisfaction. With a team of skilled technicians, state-of-the-art equipment, and a commitment to excellence, Auto Park has established itself as a reliable destination for vehicle maintenance and repairs. Their expertise, prompt service, and fair pricing have made them the preferred choice for car owners, leading to this well-deserved recognition.

Ozone Detailing has secured the Best Enterprise Award in Car Care Services for their exceptional car care solutions. Their meticulous attention to detail, premium services, and use of high-quality products have set them apart in the industry. Ozone Detailing's commitment to customer satisfaction, personalized care, and their dedication to preserving the beauty of vehicles have made them the top choice for car enthusiasts and earned them this esteemed award.

Watercolour Organics has been celebrated as the Best Ayurvedic Beauty Care Brand for their exceptional products rooted in Ayurvedic principles. With a strong focus on natural and organic ingredients, Watercolour Organics offers a wide range of beauty



*Star Constructions, a renowned player in the construction industry, has been recognized with the esteemed title of the Best Budget Construction Company. This accolade reflects their commitment to providing cost-effective construction services without compromising on quality.*



**Hykon India Limited  
Iconic Business Award**



**Shri. S Jyothis Chandran, Jyothis Group of Schools  
Most Innovative Educationist**

care products that are gentle on the skin and free from harmful chemicals. Their commitment to sourcing high-quality ingredients, sustainable practices, and promoting holistic well-being has made them a trusted choice for consumers seeking safe and effective beauty care solutions.

Mullassery Paper Bags has received recognition as the Best Manufacturer (Paper Bags) for their exemplary work in producing eco-friendly and sustainable paper bags. Their commitment to reducing plastic waste and promoting environmentally friendly alternatives has set them apart in the industry. Mullassery Paper Bags' dedication to quality, innovative designs, and adherence to eco-friendly manufacturing processes have made them the preferred choice for businesses and individuals seeking reliable and eco-conscious packaging solutions.

MSGR (Mysearch Global Rewards) has been honoured as the Best Digital Transformation Company for their remarkable contributions in driving digital innovation and transforming businesses. With their expertise in digital technologies, data analytics, and strategic consulting, MSGR has helped organizations embrace digitalization, streamline operations, and enhance customer experiences. Their

commitment to delivering cutting-edge solutions, fostering digital literacy, and providing customized strategies has earned them recognition as a leader in digital transformation.

Prompt UPVC Window Solutions has been acknowledged as the Best SSI Unit for their outstanding contributions in manufacturing UPVC windows. With a focus on quality, durability, and energy efficiency, Prompt UPVC Window Solutions offers a wide range of window solutions that meet the diverse needs of customers. Their state-of-the-art manufacturing facilities, skilled workforce, and commitment to customer satisfaction have made them stand out as a trusted choice in the industry. Prompt UPVC Window Solutions' dedication to excellence, prompt delivery, and competitive pricing have been key factors in their achievement of the Best SSI Unit award.

Embracing the spotlight, Shri. Abdulla Muhammed Sali, the visionary founder of iYO Ball Grapes, proudly accepted the esteemed Emerging Businessman Award, a testament to his extraordinary entrepreneurial spirit. This accolade celebrates not only his remarkable industry contribution but also the resounding triumph of iYO Ball Grapes as a grape juice brand. What truly sets this exceptional brand apart is its unwavering dedication to providing a wholesome and natural alternative in the market. With an unwavering commitment to delivering grape juice free from chemicals, preservatives, or artificial colours, iYO Ball Grapes ensures



**Grandeur Marine International  
Excellence in Boat & Ship building**



*MSGR (Mysearch Global Rewards) has been honoured as the Best Digital Transformation Company for their remarkable contributions in driving digital innovation and transforming businesses. With their expertise in digital technologies, data analytics, and strategic consulting,*



that consumers savour a beverage that is 100 percent pure and refreshing. This unyielding pursuit of quality and purity has resonated profoundly with consumers, propelling the brand's rapid growth and garnering widespread acclaim. Through his unshakeable determination and entrepreneurial vision, Shri. Abdulla Muhammed Sali has elevated iYO Ball Grapes to a well-deserved position as an emerging industry leader, solidifying its reputation as an epitome of excellence in the grape juice industry.

In a remarkable achievement, Shri. Manjith Rajan, the dedicated proprietor of Ranjith Ambulance and Mobile Mortuary Service, has been bestowed with the prestigious Socially Responsible Businessman Award for his outstanding contributions to the community. This well-deserved recognition comes as a result of Manjith's unwavering commitment to providing vital emergency medical services and compassionate support during difficult times. With his ambulance service, he has been instrumental in saving countless lives, ensuring prompt and efficient transportation of patients to medical facilities. Moreover, his innovative mobile mortuary service has brought solace to grieving families by offering dignified and convenient solutions for post-mortem care. Manjith's selfless dedication to serving the community, coupled with his unwavering commitment to upholding the highest standards of professionalism and empathy, has made him a shining



**Water Colour Organics  
Best Ayurvedic Beauty Care Brand**



**Ozone Detailing  
Best Enterprise – Car Care Services**

example of social responsibility. Through his exceptional services, he has positively impacted the lives of many, leaving an indelible mark on the community. The Socially Responsible Businessman Award serves as a testament to his profound contributions, inspiring others to follow in his footsteps and make a meaningful difference in the lives of those they serve.

Shri. Mohammed Althaf, the driving force behind the success of Hotel Rahmaniya's Kethel's Chicken, has been honoured with the esteemed Most Promising Entrepreneur Award. This recognition celebrates his exceptional efforts in expanding and enhancing the brand, blending traditional food items with a contemporary twist. Hotel Rahmaniya, a culinary institution with a history of over 70 years, has emerged as the home of Kethel's fried chicken, known for its tantalizing spiciness. Since its establishment in 1949, Rahmaniya Hotel has grown to operate four restaurants across Kerala, including Trivandrum, Kollam, Kochi, and Calicut, with plans for further expansion on the horizon. With Shri. Mohammed Althaf's visionary leadership, Hotel Rahmaniya's Kethel's Chicken has become a renowned brand synonymous with flavourful indulgence, successfully blending tradition with modern-day

culinary preferences.

Riaz Ahamed was recently honoured with the prestigious Young Entrepreneur Award, recognizing his remarkable achievements in the business world. With an unwavering passion for innovation and a keen eye for opportunity, Shri. Ahamed has demonstrated exceptional leadership and a forward-thinking mindset. His unwavering dedication to excellence, coupled with his ability to adapt and thrive in a dynamic marketplace, has set him apart from his peers. The Young Entrepreneur Award acknowledges his outstanding contributions to the entrepreneurial landscape and serves as a testament to his exceptional talent and potential.

The Hues of Life MSME Excellence Awards 2023 proved to be a remarkable event that celebrated the achievements, resilience, and innovation of MSMEs in Kerala. By recognizing their outstanding contributions, the awards not only showcased the entrepreneurial spirit but also promoted the growth and development of this vital sector. The ongoing sixty-day campaign, in all its grandeur, represents the primary phase of a greater endeavour. The enterprises in Central Kerala and North Kerala be acknowledged and celebrated as part of this remarkable initiative in the next step. Distinguished individuals from the Small Scale Industries (SSI) and service industry will diligently be identified to be honoured during the momentous closing ceremony. This splendid event, a true spectacle of recognition and accomplishment, will take place on the auspicious occasion of August 30, a day universally hailed as National Small Industries Day. As the curtains draw to a close, the campaign reaches its crescendo, embodying the spirit of progress, unity, and the tireless pursuit of excellence.



South Indian Poultry Equipments  
Best Enterprise - Manufacturing



Shri. Manjith Rajan  
Ranjith Ambulance & Mobile Mortuary Service  
Socially Responsible Businessman



Shri. Riaz Ahamed  
Young Entrepreneur



MSGR (Mysearch Global Rewards)  
Best Digital Transformation Company



Mullassery Paper Bags  
Best Manufacturer Paper Bags



Prompt UPVC Window Solutions  
Best SSI Unit



Vedika Traders  
Best Green Initiative Company

Auto Park  
Best Automobile Garage



Cake Stories  
Best Trading Enterprise (Retail)



Star Constructions  
Best Budget Construction Company



Shri. Abdulla Muhammed Sali IYO Ball Grapes  
Emerging Business Man



Shri. Mohammed Althaf  
Most Promising Entrepreneur

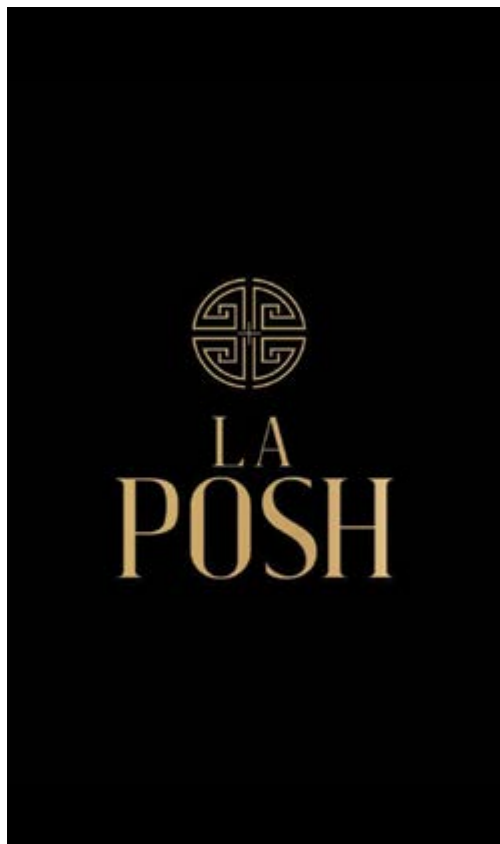


Rachel's Orchard  
Emerging Brand (Beverage)





# LA POSH: CRAFTING EXQUISITE SPACES WITH UNPARALLELED ELEGANCE AND UNLEASHING INTERIOR MARVELS



In the realm of interior design, where every space is an opportunity to create something extraordinary, La Posh stands as a shining beacon of creativity and sophistication. Nestled at Vazhuthacaud, Thiruvananthapuram, this renowned interior decoration firm has garnered an impeccable reputation for its exceptional craftsmanship, visionary design, and unwavering dedication to customer satisfaction. Join us as we embark on a captivating journey into the world of La Posh, where dreams come to life and spaces are transformed into captivating works of art.

La Posh's journey began in the early months of 2020 when four visionary partners—Abdul Latheef, Abdul Karim, Arun Varghese, and Jerry Sam Joseph—came together with a shared passion for creating awe-inspiring interiors. Their ambition was to redefine the boundaries of luxury and elevate the standards of interior design. Though the arrival of the Covid-19 pandemic temporarily delayed their official launch, the resounding

buzz generated through word-of-mouth accolades propelled La Posh into the limelight, solidifying their position as a trailblazer in the industry.

La Posh's expertise extends far beyond the conventional realm of interior decoration. They are committed to delivering an immersive luxury interior experience, harmoniously blending aesthetics, functionality, and innovation. From the moment you step through their doors, you'll find yourself immersed in a world of possibilities, where each element is meticulously curated to create an ambiance that resonates with your personal style and aspirations.

## Unveiling a Plethora of Possibilities:

At La Posh, every project is a unique expression of artistic brilliance, brought to life through a diverse range of offerings. Whether it's the ethereal allure of curtains and blinds, the captivating charm of wallpapers, or the warmth of exquisitely crafted rugs and carpets, La Posh leaves no stone

untuned in ensuring that every detail exudes sheer magnificence. Their repertoire extends to include wooden flooring, jallies, curios, and an extensive collection of customizable furniture that caters to a wide range of design preferences. The possibilities are boundless, limited only by your imagination.

## Luxury Redefined:

La Posh is synonymous with luxury, offering a curated selection of kitchen appliances, wardrobe accessories, and automated curtains that exude opulence and functionality. Their partnership with Hafele, a leading provider of kitchen and wardrobe accessories, ensures that your spaces are adorned with nothing but the best. Furthermore, as authorized dealers of the renowned premium kitchen appliances brand KAFF, La Posh provides a seamless fusion of style and performance, redefining the standards of contemporary living.

Illuminating Spaces with Elegance: Lighting is the soul of any space, and La Posh understands this with unwavering clarity. Their collection of imported lights is a testament to their commitment to excellence. From grand chandeliers that grace the ceilings to elegant LED panel lights that cast a gentle glow, La Posh offers an array of lighting options to enhance the ambiance of any room. COB lights, concealed lights, surface lights, and an assortment of wall and ceiling lights complete the ensemble, creating an ethereal atmosphere that captivates the senses.

## Transforming Dreams into Reality:

La Posh's design philosophy revolves around the belief that interior spaces should be timeless, transcending passing trends and leaving an indelible mark on the beholder. Their team of experienced architects and designers work in harmony with clients, transforming visions into tangible realities. From initial conceptualization to meticulous execution, every step is undertaken with utmost care and attention to detail, resulting in spaces that evoke emotions, inspire creativity, and celebrate individuality.

As the sun sets over the enchanting neighbourhood of Vazhuthacaud, Thiruvananthapuram, La Posh continues to shine brightly as a symbol of impeccable design and unparalleled elegance. With their unwavering commitment to delivering exceptional interior solutions, they have etched their name in the annals of the industry.

La Posh invites you to embark on a transformative journey, where dreams merge with reality, and every space becomes an extraordinary masterpiece. Step into their world, and let La Posh weave its magic, creating spaces that reflect your innermost desires and resonate with the true essence of luxury living.





# HARMONIZING BEAUTY AND WELL-BEING: WATERCOLOUR ORGANICS' INSPIRATIONAL JOURNEY

In a world saturated with synthetic beauty products, the rise of Ayurvedic and organic alternatives has been nothing short of a revolution. Among the visionary entrepreneurs leading this movement is Mohammed Shah, the driving force behind Watercolour Organics. Hailing from Anchal, Kollam, Mohammed Shah's unwavering determination and passion have transformed a humble start-up into a thriving venture that has gained recognition not only in India but also in seven other countries. This article delves into the remarkable journey of Watercolour Organics, highlighting the entrepreneurial spirit and dedication that propelled it to global success.

## A Dream Takes Root:

Mohammed Shah's path to success was far from conventional. After completing his B. Com degree at TKM College, he faced the challenge of finding employment due to his long hair, which didn't align with the expectations of many employers. However, within him burned the desire to create something of his own, and a dream began to take shape. During his college days, he had already conceptualized the

brand name "WC" and designed a captivating logo. The question remained—what venture should he embark upon?

## The Ayurvedic Epiphany:

It was through a deep understanding of the demand for Ayurvedic products and their effectiveness that Mohammed Shah found his calling. Driven by the belief in the power of natural remedies, he embarked on a research journey, traveling to various places during his free time. Armed with knowledge and inspiration, he secured the necessary licenses and mustered a meagre investment of just 6000 rupees to kickstart his entrepreneurial endeavour.

## From Humble Beginnings to Remarkable Growth:

The initial phase of Watercolour Organics focused solely on producing and selling hair oil. With a rented unit from an Ayurvedic company, Mohammed Shah began production and managed to sell approximately 20 bottles daily. The quality and results of the hair oil resonated with customers,

leading to repeat purchases and building a loyal customer base.

The turning point came when Mohammed Shah secured a dedicated company space in Thiruvananthapuram. This pivotal milestone marked the expansion of Watercolour Organics, enabling the establishment of a production unit.

Fuelled by the growing demand and the unwavering commitment to Ayurveda, the brand expanded its product line to include three variants of shampoos, such as WC Aloe vera shampoo, WC Shikakai shampoo, and WC herbal thali shampoo. Each product was launched in response to customer demand and a desire to offer a comprehensive range of Ayurvedic solutions for hair care.

Furthermore, Watercolour Organics branched out into skincare products, introducing WC face pack and WC Aloe vera Gel. These additions garnered attention from individuals seeking natural and organic alternatives for their skincare routines.

In a bid to offer holistic wellness solutions, Watercolour Organics also ventured into food products. The introduction of WC Honey Amla and WC Honey garlic further solidified the brand's commitment to harnessing the power of nature to enhance overall well-being.

## Global Recognition and Expansion:

Today, Watercolour Organics has become a force to be reckoned with in the Ayurvedic and organic market segment. WC hair oil alone sells an impressive 100-150 bottles daily, showcasing the brand's growing popularity and reputation. The success hasn't been limited to the domestic market; the brand has expanded its reach to countries like the USA, UK, Australia, Germany, UAE, and Canada, successfully exporting their products to an international clientele.

The expansion into global markets was made possible through strategic



partnerships and the utilization of various e-commerce platforms such as Flipkart and Amazon. Watercolour Organics embraced the digital landscape, leveraging the power of online marketplaces to reach a wider audience beyond geographical boundaries.

Mohammed Shah's entrepreneurial journey with Watercolour Organics serves as an inspiration to aspiring entrepreneurs and advocates of Ayurvedic wellness alike. Starting with a humble investment and driven by his unwavering belief in the power of Ayurveda, Shah has transformed a dream into a thriving reality. Watercolour Organics stands as a testament to the potential of pursuing one's passion and leveraging the growing demand for natural, organic products.

With its commitment to quality, innovation, and sustainable practices, the brand continues to make waves in the industry, leaving an indelible mark on the world of Ayurvedic wellness. Watercolour Organics is not merely a venture; it is a symbol of the timeless wisdom of Ayurveda combined with the entrepreneurial spirit that propels individuals like Mohammed Shah to reach new heights. As the brand continues to grow and expand its product offerings, one can only anticipate even greater success in the future years.

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