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editor's Desk

Dear Readers,

Chilling nights and carols are here welcoming another Christmas to spread joyful moments & peace.

At Christmas, we see the sacrificial love of God, and the message is mutual love. Remember the significance of those words, which show that selfishness, greed, and hatred are obstacles to love? Shouldn't our hearts, which should be filled with love, be left to feelings of hatred and resentment? Hearts thirsting for love are everywhere today. The problem today is the lack of love & care in our life.

Lulu Mall in the capital city will be opened this month as a Christmas gift for shoppers in Thiruvananthapuram. Built at Akkulam near Technopark, the largest in India and the group's second shopping mall in Kerala. Lulu Group Chairman M. A Yousafali said that the Shopping mall will officially be inaugurated on December 16 by Chief Minister Pinarayi Vijayan and the function will be attended by dignitaries including ministers and business leaders. Other than the Hypermarket, major attractions of the mall include more than 200 international brands, Lulu Connect, Lulu Celebrate, a 12-screen cinema, the largest entertainment center for children, and a spacious food court.

In celebration of Christmas this year, let's try to spread the spirit of love; Blessed are the meek, so they shall inherit the earth.

Heartfelt Christmas and New Year greetings to all readers...

Happy reading
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MERRY SEASON OF CHRISTMAS IS BACK

FERZEEN BANU

Merry Christmas, a joyous phrase heard around the time of Christmas. It indisputably means to be lighthearted and have a joyful Christmas. It's a festival of the Christian faith that marks the birth of Jesus Christ, the son of God. Being one of the widely accepted global festivals, it's celebrated on 25th December of every year by billions of people. Both Christians and non-Christians celebrate it surpassing the religious boundaries and it becomes a symbol of the holistic culture. The winters in December carry festive feelings. Christmas is essentially a reminder of why we should stick to deepest parts of our humanity. Through celebration, we are reminded that we should share, give to the less privileged, spend time with loved ones and have a positive outlook about life in general.

The name Christmas comes from the mass of Christ (or Jesus). A mass service (which is sometimes called communion) is where Christians remember that Jesus died for the people and then came back to life. The Christ Mass service was the only one that was allowed to take place after sunset. So they had it at midnight. So we got the name Christ Mass, shortened to Christmas. No one knows the real birthday of Jesus. No dates are also given on bible. The early Christians certainly had many arguments as to when it should be celebrated. However there are many different traditions and theories as to why Christmas is celebrated on December 25th. One such early Christian tradition states that the day when Mary was told she would have a very special baby – Jesus – was on March 25 and it's celebrated on 25th March. Nine months after the 25th March is the 25th December. Christmas had also been celebrated by the early church on January 6th when they also celebrated Epiphany (which means the

revelation that Jesus was God son) and the Baptism of Jesus. Jesus was Jew, so this could be another reason that helped the early church choose December the 25th for the date of Christmas. Christians believe that Jesus is the light of the world. So the early Christians thought that was the right time to celebrate the birth of Jesus. Jesus was born in Bethlehem and is proclaimed to be the saviour of all people. The scene of his birth also known as the nativity is recreated using figurines in many households and places of worship. This is one of the important religious symbols associated with Christmas.

Many Christmas customs were restricted to the upper class and better-off families' up to 1950s in UK. The mass of the population had not adopted many of the Christmas rituals that later became general. The Christmas tree was rare. Associating it with drunkenness and other misbehaviour, the puritans banned Christmas in England and was restored as a legal holiday but remained disreputable. Many people and movements came forward ushering in the development of richer and more symbolic forms of worships, revival and increasing centrality of the festival, special charities for the poor. Some writers also helped in the revival of the holiday by changing consciousness of Christmas and the way in which it was celebrated, as they emphasized family, religion, gift-giving and social reconciliation. Christmas festivities and services became widespread with the rise of the Oxford movement in the Church of England. The celebratory customs associated in various countries with Christmas have a mix of pre-Christian, Christian and secular themes and origins. Popular modern customs of the holidays include gift giving, completing an advent calendar, Christmas music and caroling, viewing a nativity play, an exchange





preparations include decorations of the place with Christmas trees, lighting. Before decorations begin, the house must be deep cleaned. Christmas tree brings Christmas spirit in homes because it's all glittery and shiny with all decorations. Presents are placed under the Christmas tree in wrapped gift boxes and are not to be opened till Christmas day.

One of the more famous symbols of this holiday is the Christmas tree. A Christmas tree can be a decorated evergreen with a fir, spruce, pine, conifer, or an artificial tree of similar appearance. It's illuminated by lights along with wide variety of traditional and modern ornaments such as garland, baubles, tinsel and candy canes. Edible items such as ginger bread, chocolate and other sweets are tied to or hung from the tree branches with ribbons. An Angel or Star might be placed at the top of the tree to represent the Angel Gabriel or the star of Bethlehem.

A special family Christmas meal is also a very traditionally important feature of Christmas celebration and the type of food served depends on the country and varies from region to region. Some countries include goose, turkey or any other big bird, potatoes, gravy, bread, vegetables and cider. Some unique desserts would also be prepared like mince pies, Christmas pudding, fruits cake etc.

The activities on Christmas day are usually few because everything is prepared in advance. The day begins with a countdown at 11.59 p.m. and people shout in celebration when it gets to 12.00 midnight. Christmas carols are also played on TV and radios to mark the day. Travel plans are also made for families and friends who would be spending their Christmas holiday in a nice place. People usually spend a lot on Christmas and so saving money for these plans should be the earliest preparation among all these. Whatever the backdrop of the holiday, it still remains one of the coziest times of the year.

Marketing experts try to sell everything they can during this time. They know how to use the traditional symbols

of Christmas. It's quite unlikely that economics comes to the forefront of our mind when Christmas arrives. Generally, Christmas is thought of as very beneficial to the country's economy. In the month leading up to Christmas there is huge increase in the need for manufacture. This is particularly prevalent in the toy industry, where the vast majority of sales happen in the lead up to Christmas. In fact, a lot of the toy industries' product development and timing is based around Christmas period in order to maximize profits. People become motivated to increase their spending during this time of year. Many retailers of food and drinks' establishments require more staff to deal with the busier period in the lead up to Christmas. This is predominantly true for larger companies who need to take on an abundance of staff to deal with online order in particular. This leads to an economic boost, with businesses

increasing their profits and temporary workers finding themselves with a little extra cash to spend. Food and drinks, consumer goods and home wares, plus entertainment all get a Christmas boost. Even industries like cinemas and pubs can reap the benefits during this period. Unsurprisingly this holiday season, consumers are anxious about shopping in store. The vast majority have health and safety concerns with 71% being the most worried about dealing with others who aren't taking the situation seriously. The pandemic that shuttered much of the worldwide economy in the first half of the year may impact Christmas. The holiday shopping season, which in recent years has started just after Halloween and run right up to Christmas Eve represents half or more of annual revenue for many retail businesses. It's essential for retailers to start planning now, even as some are in the process of

reopening. Regardless of the situation, shoppers aren't holding back just yet. Companies are confident this holiday season will see a bounce-back. Economy is getting reshaped. People are returning to work and pay keeps rising. Industries completely dependent on Christmas include Christmas cards, Christmas trees, etc. Christmas shopping season starts as early as October.

Without celebration, daily life becomes a grind, life becomes routine. Life is far too short. And so, while we are here, we must find a way to enjoy it. Celebration nurtures the spirituality within us. Christmas is a time to celebrate. It's a medium which has the power to keep people united for the betterment of mankind. Christmas is basically the best time of the year for both children and adults.

of Christmas cards, church services, a special meal, and the display of various Christmas decorations, including Christmas trees, Christmas lights, etc. In addition several closely related and often interchangeable figures, known as Santa Claus, father Christmas are associated with bringing gift to children during Christmas season and have their own body of traditions and love. Santa Claus is one of the key parts of the celebrations of Christmas.

As per the legend, Santa Claus give gifts to good children on the eve of Christmas which is the night of the 24th December. Children sleep early on this day hoping to get a gift from Santa Claus when they get up the next morning. They also keep cookies and milk near their beds for the Santa and a carrot for the reindeer of the Santa on which he rides as a part of the tradition. The popular poem 'Jingle Bells' celebrate the coming of Santa to give away the gifts. The common

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A COZY JOINT FOR AUTHENTIC ICE-CREAMS

PAUL'S CREAMERY

Starting a new business, securing a huge base of loyal customers, and expanding to new locations in a short time – it's not everyone's cup of tea. Or in this case, ice-cream. It's passion for ice-creams that made John Mathai Paul leave his job and travel to Europe to learn ice-cream manufacturing. Interning with chocolate manufacturers and ice-cream makers, he received the know-how of making authentic chocolates, ice-creams, and gelatos. He then returned to his hometown of Thiruvananthapuram and established 'Paul's Creamery'. To gauge public taste for flavours and combinations, he held tasting events that gathered positive reviews from the foodies. The success of the Creamery at Thiruvananthapuram led to him expanding his venture to Kochi, where two outlets have been opened with good public response.

So what makes Paul's Creamery special for foodies? Of course, the wide variety

of authentic flavoured ice-creams. Made with fresh ingredients, good cream, and pure milk and bringing the taste of flavour to the fore makes these ice-creams the most sought-after. Be it the strawberry, mint chocolate chip or cheesecake, the flavours come out. The creamy, light and smooth ice-creams float in the mouth and give the foodies value for money. The flavours at Paul's Creamery are changed frequently. Do not fret – any day you are there, there would be choices that suit your taste.

Flavours at this joint include biscotti, blueberry cheesecake, caramel, coffee, coconut, extra dark chocolate, Ferrero Roche, mint choco chip, pista, rambutan, strawberry and wildberries. Brownies, cakes, coffee and pastries are also made available as per order. No artificial coloring or preservatives are used to make the ice-creams. They are made daily with fresh ingredients. As the customers can watch it being made, the

joint is termed Live Ice-Cream Factory. To meet the standards and achieve best results, the ice-cream churners, freezers, storage, etc. are imported.

Speaking of flavours, the authentic taste is achieved and maintained to perfection. For the dark chocolate lovers they have the Chocolate Overload Waffles – Giant Belgian waffles topped with dark chocolate ice-cream and drizzled with dark chocolate sauce. John introduces new desserts based on fruits. Every now and then, they have limited edition flavours such as the 'Chakka-Manga-Thenga' (jackfruit, mango and coconut), Motichoor Laddu, and Semiya Payasam. Activated charcoal, cotton candy and Oreos made the Game of Thrones flavour. John's travels means introduction of more flavours at Paul's Creamery. After his travel to Sri Lanka, he introduced tea leaf-based flavour. For their fourth anniversary, John introduced two combinations of ice-cream tacos. Caramel Intenso Taco – Waffle cone

taco filled with Lotus Biscoff and Salted Caramel Ice cream. The toppings are Caramel Crunch, banana, salted caramel sauce and whipped cream. The second is, Unicorn Taco, in which waffle cone taco is filled with Blue Cotton Candy and Bubble Gum ice creams, topped with

Nutella, whipped cream and Marshmallow and Sprinkles. Another favorite among ice-cream lovers is Cloud 9 with Ferrero Roche, ice-cream, honey, Nutella, and Waffle. Fresh Bananas layered with Toffee Caramel and Cream on a buttery biscuit base, Classic Banoffee pie, Cassata

Ice-cream, Mango Shorbet, Blue Cotton Candy ice cream topped with vanilla cake, sprinkles and Nutella – the list goes on and on. This charming and cozy ice-cream joint with cute doodles and warm lighting is the ideal place to experience innovative ice-creams and desserts.



Experience GOA'S PARTY SCENE

SUKANYA NAVIN



Goa has been synonymous with tourism for a long time. Tourism has had significant impact on Goa's economy. Goa is a top choice for everyone who is a beach lover. It is well known for its beaches, food, entertainment, parties and worship places. Goa has many places of worships like churches, temples, etc. It is a must visit place in India especially with your friends. The fun and enjoyment of Goa multiplies to another level when visiting with your friends.

The churches in Goa have been stated as world heritage sites by UNESCO. Majority says that Goa is the party and honeymoon capital of India. Goa attracts thousands of visitors every year. There are many reasons to holiday in Goa for tourists, but most of the tourists are coming here for honeymoon, having parties and for fun with their friends and family. Goa offers a completely wonderful experience to every traveler who visits the state with lots of memories.

- You can indulge in many water activities like Scuba Diving, Snorkeling, Dolphin ride, White water River rafting, etc.

- Goa is not only recognized for its shores/beaches, but it is also renowned for its zoological parks and sanctuaries.

- Goa also has some of the best casinos where you can try your luck with money.

- In Goa you can also enjoy some of the best Adventure activities like Trekking, Biking, and Surfing, etc.

- Goa is also famous for its worship places which are well known among the world and appeals to thousands of visitors from different countries mostly for its famous churches and temples.

Goa is one of the most preferred destinations amongst Indian tourists due to its perfect beaches. Dappled with hundreds of remarkable beaches in Goa, the incredible seashore of more than 100km offers beautiful views and calmness where tourists enjoy and relax in the sun. Watersports are leading attractions of the state. Famous beaches in Goa offer jet-skiing, parasailing, and banana boat rides, water scooter rides, and a lot more. Goa has finally re-opened for

tourists after remaining closed for months due to the current pandemic situation. Goa is undistinguishable with entertaining and slackening and there is no better time to visit Goa than the month of December. With the temperature in December hovering around 20 degrees, Goa comes to life when most other parts of the country are having winters.

Are you ready to cuddle India's party-state? Goa comes over on that standing, packing this huge nation's best night out into its borders via electrifying clubs and more pubs than one might visit in a lifetime. The attractions of Panaji, Mormugao and the rest are in addition to the best beaches. What's not to like about that? Of course, there is much more to the Southwestern State than nights-out and beaches. History is very much alive here, energetic around every corner as the remnants of Hindu, Buddhist,

Islamic and Portuguese kingdoms reveal themselves in ageless buildings or delicious restaurants. The latter deserves special attention, and Goa has become well known as home to India's finest seafood. Having a taste of Goan delicacies and then sleeping it off in a hammock is the cherry on top.

Anjuna Flea Market is a weekly market that happens as a hippie exchange for over three decades, where travelers short of money could exchange or sell belongings. Today you'll find merchants from every nook and corner of the country dealing in goods ranging from pashmina textiles and terracotta sculptures to electronics. It's a market of bliss for thrift shopping, and perhaps Goa's best flea market. It's also one of its most attractive, with pop-up stores taking up a substantial stretch of the beach. The successive Goan governments have made the nightlife to be safe and secure and established Goa as the party capital of India. What's underappreciated, nonetheless, is the absolute range of the party scene in this coastal state. Whether you're looking for posh nightclubs, wild beach shacks, snug pubs, impressive bars with great food or just things to do once the sun goes down, Goa's got a place for you.



CAKES AND WINES FOR CHRISTMAS



Christmas is unimaginable without cake and wine. For the season, bakeries offer a variety of cakes, not only in taste but also in color, size, and shape. Sales of cakes at bakeries and fairs peek during this season. The seasonal market is the magical spring of coveted cakes and cake mixings.

The traditional method of preparing the mixture for cake is known as Mix It Up Ceremony. To understand the known history of cake mixing one has to go back four centuries. Cake mixing is a tradition that started in Europe in the 17th century and it takes place on the first Sunday of November. It is considered as a very private family ceremony of the natives and the family reunions ahead of Christmas and New Year. The fruits they received shortly after the harvest and other dried produce are used to make fruit juices, alcohol, and wine. It is a combination for making plum cake for Christmas and New Year. When the ingredients are melted and the taste and aroma are perfect, the cake is ready to be made. Every member of the household took part in the effort since the reunion was a symbol of their hard work, unity and togetherness. Some would send the cake to their relatives and friends. The agricultural profit that each family received through the harvest was hidden in the ingredients for the cakes in the respective houses. The only thing is to wait until Christmas for the results to come out. Simply we can say that cake mixing is a celebration of joy, fellowship, and togetherness that takes place before the birth of cakes in the kitchen before Christmas.

Cake mixing in Kerala started in the Thirties. Although cake making in India was started by the British in Kerala, it was restricted to the white and affluent community here. It has been only a few years since the practice of cake mixing started in leading hotels and other places in Kerala. This process still prevails in many homes and leading bakeries have already started mixing cakes. Owners, shopkeepers, and workers all take part in the cake mixing.

It's time to experiment with cakes.



Miniature cakes that are decorated in a variety of ways are a trend now. These are cute baby Christmas cakes that can be given to loved ones and also became a major attraction in gift hampers. Miniature cakes can be made using the dough of any cake, just like cupcakes. It's just a matter of presenting them beautifully. These typically range in size from 5 cm to 10 cm, and can be made in a different variety of shapes.

For the connoisseurs, drinking wine is a ritual like hanging a star in front of the house in December. From washing the grapes clean, wiping them with a clean cloth, keeping them in a jar with an off-white yellow border, pouring boiling water over them, sprinkling sugar on them, covering them with a cloth, and placing it in the corner of the kitchen without anyone touching it, the process is so interesting. More than fifteen dried fruits like raisins, dates, figs, cherries,

papaya, nuts, nuts like almonds, pistachios, spices like chuck, nutmeg, cloves, cinnamon, sugar, flour, ghee, and eggs are added and mixed well, and stored in airtight barrels for seven to eight weeks. It is true that wine is what makes Christmas sweeter along with cakes. You just have to bite into a piece of plum cake and experience the taste of a little wine afterward. Today a wide variety of exotic and domestic wines are available in malls and supermarkets. Wine today is not just about grapes. The people also make wine using nutmeg, watery rose apple, carrots, and other different fruits. If you put in two or three kilos, you can give each bottle as a gift along with the cake to relatives and friends. On the 21st day, you will see the magic of pink wine that turns into a bottle of good red wine after the lid is opened. It's time to cut the plum-cake, pour the wine into a glass and slowly drink it.

ATTENTIVE TO BABY'S HEALTH

Kerala is far ahead of other states in terms of overall development of newborns. Parents need to pay attention to the proper care, nutrients and routine for a baby's growth. Caring for a newborn baby can be challenging, but it is one of the happiest and most rewarding experiences of a parent's life. In most of the houses in Kerala, the children are brought up in the traditional way. Maybe not all of it is completely right. Pregnancy classes for women are now available, even in primary health centers, as in other foreign countries. In addition to traditional methods, scientifically-proven methods for the growth of children are also introduced here. It would be good for close relatives in the family who are involved in the raising of the babies along with the mothers to attend these classes. The diet of mothers during pregnancy is equally important for the intellectual development of the baby. Dairy products high in DHA, eggs, oil and herring have been shown to help babies' intelligence. Maternal health, child rearing and, most importantly, maternal education, have a profound effect on infant growth. But over the years, learning disabilities, behavioral disorders and obesity in children have been on the rise.

In India, solid food is usually started from the fourth month for babies.



However, feeding only breast milk till the sixth month and then solid foods with breast milk is good for the health of the baby. Babies who grow up drinking breast milk for more months have a higher IQ than other babies. This is because breast milk contains important nutrients and antibodies that are essential for the growth and health of the baby. Children who start eating solid earlier are more likely to develop allergies and have a weakened immune system. Even solid food given after six months should be supplemented with breast milk due to its benefits. Working mothers should try to breastfeed their babies as much as possible. The six months of hard work will play a huge role in your baby's mental, physical and intellectual development. It is very important to breastfeed your baby on time. Breastfeed every 2-3 hours. That means you should breastfeed your baby 8-12 times in 24 hours. Children of parents who have allergies should be given cow's milk, eggs, milk and peanut products after one year of age.

Burping the babies after drinking milk is good as this expel excess air, aid digestion, and prevents salivation and abdominal pain. To do this, hold the baby against your chest with one hand. Hold the baby's chin resting on your shoulders. Then gently tap the baby's back with your hand. Newborns should get at least 14 hours of sleep a night for the first 2 months. They usually sleep for 2 to 4 hours and wake up when they are hungry. Remember to change the position of their head when babies are sleeping. This prevents the formation of flat spots on the head. Stretch the baby out to avoid suffocation. It is common for babies to cough while breastfeeding, but even so, parents should be wary of persistent coughing. This may be due to a respiratory illness or a gastrointestinal disorder. It is very important to see a doctor if you notice shortness of breath in babies while breastfeeding. If it is difficult to travel with babies, you can also consult a doctor online. Most babies are born with a slightly protruding abdomen. If their abdomen is swollen or appears swollen during breastfeeding,

gently rub the baby's abdomen. If this condition persists, see a doctor immediately. Some of the congenital heart defects in infants are very serious. This can lead to their death. These diseases should be detected early and treated as required.

Lack of sleep in children is one of the major problems faced by all mothers. You also need to understand why your baby does not sleep at night. Babies up to 45 months tend to be more awake at night. At this time mothers should try to get as much rest as possible during the day. The baby's sleep patterns changes over days. Many babies are found to cry excessively at night. Excessive crying is when it lasts for three hours, three days or three weeks in a row without any other physical problems. The main reason for this is abdominal pain in babies. There is no scientific explanation for why this increases at night. Consumption of foods other than breast milk (milk powder, cow's milk) has been shown to increase abdominal pain. The most practical way to reduce abdominal pain is to gently tap the baby on the chest and remove the gas trapped inside the abdomen. The use of other drugs does not help to make any big difference. It is most common in infants up to six weeks of age. When babies cry non-stop (mostly at night) there is a tendency to give them extra milk to soothe the crying. Then the breast milk will not be enough and you will start using milk powder. Breastfeed only when the baby is hungry. Frequent formula feeding to stop crying can lead to obesity in the future. Some people find that using a pacifier can change the way babies cry. But a baby past six months of age is more likely to get an ear infection when using a pacifier. In addition, babies may show less interest in breastfeeding. So cradling six-month-old babies, singing songs, telling stories and holding hands can help them to stop crying to some extent. There is no greater comfort for the baby than holding the baby close to the chest. It is most helpful in weight gain in infants, in getting rid of diseases and in increasing breast milk.

When picking up a newborn it is



important to make sure that one hand supports the head and neck. This is because the baby's neck muscles do not have the strength to lift the head freely. When bathing a newborn, it is imperative to find ways to maintain hygiene and health. Initially, it is best not to use soap and water for a few days. This is because your baby will have a white coating on their body. It is a protective layer. It acts as a protective layer against all bacteria and also helps to moisturize the soft skin of the baby's back. About 7-10 days after birth, the white coating will leave their outer skin. After this, you can start bathing the baby with soap. Regular diaper changes are essential when caring for a newborn baby. You may need to change it at least 6-8 times a day. Also, do not always put diapers on your baby. Get rid of diapers at least a few times every day.

Jaundice in newborns is another concern to be noted. Exposure to sunlight in the morning or evening for a short period is suggested by many. However, due to

the rupture of the ozone layer, direct exposure of the baby to sunlight can do more harm than good. Heat-induced dehydration has been shown to increase bilirubin levels in infants. Therefore, through the process of phototherapy, the correct method is to direct the light rays on the baby and save the baby from jaundice. In this digital age, it is amazing that children are just as addicted to TV/ Mobile phones as adults. The moving colors, shadows and sounds are always attractive to them. Watching TV/Mobile until the baby is 18 months should not be allowed. After that, children can use electronic devices for 30 minutes a day. Storytelling, color illustration, listening to music, and singing all have a profound effect on a child's intellectual development. The more adults interact with children, the more children's social skills and language skills will increase. In the future, it will all depend on the amount of time adults spend interacting with children to build trust, interact with others, and learn.

OLD MAN IN RED COMING DOWN THE CHIMNEY

FERZEEN BANU

Christmas is the most wonderful time of the year and it gives a warm fuzzy feeling to everyone. Let's begin with something we all know is true: Santa Claus is real. During the Christmas season, no figure is more iconic to children than Santa Claus. Father Christmas is a legend that grew popular over the years but Santa was once a real man, who was later regarded as religious figure and got transformed into the Santa we know. The real name of Santa Claus was Saint Nicholas or Kris Kringle whose story dates back to 3rd century. Popular accounts say St. Nicholas gave away his inheritance and travelled the countryside to help the poor and sick. Over the years Nicholas became popular for his good deeds and came to be known as the protector of children. His feast day was also traditionally considered as a lucky day to make large purchases or for marriage purposes.

Christmas for grownups might mean rum and plum cakes, but rewind back to childhood and the struggle to be on Santa Claus good list is real. While most yearly Christmases meant chasing Santa at schools and family gatherings, coming-off age revealed that the exercise was a futile one, for realisation struck that Santa was nothing but a fictional character. So when do children grow out of the aura of the potbellied hero of their time. According to an International Study conducted by a psychologist, the threat of being on Santa's naughty list doesn't work for many children. For some, questioning the existence of Santa Claus would mean losing out on gifts. It might be there – somewhere at the back of their

mind – if Santa is not real their presents will be gone. So they don't venture into that territory. Parents made their children believe Santa was real so that they wait for Christmas Eve thinking Father Christmas would come in the night and give them the gift of their joys.

Taking Santa as a character who delivers presents every Christmas Eve, it turns out his origins are far from fiction. Parents teach their children the importance of being polite and well behaved throughout the year in hopes of making his 'nice list.' Children sing songs about him and set out a plate of holiday cookies for his arrival. It's believed that Santa's elves work all yearlong in Santa's workshop making toys for children all over the world. Throughout the year, Santa Claus keeps two lists of girls and boys, a good list and a bad list. Santa watches over children to see if they have been good or bad. He travels all over the world on a sleigh pulled by reindeer. It's told he is over thousand years and it's the magic of Christmas that keeps him alive and well. Let your child believe in Santa as long as they can! After all, what could be more fun than sipping hot chocolate in your Christmas socks, listening to jingle bells and waiting for Santa's sleigh to come with presents? Santa, being internationally recognised as a selfless giver reminds people that giving is a wonderful part of Christmas and more importantly in life in general. It's so important because the feeling you experience when you do something that causes joy to other people is just inexplicably wonderful.

The Santa's naughty or nice list becomes





a huge thought in a child's mind as Christmas comes around the corner. The story goes that the good little girls and boys that are on the nice list get the gifts that they asked Santa for, whereas the boys and girls who made into the naughty list receive coal as punishment. This story typically is told to us in a catchy tune that we hum or by somebody we love and trust. Any child who believes in Santa, this is a very big deal. By making their behavior directly affect the presents they receive is a positive reinforcement and encourages that behavior in the long run. Believing the stories of Santa Claus requires a creative imagination on the child's part. It can't be easy to close your eyes and see a group of large reindeer leading a sleigh through the night sky with a

large old man in red and large bag of presents riding in it. Santa sliding down a small chimney that may or may not have a fire at bottom is something that requires a remarkable amount of imagination. Having an imagination that big can be used for more than just imagining holiday figure. If a person develops a strong enough imagination they can imagine anything – even the seemingly impossible. During childhood, imagination blurs the line between fantasy and reality, making it easier for children to believe. The idea of believing without seeing is fundamental to being human. Children with imaginary friends realise that those friends aren't real people but they pretend to play with them and tell people about them because that fantasy is enjoyable and

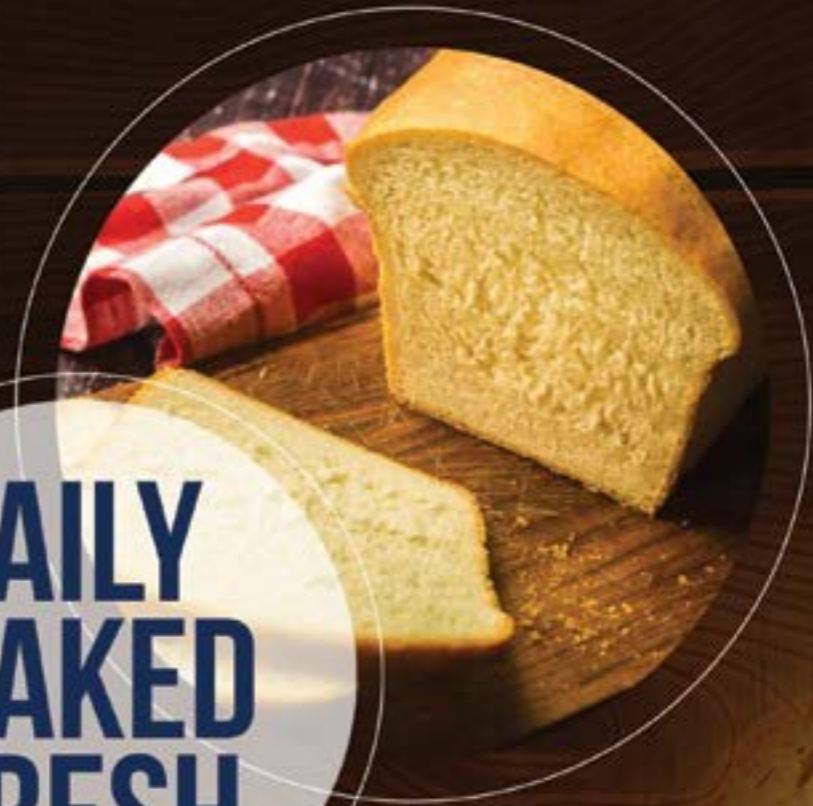
rewarding. Fantasies are healthy as long as its limited to good intention. Young children spend a lot of their time pretending, even when they know something is not real. So they play with toy vegetables or pour water in a cup and pretend its tea. It's the same with Santa Claus.

While there are many benefits to protecting children's belief in Santa, it is not correct to lie to children about his existence. Children have varied reaction to discovering about the Santa. Discovering the truth about Santa is part of growing up and a sign that the child is developing critical thinking skills. Some say Santa Claus is an imaginative play which is good for kids. Some say the Santa Claus tradition specifically, tracking Santa's journey across the globe and imagining him stopping in the homes of children. Kids grow up through developmental phase where they figure out the rules of the physical world and often apply magical explanations to things they don't quite understand. Santa Claus gives children an escape from the harsh reality of today's world. He gives kids something to believe in. The look on children's face, when they wake up on Christmas morning, fulfills not only their hearts but even for others around them. This is the true meaning of Christmas, and without Santa Claus, it wouldn't be the same.

The task of fulfilling the dreams of millions of children's is not an easy one. It requires many trusted helpers. These helpers include parents, grandparents, brothers, sisters and of course elves and reindeer. Reindeer plays an important role in the scheme of things. Without the famous Dasher, Dancer, Prancer, Vixen, Comet, Cupid, Donner, and Blitzen, Santa would not have any transportation. They fly faster than a speeding bullet, yet never seem to miss a single home. Together Santa, elves and the reindeer work to make the miracles of Christmas happen. It's that time of the year again – Silent Night, Holy night, Peace on Earth-Jingles all the Way.



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SET UP AN AQUARIUM AND *Relax*

Ornamental fish farming has a lot of fans all over the world. Breeding of a wide variety of ornamental fish is also a viable venture in India. This is an area that is helping to reap billions of dollars. More than 125 countries are involved in this trade. The global ornamental fish market is reported to be worth more than US \$15 billion. Goldfish were kept in tanks in China during the Hung Dynasty (1278 to 960 BC). Paradise fish was the first tropical fish to be raised in an aquarium. When the world's first public aquarium was established in 1853 in Regents Park, London, the glass industry was underdeveloped. Improved aquariums were later established in Berlin, Naples, and Paris. The shape and size of aquariums have changed over time. From gigantic tunnel aquariums with millions of liters of water to oceanic aquariums, the oceanariums are a sight to behold.

Depending on the nature of the water in which the ornamental fish is grown, aquariums can be mainly divided into (i) freshwater aquarium and (ii) seawater aquarium. In addition to freshwater aquariums and seawater aquariums, there are different aquariums to grow ornamental fish found in coastal lakes and estuaries as they neither grow in freshwater aquariums nor in seawater aquariums. Freshwater aquariums are reservoirs in which freshwater ornamental fish, other animals, and plants are kept in balance. The nutrients, temperature, and light conditions contained in the water must be strictly controlled. Once these components are properly controlled, the need to change water in them is very rare. There are many types of fish that can be raised in freshwater reservoirs; Goldfish, Guppies, Carps, Catfish, Tetras, Zebra, Barbs, Rasbora,

Topminnow, Platys, Swordtails, Mollies, Cichlids, Angelfish, Siamese fighters, and Gourami. Seawater aquariums are home to some of the world's most unique ornamental fish and other aquatic life. Seawater aquariums include only fish that grow in salt water as they are home to a wide variety of aquatic life, including crabs, shrimps, rattlesnakes, mussels, anemones, corals, and sponges. Now the 'marine salt' needed to make artificial seawater is available in packets. Marine salt can be mixed with fresh water to create the seawater needed for an aquarium.

Ornamental fish include both Indian and foreign species. These include livebearers and egg layers. Let's get acquainted with some of them.....

1. Guppy

Guppies are known as the Millions Fish. Their body is like a garden of colors like a rainbow and is also known as the Rainbow Fish. Guppies are said to have originated in Barbuda, Brazil, Jamaica, and the Netherlands, but are now found everywhere except in Antarctica. Guppies come in a variety of colors in the body and tail. Females have only the tail color. Guppies come in many species. Roundtail, Spade Tail, Banner Tail, Layer Tail, Upper Suede Tail, Lower Suede Tail, Double Suede Tail, Square Flag Tail, Sash Flag Tail, Fontail, Delta Flag Tail.

2. Molly

They originate from the rivers of Mexico. Mollies, which multiply rapidly and are used to kill mosquitoes, are now a favorite of fish lovers due to their variety of colors and



shapes. Male and female fish are similar in terms of beauty. Although it is a freshwater fish, it has the ability to live in small amounts of saline water. There are different types of mollies depending on the anatomy. The genus Molly includes Black Molly, Sailfin Molly, Marble Molly, Spotted Molly, Balloon Molly, and Golden Molly.

3. Platy

The Platy was developed in 1859 by the fisherman Gerald from the rivers of Mexico and Guatemala. Males are smaller in size than females. But when it comes to colour, males are the best. The main food is micro-organisms and green algae. They come in a variety of colours, including red, black, blue, and marigold.

4. Sword Tail

The Swordfish is born in Central America that got its name from the fact that the tail-like part of the tail protrudes from the underside of the tail. There are many types of males, depending on the features and color of the wings. The list goes on and on, including Red, Albino, Black, Wagtail, Moon Tail, and Red Eyed. They have a slightly protruding mouth compared to other fish, so they can quickly swallow floating food items.

5. Gambusia

Gambusia is also known as the mosquito fish. It hails from America. The mane ranges in color from olive green to silver with occasional black spots. They feed on mosquito larvae equal to their own weight.

6. Knife Fish

Knife fish can be found in Africa and India. The upper part of the long head is hollow and the tail is pointed similar to a knife. Controlled breeding is difficult for them and they are fed with small fish.

7. Paradise Fish

The idea of an aquarium became popular in 1861 with the arrival of Paradise fish in Paris. The food is small fish. But will eat almost any food. Attacking spouses and fighting with each other are their hobbies. Their main attraction is the dark blue maroon

covered with orange rings above the cheeks and small black spots on pale red wings. The bright colors belong to the male fish and the faint color to the female fish. During the breeding season, the color of the male fish becomes more intense. But the female fish will turn pale at this time.



8. Siamese Fighter Fish

These wildlife beauties are a major part of an aquarium. But if you want to see the anger within the beauty, it is enough to put two male fish together in one tank. Only one survives

the fight that ensues. Male fishes are characterized by long wings and dark colors. It has circular tail. Females are yellowish-brown. Females are not as colorful as males. Fighter fish do not have a lifespan of more than two years. They feed on flies, mosquito larvae, and worms. Homeland is Thailand. It is advisable to breed mates in aquariums and is available in Red, Green, White, Black, or Cream.

9. Gourami Fishes

Calm Gouramis are a favorite fish in aquariums. Their main feature is the auxiliary respiratory tract. In this way, they can roam comfortably even in water with low levels of oxygen. It has an auxiliary respiratory system and can breathe directly from the atmosphere. This organ is known as the 'labyrinth organ'. A pair of fibers attached to the hind wings stretch backward in the blue of the body. These help the Gourami to know the direction and taste. There are many different types of Gourami.

10. Cichlids

Born in the vast lakes of Africa and South America, Cichlids like to live in a clean environment. Cichlids can be

described in many ways, such as those who take good care of their babies, those who find suitable mates, those who take good care of them, and those who are monogamous. They like to thrive on rocks and light shelters. Rift Cichlids, Zebra Cichlids, Golden Cichlids, and Fire Cichlids are some of these species.

11. Angel Fish

Standing in the freshwater like an angel, they will captivate anyone. Male and female fish are difficult to be identified. During the breeding season, females show a large abdomen and a sharp genital papilla. Angel fishes are



characterized by a pair of mutated fins, long wings, and lazy tails that extend backward.

12. Discus Fish

It can be said that they are a beautiful dish. They roamed the Amazon Rivers and possessed all the colors of nature. Cobalt, Turkish, Royal, Neon, and Pigeon are some of the colorful varieties of Discus Fish. At full growth, males develop a tumor on the forehead.

13. Barb Fish (Barb)

The Barb, commonly known as the Crystal, is native to the waters of South Asia. Barbs with short heads, slender lips, and single backs are known as garden fish in India. Silver Barb, Scarlet Banded Barb, Tiger Barb, Tinfoil Barb, Clown Barb are some of the Barb species.

14. Carp (Koi)

These apsaras, born in China, were developed into various varieties by the Japanese. Carp are blessed with a variety of intense colors. The Carp features two pairs of upper barbells, long wings, and regularly arranged scales. The Carp's favorite habitat is ponds filled with aquatic plants and mud. The village of Yakoshi in Japan is home to Carp. Carps are also susceptible to induced breeding. Special Carp fairs are held in Japan, Israel, the United States, and Singapore. Organic feed and pellet feed are common.

15. Goldfish

Goldfish possess the beauty that evokes the brilliance of gold in their body.



Although their origins are in China, they have spread all over the world today. Goldfish have been native to China since 1960. The anatomy of Goldfish is similar to that of Carp. They grow well in natural waters and have low growth rates in aquariums. Sex determination is quite possible in adult fish. It looks like a sack that encloses with a drawstring. Females are more rounded and obese at this age. Goldfish feed on small aquatic life, aquatic plants, and artificial fodder. There are many different species of Goldfish, depending on the variety of shapes, colors, and tails.

16. Sharks

They have nothing to do with sea sharks. Larger tanks are required for these fishes. Some species of Shark include the Red-Tailed Shark, the Silver Shark, and the Red Finned Shark.

17. Catfishes

The mustache makes them the catfish. The mustache is a long barbell on the tip of the head. One to six pairs of mustaches are seen. They have a scaly body and are able to live in shallow water. Some species of Catfish include Shark Catfish, Bronze Catfish, Rio Negro Catfish, Plated Catfish, Armed Catfish, and Glass Catfish.

Watching these fishes gliding through clear water is soothing. Spending time to set up aquariums and growing fishes is quite rewarding. Choose your variety and start off.

CARING FOR STRAY BEINGS



In a world where people are considered as animals, acquainted faces are rare to be found. Sangeetha Iyer, who hails from Kalpathy in Palakkad district who currently live in Second Puthen Street in Thiruvananthapuram, runs an NGO and a shelter in Venganoor, Thiruvananthapuram especially for stray dogs. She is one such person who has devoted a large part of her life to the benevolence of street dogs. According to her, her own mother inspired her to love dogs and cats from an early age. Being a Mohiniyattom performer and one who works in the field of arts and culture, how Sangeetha has become a guardian of street dogs is quite strange. It was the demise of her beloved dog Naughty, a cocker spaniel, that brought Sangeetha closer to dogs. Naughty was the first who made her think about the concept of a rescue shelter for dogs. Naughty became a member of Sangeetha's family during their days in Bangalore. When

they came to Thiruvananthapuram in 2015 after 30 years of living in Bangalore, they tried to get Naughty adopted by someone. But Sangeetha could not separate herself from her pet. Naughty grew up in a hostel in Bangalore for a year. Two years after arriving in Kerala, Sangeetha realized that Naughty's kidneys were dysfunctional and underwent dialysis at the Cochin Pet Hospital. Naughty, who was later diagnosed with ovarian cancer, lived only three months. Sangeetha said that even her husband was amazed at the inseparable bond between her and her pet. Naughty's demise was a huge blow to Sangeetha as she used to speak to Naughty the same way as she interacted with other people. Sangeetha decided to be part of the mission to protect stray dogs after Naughty's death. It has become a large enterprise that has taken care of about thirty dogs until now by setting up shelters for them. This is how the rescue shelter, Naughty's Pet



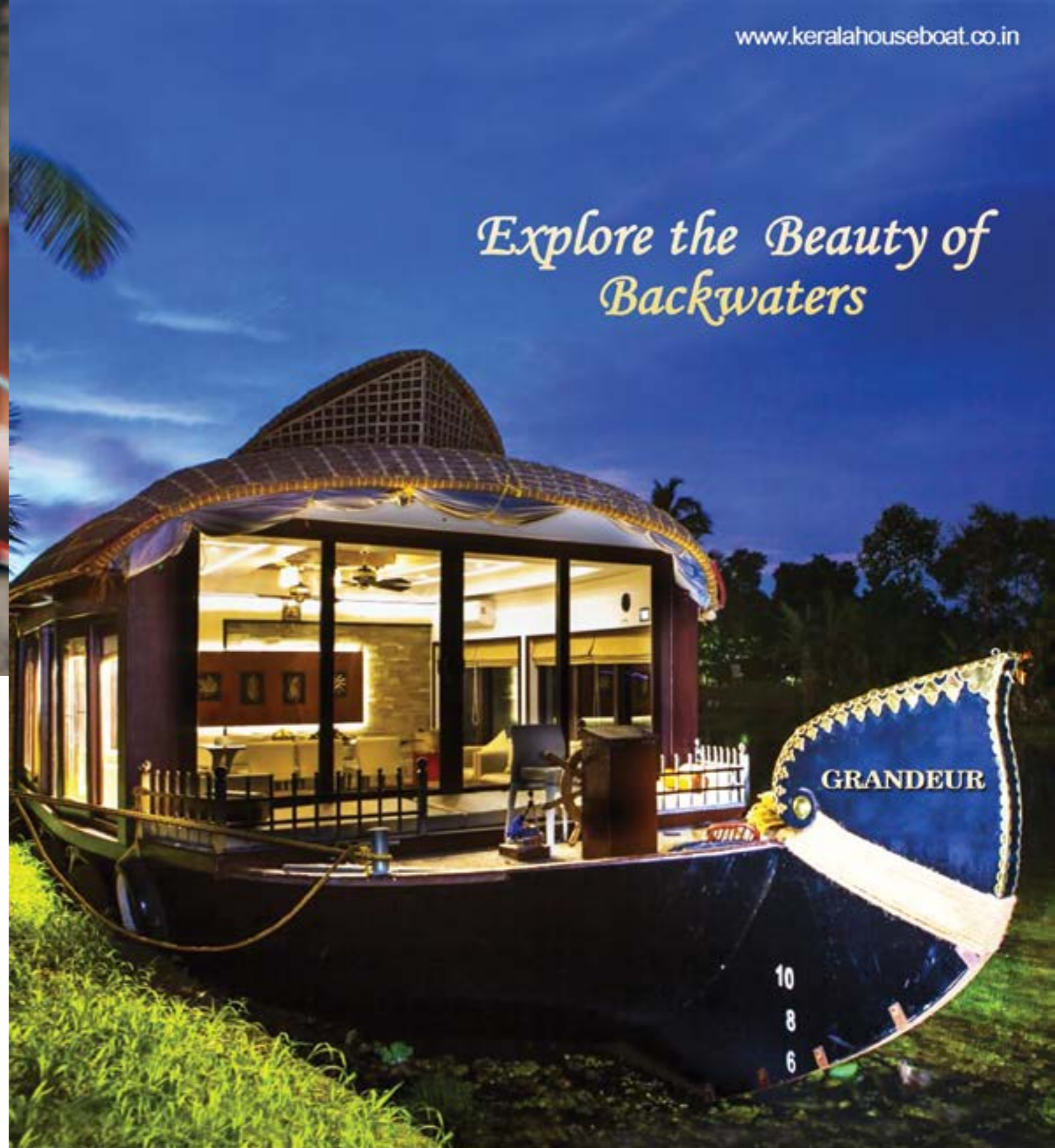
Sanctuary was started – in the name of her beloved pet dog. The enclosure for street dogs are in such a way that they get the warmth of nature. So they plan to adopt seven more dogs soon. Instead of becoming stray dogs, they rescue and adopt puppies and after basic treatment and vaccination, gives for free adoption. Mother dogs are sterilized and left in the same place where they are found. A few mother dogs are adopted by the organization as they became very close to them.

Deworming medicines and vaccinations including anti-rabies and Megavac will be given at the beginning to each new pet. They keep everything updated, including each one's vaccination records and deworming history. Since 2015, the organization has been able to adopt a number of dogs in this way. The sight of dogs being abandoned on the streets after growing up as pets is heartbreaking. Dogs often run for miles behind people's vehicles. Later, when they realize that the road is their home, they turn away. The plight of dogs being allowed to live this way is heartbreaking. Sangeetha also remembers bringing a

dog like this after an art film shoot in Shivamogga district of Karnataka. After three months, the rehabilitated dog was brought to Thiruvananthapuram. One of the challenges was that a dog they were feeding in the streets was bitten by another dog suspected of rabies. The bitten dog was vaccinated against the rabies vaccine and brought back from death. Currently, about seven cats, along with dogs, are inmates at Naughty's Pet Sanctuary. They also cured a cat that had epilepsy.

The decision to start a shelter was made when there were fifteen dogs from different backgrounds. For this, Naughty's Pet Sanctuary started its operations by renting a house and land of 35 cents. Preparations are underway to bring ten more such dogs to the Naughty's Pet Sanctuary soon. Sangeetha states it is sad to see a culture in which parents teach young children to stone even small dogs. There is a great distance between street dogs, organizations, and the general public, including us. Only in Kerala is the protection of dogs so misunderstood. Many people criticize those who work

for dogs and blame them for doing nothing for humans. But Sangeetha makes it clear that the purpose behind their work is ultimately to benefit human beings. Some say that all this is just for publicity. But she is a proponent of the fact that all souls are the same and differ only in form. For the past two years, about 200 dogs have been fed on the streets since the lockdown period. Dogs within the ten-kilometers around Padmanabhaswamy temple are being vaccinated against diseases and given anti-rabies vaccination. The shelter is looking to expand by leasing five or six acres of land within a year. Naughty's Pet Sanctuary operates under a trust that includes Sangeetha, her son Ashith, her husband R. Suresh, and her cousin Lakshmi Natarajan who works in Delhi. The organization has support from many people such as Meera, parent of Coco, pet parents, friends and relatives as well as a great number of Facebook friends including Sumitha Rosario, Anusha Mallya from Kochi, etc. who support this great cause. Naughty's Pet Sanctuary expands its activities, and Sangeetha continues her journey in service...



Explore the Beauty of Backwaters



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ENJOY THE SEASON & CELEBRATE HEALTH WITH AYURVEDA



Christmas season – It's all about love and warmth. The smell of fresh-baked goodies filling the house and the tree glistening with perfectly hung lights along with friends and family makes a picture perfect Christmas. But this beautiful time of the year – the winters, with cool breeze and foggy landscapes – is also the most challenging time as it carries a lot of health risks. The icy cold winter winds of December have a profound impact on health and one needs to toil to stay healthy and fit during this season. Hence an ideal winter care regimen is all about adapting to the changes in the environment by adopting suitable diet and activities to minimize the detrimental effect of season change on one's health.

A change in season is invariably associated with a change in the bio-life around us – like flowering of plants seen in spring, shedding of leaves in autumn, etc. These adaptations are part of survival and they form the key for their healthy existence. Human beings too get influenced by external environment and adaptations are invariably necessary for their existence. A detailed summary of such adaptive changes to be included in the diet and activities of a healthy individual are explained in the context of Ritucharya (regimen for various seasons) in Ayurveda. The relevance of the topic lies in the fact that, ignoring such minor dietary and lifestyle modifications make human body susceptible to the stressors of the environment rendering the body unhealthy leading to various diseases.

According to traditional Indian culture the Indian subcontinent undergoes six seasons, with the approximate duration of each being two months - Shishira (winter), Vasanta (spring), Grishma (summer), Varsha (monsoon), Sharata (autumn), and Hemanta (late autumn/ Early winter). Our indigenous medical system, Ayurveda, explains regimens for all the aforementioned seasons in the context of Ritucharya. Winters in India constitute Hemanta and Shishira Ritu, beginning from the month of November



continuing till February with December and January being the coldest months.

Winters are usually characterised by a drop in the body heat as the environment cools. Common winter diseases in India include Cold and flu, Cough, Allergies, Dry and Itchy skin, Respiratory ailments, Joint pains, etc. It has also been observed that the incidence of Heart attacks, Depression variants like Seasonal Affective Disorders (SAD), etc. increase during winters. Albeit the health challenges, Ayurveda considers winter as the best suitable season to build strength and immunity of the body as the digestive power of the individual peaks during the period, capable enough to digest and assimilate the nutrients provided. Hence, ayurvedic winter care is all about keeping yourself warm, and nourishing the body to maintain and promote the health making it least susceptible to environmental changes.

Hemanta/Shishira Ritucharya in

Ayurveda recommends diet and lifestyle modifications that one needs to follow to stay warm and healthy in winters. These modifications are advised considering factors like characteristics of the season, general strength and digestive capacity of the individuals, length of day and night, etc. The following changes in diet and activity can be considered while formulating a winter care regimen:

- Cold atmosphere usually kindles digestive fire and enhances appetite, hence nutritive food including meat, fish, milk, ghee, etc. can be included in diet. As appetite is more, skipping of meals or having a light diet is generally not advised in winters.
- Keeping oneself hydrated is key to staying healthy in winters as people tend to drink less water during winters. Drinking warm water boiled with tulsi, dry ginger, etc. are considered beneficial.
- During winter, days are shorter and nights are longer. The sun sets early in the evening. So it is advisable to have



breakfast and dinner a bit earlier, latest by 7 a.m. and 7 p.m. respectively. The craving appetite will make you indulge in mid-morning or mid-evening snacks and be mindful that you choose them healthy.

- Beverages like Ginger tea, Tulsi tea, Green tea, etc. can be consumed to prevent infections and build immunity.

- Til/Sesame, wheat, black gram (Urad dal), etc. can be included in diet.

- Seasonal fruits, apples, papaya, orange, carrots, tomatoes, etc. are beneficial.

- Having Amla and turmeric milk regularly help build immunity and can prevent infections that are common in winters.

- Dry fruits and nuts are good to munch during winters.

- Excess use of dried meat preparations, pickles, spicy and fried foods, cold water, etc. must be avoided.

- Ayurvedic rasayana preparations like Chyavanaprasha, Agastyarasayana, etc. can be used upon the advice of an Ayurvedic physician.

Christmas is also the time for binge eating, parties, travels, etc. People tend to gain weight and ruin the health after such festivals. Hence, winter diet and activities must be tailored considering the festive season in mind.

- Daily exercise or yoga can ensure physical and mental fitness.

- Regular practise of Surya Namaskar (Sun salutation) is beneficial.

- Use of layering principle is ideal for dressing in winters. Three layer dressing is usually recommended for maximum warmth and comfort during winters.

- It's better to avoid long duration of exposure to sun or cold winds as both can harm the skin.

- Regular body massage with oil (Sesame oil/ medicated oils) is advisable. Oil massage helps to keep the skin moist, improves blood circulation, and keeps your body warm. It also alleviates body pain, joint stiffness, etc. which are common during cold climate.

- Dandruff aggravates during winters and regular massage of scalp using medicated oils can help alleviate hair fall, itching and discomfort associated with dandruff.

- Ayurvedic Ritucharya recommends external treatments like Abhyanga (oil massage), Swedana (Sudation), Udwarthana (Medicated powder massage), etc. for winters. Udwarthana helps to cut down the excess weight gained during the winters. These therapies can be performed on regular basis using suitable medicines prescribed by an Ayurveda physician.

Christmas is about to knock the doors and there is always something special about the winter festivals. While most of the people love the freezing cold and the celebrations, others might absolutely

dread the chill and the discomfort that comes with it. Christmas 2021 is hitting the calendar after a lockdown which restricted the celebrations of the yesteryear. Hence it is important to celebrate with caution as we are not completely free from the pandemic.

So to make the most out of this winter festivities it is quite important to stay healthy and fit. Ayurvedic Ritucharya is a holistic approach involving dietary and lifestyle modifications that enable individuals an easy and smooth adaptation to seasonal changes.

Although the concept of Ritucharya seems very simple, it's highly capable of maintaining a balanced internal environment during seasonal variations. These guidelines thus become important as they pave the way for a disease-free existence round the year. Let this Christmas season bring good health and a hope – for a healthy year ahead.

Author's Profile

Dr. Akhila V G – She is a founder Director of Jeevadha and is the Senior Consultant, Prasuti-tantra Stri-Roga. She has rich experience in handling Gyn and Obs cases and has multiple publications to her credit in various journals. She is an alumnus of Government Ayurveda College Thiruvananthapuram, completed her Post Graduation (MS) in Prasuti-tantra Avum Stri-Roga (Obs & Gyn) and graduated (BAMS) from Government Ayurveda College, Thripunithura.

INTRO

HUM

HUM-A PLATFORM TO GIVE AND RECEIVE VALUE

Building platforms for individual entrepreneurs and small businesses to showcase and sell their creativity, skills and projects that would be beneficial to the community – this is what the mobile app platform HUM does. The app creates a network of service professionals who can generate value by connecting with those who are looking for skillsets. Anything that can be sold or exchanged can be featured in the app. It's a win-win situation to the community – for both jobseekers as well as customers – as HUM provides solutions to both the parties.

For more than a year, Thiruvananthapuram city and worldwide, digital commerce has made quite an impact. This space is where HUM's services come in to play. Empowering people to seek out professionals with unique skillsets and get their work done. While for the employment seekers, the platform will be the ideal place to generate wealth by featuring their proficiency, goods, services or solutions. Within a span of 6 months, over 50 entrepreneurs have utilized HUM to gain momentum in their businesses and services.

The change in governmental policies to encourage digital commerce drove HUM to build a locally sustainable

eco-system that would further enhance value and wealth creation for established players, household enterprises, newcomers as well as the young generation. Apartments, homes, and residential communities in Thiruvananthapuram received the services of bakers, bakeries, electricians, grocers, mechanics, musicians, plumbers, etc. through the HUM platform. HUM ensures constant and guaranteed quality by gathering accredited professionals. The services offered by the professionals are digitized to enable them to connect to the potential customers.

Focus is put on value of the jobs irrespective of the nature of jobs. Sustainable knowledge and technology is used to make the skills independent and relevant. HUM as a technological tool is safe and secure. High level of transparency in transaction is assured. Market requirements find suitable skillsets through their selection of qualified and accredited professionals. Feedback and rating is collected to improve quality of services and working model.

HUM envisions developing the society through ensuring availability of required skillsets. Giving and receiving is HUM's school of thought.



ROAD SAFETY CAMPAIGN LAUNCH, LOGO RELEASE, AND MOTORAID RECOGNITION

The sixty-day Road Safety Campaign jointly organized by CADDfed and Top Gear under the auspices of Fefe Intelligent Business Solutions at G.V. Raja Hall of Trivandrum Tennis Club was inaugurated by Antony Raju, Hon'ble Minister for Transport. The campaign aims to create awareness about road safety in the community and to increase public participation to reduce traffic accidents. As part of the campaign, Minister Antony Raju flagged off the Motoraid Bikeathon led by a team of 35 people

from the Dominor Owners' Club in Thiruvananthapuram, spreading road safety guidelines across the city. This team would be ambassadors for Road Safety and Traffic Rules promoting safe driving habits including using of safety gears and following traffic rules.

The event also saw recognition of services made by esteemed personalities. Vattiyoorkavu MLA V. K. Prasanth has been awarded the Exemplary Award for Public Service. The commendable service activities of the Vattiyoorkavu Youth Brigade under

his leadership were also honored at the function. The Marikar Group of Concerns has won the Years of Excellence Award. Zulfikar Marikar, Chairman and Managing Director of Marikar Group Consensus, received the award. Dominor Owners' Club Thiruvananthapuram received the Social Responsible Riders Club Award while Manjit Rajan of the Ranjith Ambulance and Mobile Mortuary Service received the Most Socially Responsible Businessman Award.

World Day of Remembrance for Road Traffic Victims (November 15, 2020) is

“*The celebrity stylist Vivek P. Sethu led a fashion walk at the function. Sethu and his team and the photoshoot of Benelli Motors and Helmet World were a new visual experience.*”

the day to commemorate the loss of life on the roads. Globally, more than one million people die of road accidents each year. Adequate safety measures and regulation of traffic in a systematic manner would provide desirable effects from the increased network of roads. The Government of Kerala and the Department of Motor Vehicles have formed laws and regulations to prevent road accidents. Compared to 2019, the number of road accidents and accident deaths in 2020 has decreased.

The celebrity stylist Vivek P. Sethu led a fashion walk at the function. Sethu and his team and the photoshoot of Benelli Motors and Helmet World were a new visual experience. Car Accessories Dealers and Distributors Federation (CADDfed) President Abdul Kareem, General Secretary A. Mohammad Shafi,

and KTUC State President Kowdiar Dharmen were also present at the occasion.

As part of 'Vehicle and Tyre Safety', this campaign aims to convey to the public the need for proper maintenance of tyres that carry the full weight of the vehicle and the steps to be followed to ensure tyre safety. Along with discussions on safe driving culture, the campaign also aims to encourage people to become responsible citizens while traveling. The campaign will be held in different parts of the state and will include events and shows to encourage riders to stay safe on the roads and use approved accessories. Social media approaches, display of informative posters, webinars and informative classes are planned through this campaign.



GLIMPSES OF ROAD SAFETY CAMPAIGN





Season of Goodness is back again.....
That's the start of many articles these two months. How come the season of goodness is curtailed to this particular time? Why not have it all year?

Yeah, yeah, it's a Utopian thinking.

Maybe it's the season which gives you a pause to sit back and think through the year gone by and envision how your new year should be. And terming this 'season of goodness' you are supposed to count your blessings of yesteryear, forward them to the needy, and plan enough good things that can be done in the New Year. Therein lies the rub. Delete - you know what. Focus on Positivity. Anything good that's gained - remember. Anything positive to do - plan.

For the kids and the always-kids-at-heart, it will be the games and adventures that would make them happy. For the adults, I believe 'having a peaceful time' would be the most rewarding. Visiting your elderly and lonely neighbors and relatives would give them joy too - they would feel remembered. If they are at long distance, call. Provide (with the things that they are in need of) for the underprivileged - they would be happy and you would feel rewarded. In this age, we should also adhere to - be environment-friendly and health-conscious in our celebrations.

Make your vacation count. That doesn't mean to torment yourself in managing your relaxation methods itself. Go with the flow. Be with your family and friends, take in the surroundings, relax and enjoy. Thank everyone - from God to even people you interacted on the road - for all the positives that happened over the year. Pray for the New Year to be Positive to the max. Be lively. Express your love and care for fellow beings. Let the joy you feel spread to others.

Maybe all of the above would make the season indeed the 'Season of Goodness'.

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