



TWELL MEDIA PVT LTD PRESENTS

TWELL

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MAGAZINE TO MAKE A CHANGE

SOCIAL

Making the switch from Smoking to Vaping

CELEBRATION OF SIWAA-2020

COVER STORY

“Women Empowerment starts at home”

Dr. J Radhakrishnan IAS & Krithika Radhakrishnan

DESERT VOODOO Butter Cookies

SUCCESS STORIES OF WOMEN ACHIEVERS IN SOUTH INDIA

**KNOCK THE KITCHEN
Banana Blossom Kesari**

**Everybody got Something about 2020
New Mutant Version of Covid**

FASHION SPREE

How to Handle Common Problems in Your Bridal Boutique



2021
Happy New Year

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EDITOR'S NOTE

A woman is entitled to live in dignity and freedom. Empowering women is also an indispensable tool for advancing development and reducing poverty. Empowered women contribute to the health and productivity of whole families and communities and improved prospects for the next generation. Women have over a period of time come out of their traditional roles and ventured into other activities. How to praise is delivered is what's key here. What you say when you give recognition is just as important as how you say it.

In general, women tend to be compelled by emotions as well as evidence. Recognition for one's work is a powerful thing. South India Women Achievers Awards happened on 22nd December 2020. This exciting initiative of women provides a platform to honor outstanding and successful women from all walks of life. Our motto is to encourage ambition, encourage confidence, and inspire new female leaders now and into the future. There were categories to recognize exceptional women including those who worked during this COVID-19 pandemic. SIWAA-2020 provides a platform to seek out successful and talented achievers and visionaries making a difference in society. I feel proud to take this opportunity to announce AIWAA-2021, which was launched on 6th January 2021, and the nominations open for inspiring women who embody leadership qualities and embrace the principles of social responsibility and following the previous highly-successful awards, we are expecting the caliber of nominations to be extremely high given the plethora of talent. My heartfelt thanks to all the dignitaries who extended their valuable contributions, guidance, and in all our efforts. I owe special gratitude to all the distinguished invitees, special guests, and all the good hearts who worked behind the screen.



Editor-In-Chief
TWELL Magazine

Public Interest

Making the switch from Smoking to Vaping



Vaping has become one of the biggest public health issues of our time. Electronic cigarettes or e-cigarettes are being marketed as the “safe” new alternative to conventional cigarettes. E-cigarettes come in a variety of forms and include vape mods, Juuls, and vape pens. There are brand name products (Juul is the most widely used) and “home-made” versions. Some contain high levels of nicotine, while others contain marijuana or just contain flavoring.

While there are many nicotine vapes on the market, Juul has gained popularity (especially among teenagers) for its sleek design and easy-to-use pods. Even after the company was forced to shutter its social media presence while the FDA investigated concerns that Juul was promoting underage use of tobacco products, Juul continues to prove popular with rising sales and affectionate nicknames, such as the “iPhone of vaporizers.”

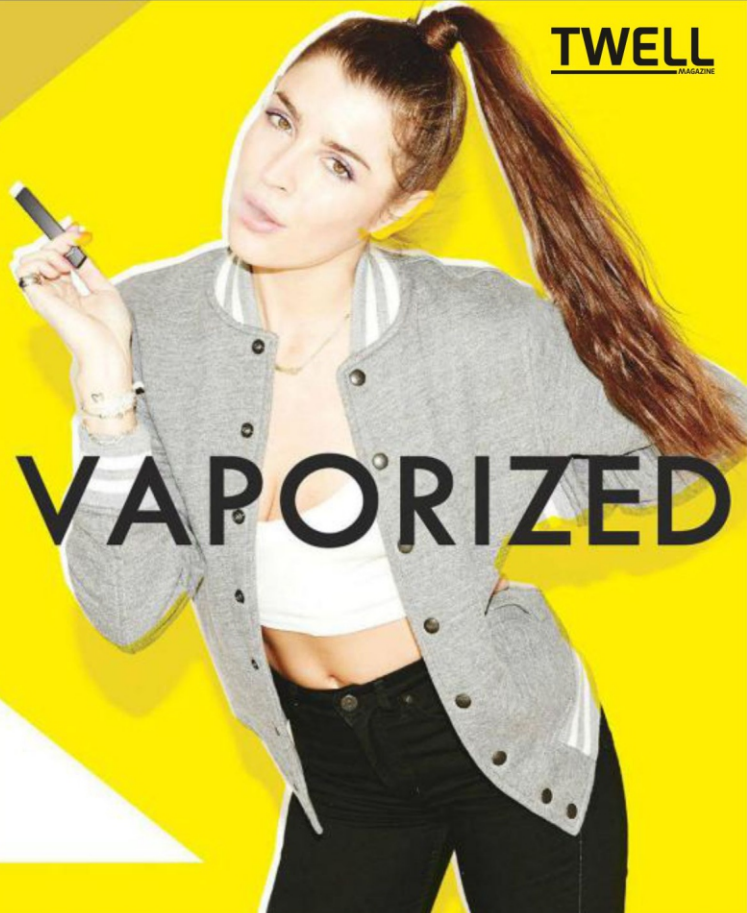
E-cigarettes, Juuls, and other similar products have not been around long enough to determine the harm they cause in the long run. Unfortunately, many people, including teenagers, are under the impression that e-cigarettes are safe or that they are effective in helping people quit smoking regular cigarettes.

Although there are clearly serious dangers from vaping, more research is needed to confirm the impact of vaping on DNA damage, especially in children.

But what is a Juul, and is it safe to use one? Here's everything you need to know about Juul, including what's in the e-juice, the long-term health effects and how Juul compares to regular cigarettes.

JUUL

VAPORIZED



What is a JUUL?



Juul is a popular, vaporized e-cigarette that uses changeable, nicotine salt-based liquid cartridges and temperature regulation to produce a vapor as an alternative to traditional cigarettes. The body of the Juul is small and slim and has a battery-powered light that indicates its charge level and when you are vaping.

COVER STORY



MEET THE PEOPLE'S FAVOURITE COUPLE ON
THE SPECIAL OCCASION OF PONGAL

**Dr. J. Radhakrishnan IAS
And
Krithika Radhakrishnan**

“Women Empowerment starts at home”

Women empowerment is a key role which should be embraced at the very basic level. The first step for empowering women starts at home when family gives equal opportunities to pursue education and freedom, says Tamilnadu Health Secretary Dr. J Radhakrishnan in an exclusive interview with TWELL Magazine. The candid conversation between Dr. J Radhakrishnan and Krithika Radhakrishnan was shot by TWELL Magazine .

Resuming his view on women empowerment he further says, “The idea of women empowerment is not just spotlights on giving ladies strengths and abilities to transcend from their circumstances and the change should start from our personal lives. Women should be respected with the family members so that from this they gain respect from the external environment leading to their empowerment.”

When he talked about the Government schemes for women, the very first scheme which revolves around the notion of female fetocides. It is a campaign which aims at eradication of female fetocides and to make girls socially and financially self-reliant through education.



And the main motto of the Government schemes is to empower women with opportunities for skill development, employment, digital literacy, and health. Many Government schemes provide help in sectors including agriculture, horticulture, handicraft, computer handlooms, tailoring, etc. With this, it also provides help and support in skills.

To ensure women are empowered, the Government and the public sector need to play important roles to enable their welfare in various sectors. Although women need to strengthen themselves, a socially conducive environment is needed. Many positive things have happened related to women's education, their participation in the public sphere; enabling women to leverage technology, a slew of schemes has been launched in recent years to empower women to be independent in their lives. In short, the road to women's empowerment has several factors dotting its path, he stated.



Technology and the way we do business is constantly evolving and therefore so should our skills. If you want to stay successful it is important to commit to ongoing education goals. We all need inspiration.

Life can be tough, the news can be overwhelming, and it's easy to get lost in a busy life. We may be independent and strong, but we also need to take time to support and learn from each other. Instead of putting women down, one should support her. Women themselves should take the effort to thrive and develop the best qualities that she already has.

Talking about handling the success he expresses, "I believe that success isn't defined by achievements or how many material possessions one has, but rather how we meet our universal need for being challenged intellectually, living a life aligned with our purpose, and regularly experiencing fulfillment and meaning."



It was an interactive unique conversation between Dr. J Radhakrishnan and Krithika Radhakrishnan captured in the eyes of TWELL Magazine. And his esteem words express how equality connects them in a noble way.

Krithika Radhakrishnan, owner, producer and the director of ARKAY productions and famous for her travel shows as well as cookery shows, has a delicious life and spilling the beans on the intelligent way of her success. Her journey of owning a production house came with a lot of experiences and her biggest strength is her husband.

She exclaims her opinion on Women empowerment. "Every woman should stand on her own feet and develop her personality, but she should also help others and boost their confidence is what I feel is women empowerment. If a woman can be firm and make her own decisions, then she should also help other women develop these qualities. Every woman should realise her potential."





Whenever you do a favor and expect to be returned, then you're doing business not kindness. Simple things become complicated when you expect too much. If you do, it will eventually come back to you, even if that is not your intention. When it does not, you have the satisfaction of helping a person.

Nowadays digital marketing platforms help aspiring women entrepreneurs, self-help groups, and NGOs to showcase their products to the world.

Success can lead to gratitude or to pride. Evaluate your success in terms of what kind of attitude it gives to you. Empowerment is the enhanced capacity of a person to lead a quality life with dignity and the freedom of making choices. It is flowering of internal powers, but facilitation may be required from the outside.

This adorable couple has a similar opinion about Women Empowerment. And they share their valuable experience with gratitude.



Celebration of SIWAA-2020

22nd December 2020

AT



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<p>Fashion Partner</p>  <p>Success starts by your computer</p>	<p>Power Partners</p> 	<p>Co Powered by</p> 

Success of

SIWAA

SOUTH INDIA WOMEN ACHIEVERS AWARDS

2020

South India Women Achievers Awards has been the epitome of cultivating and celebrating excellence in the creation of unrecognised women achievers. The possibility of being a winner and receiving an award for your hard work under various categories is very gratifying.

TWELL Media participates rigorously in supporting SIWAA – 2020 marks the second edition of India's biggest women empowerment programme. This was the largest recognition platform for potential women. SIWAA ceremony was held on 22nd DECEMBER 2020, at SPR city, Chennai.

SIWAA – 2020 went even bigger after TWELL Media launched its own magazine and channel to promote the winners in its own banner. This time we felicitate the heroes who worked hard in the critical pandemic situation to help people all around the nation. SIWAA - 2020 awarded "Corona Warriors", recognizing the individual contributions when the whole world is reeling under the crises of Coronavirus outbreak.

The TWELL Magazine received entries from around South India, the active members of the advisory board and the Jury panel evaluated the entries and determined the nominees and awarded 210 women achievers from the different walks of the society on a single platform, ever bigger in India.

Mr. Deepak Tater Jain, the founder, CEO and the Editor-In-Chief of the TWELL magazine, stands behind the success of the prestigious SIWAA Awards – 2020.



In this endeavour, our esteemed guests were Dr. J Radhakrishnan IAS, Principal Health Secretary, Health and Family Welfare, Government of Tamil Nadu, Dewan and Heir Apparent to the prince of Arcot Mr. Nawabzada Mohammed Asif Ali, J Meghanath Reddy IAS, Deputy Commissioner- Revenue and Finance, Cancer Counsellor and Author 'I Inspire' Neerja Malik, Nandakumar IRS, Assistant Director, Investigation Department, Dr. Srimathy Kesan, founder of Space Kidz India, Vimala Britto, Secretary and Correspondent of St. Britto's Group of Institution., Delta Rescue Squad Commando Lieut Esan, Author Akshay Sharma, RJ Naga, Varsha Aswani, Founder of Born to Win Research Foundation Trust, Sheetal Jain, Founder of Style Bazar, Zarook Shah, Sujith Kumar, Founder of MAATRAM foundation, Inspiring entrepreneur & motivational speaker, Aditi Madhusudhan, Animal Welfare Activist, Gayathri Deepak, Co-Founder TWEll Media, Bureaucrats, celebrities and many more gave glory to the SIWAA – 2020 award. With their esteemed presence took the event to the next level.



SIWAA

SOUTH INDIA WOMEN ACHIEVERS AWARDS 2020



Here's the list of winners

South India Women Achievers Awards -2020

Art & Culture

Poornima Rajini	Bangalore	Karnataka
Rajashree Ramu	Bangalore	Karnataka
Shobha Indrakumar	Bangalore	Karnataka
Abirami M S	Chennai	Tamilnadu
Dr. Malini Ranganthan	Chennai	Tamilnadu
Kungumalatha A	Chennai	Tamilnadu
Rabia Firdouse Hashique	Chennai	Tamilnadu
Santha Priyaa M	Chennai	Tamilnadu
Sherin Lourdes	Salem	Tamilnadu
Suman Ajith	Bangalore	Karnataka

Beauty & Wellness

Binny Gupta	Bangalore	Karnataka
Gayatri Mohanty	Bangalore	Karnataka
M Dhanalakshmi Manasa	Hyderabad	Telangana
Madhumala K M	Bangalore	Karnataka
Roopa Chandrashekar	Bangalore	Karnataka
Swati	Kolar	Karnataka
Dr. Deepika	Madurai	Tamilnadu
Jayameena Senthilkumar	Paramakudi	Tamilnadu
Revathy	Trichy	Tamilnadu
Sindhuja	Trichy	Tamilnadu
Sruthi Sridhar	Chennai	Tamilnadu
V Athilakshmi	Madurai	Tamilnadu
Vetrichelvi	Karur	Tamilnadu

Excellence in Medical Services

A Dilshad Begum	Chennai	Tamilnadu
Dr. Archana Devakannan	Chennai	Tamilnadu
Dr. Deepa Shree	Chennai	Tamilnadu
Dr. Deepika	Bangalore	Karnataka
Dr. Hajra Salar	Hyderabad	Telangana
Dr. Kona Olivia Hephzibah	Chennai	Tamilnadu
Dr. S Sumathi	Dharmapuri	Tamilnadu
Jayashree Jothiswaran	Dharmapuri	Tamilnadu

Excellence in Social Service

Deepukiran Garlapadu	Hyderabad	Andhra Pradesh
Latha Tater	Bangalore	Karnataka
Rashmi Rao	Bangalore	Karnataka
Shreeja Bachala	Ballari	Karnataka
Varshini Vidyamala	Bangalore	Karnataka
Aditi Madhusudhan	Chennai	Tamilnadu
Alphina Jos	Villupuram	Tamilnadu
Bama ganesan	Trichi	Tamilnadu
Hephzibah Thavaraj	Cuddalore	Tamilnadu
Lakshmi Balaji	Karur	Tamilnadu
M Sarala	Chennai	Tamilnadu
M. Kalaiselvi	Chennai	Tamilnadu
Maida Raja	Chennai	Tamilnadu
Preetha Mahesh	Chennai	Tamilnadu
Ramya Dhinakaran	Chennai	Tamilnadu
Selvi Ilango B A	Kumbhakonam	Tamilnadu
Shilpa V	Chennai	Tamilnadu
Shreelatha Narayanan	Chennai	Tamilnadu
Renu Suresh	Bangalore	Karnataka

Outstanding Artist

Angelin Diana	Villupuram	Tamilnadu
Ashwini KC	Bangalore	Karnataka
Farhana Sait	Chennai	Tamilnadu
Nagaveni Kulkarni	Bellary	Karnataka
Priyanka Raveendran	Chennai	Tamilnadu
RJ Nagarani	Madurai	Tamilnadu
Shreyaa Sumi	Chennai	Tamilnadu
VJ Kalyani	Coimbatore	Tamilnadu

Outstanding Educator

C Meena	Tirunelveli	Tamilnadu
G. Sujeetha	Tiruchengode	Tamilnadu
Hema Akalwadi	Bangalore	Karnataka
Jyothsna Yerraamsetti	Narsapuram	Andhra Pradesh
Kalpana Mohan	Bangalore	Karnataka
Kavitha Markapudi	Jaggayyapeta	Andhra Pradesh
Kusum Gul Jiandani	Bangalore	Karnataka
Nisha Chakravorty	Bangalore	Karnataka
Rubiya Rizwana	Coimbatore	Tamilnadu
Ruby Bhatia	Khammam	Telangana
Smrithi Krishna	Bangalore	Karnataka
Suganthi M	Erode	Tamilnadu
Swathi K S	Bangalore	Karnataka
Jayashree Kidambi	Chennai	Tamilnadu
M Harshavardhini Deepak	Chennai	Tamilnadu
Tumpa Dattagupta	Mysore	Karnataka

Outstanding Entrepreneur

Anila Malyala	Chennai	Tamilnadu
Anusiya.B	Kumbhakonam	Tamilnadu
Apurva Ghanshani	Vijayawada	Andhra Pradesh
Ayeesha Amreen	Trichy	Tamilnadu
Deepa Shivaji	Chennai	Tamilnadu
Devi Balaiya	Chennai	Tamilnadu
Divya Kalikota	Karimnagar	Telangana
Divya Shashidhar	Bangalore	Karnataka
Dr Aashmi Thiruvambalam	Chennai	Tamilnadu
Dr E Angel Jemma	Tiruchirappalli	Tamilnadu
Ganga Bhat	Bangalore	Karnataka
Gayathri	Chennai	Tamilnadu
Geetanjali G Dhinesh	Madurai	Tamilnadu
Jenisha Sharon Jha	Nagercoil	Tamilnadu
K Srirengaselvi	Chennai	Tamilnadu
Kaira Greeshma Nataraj	Kochi	Kerala
Kalai Selvi J	Madurai	Tamilnadu
Kiruthika Sankaranarayanan	Chennai	Tamilnadu
Lakshmi Baskar	Bangalore	Karnataka
Lavanya Anbalagan	Madurai	Tamilnadu
Lina Arvind Savur	Bangalore	Karnataka
Madhavi Manohar Rai	Dakshina Kannada	Karnataka
Nandhini Priya	Chennai	Tamilnadu
Padma Satyanarayan	Chennai	Tamilnadu
Parveen Sahulameed	Coimbatore	Tamilnadu
Pooja Joshi	Mysore	Karnataka
Pratibha Shalini Yellayi	Bangalore	Karnataka
Radhalakshmi	Coimbatore	Tamilnadu
Rajashree Anand	Bangalore	Karnataka
Ramanpreet Praveen	Bangalore	Karnataka
Renuka	Bangalore	Karnataka
Revathi Dharmarajan	Chennai	Tamilnadu
S Pavithra	Salem	Tamilnadu
S S Nivethitha Prashanthi	Chennai	Tamilnadu
Sangeeta Keshav	Bangalore	Karnataka
Sangeetha Senthilkumar	Madurai	Tamilnadu
Selvi Balasubramanian	Tuticorin	Tamilnadu
Shamithalaxmi Shetty	Bangalore	Karnataka
Shanmuga Priya	Chennai	Tamilnadu
Sheetal Jain	Chennai	Tamilnadu
Shyamala Gowri S	Chennai	Tamilnadu
Sowmya	Chennai	Tamilnadu
Thaarikha Salman	Vellore	Tamilnadu

Outstanding Entrepreneur

U. Sharmila	Chennai	Tamilnadu
Vanitha Lokesh S K	Bangalore	Karnataka
Veni Girirajan	Coimbatore	Tamilnadu
Y A Sophia Prema Kumari	Arakkonam	Tamilnadu
Yeffna Poonacha	Bangalore	Karnataka
Asha Rajini	Bangalore	Karnataka
Dr. Motcha Rakini	Chennai	Tamilnadu
Sneha	Pudukottai	Tamilnadu
Teena Abishek	Chennai	Tamilnadu

Outstanding Homepreneur

Benazir Abrose	Chennai	Tamilnadu
Sanjana	Bangalore	Karnataka
Suganya Suryaprakash	Chennai	Tamilnadu
Sutanu Shoban	Chennai	Tamilnadu
Varsha Angelina	Bangalore	Karnataka

Outstanding Mompreneur

Ananthi Ragupathy	Chennai	Tamilnadu
Nandini Venkatesh	Chennai	Tamilnadu
Nithya Thangavel	Karur	Tamilnadu
Preethy Vijay	Chennai	Tamilnadu
Saranya Anandha Krishnan	Madurai	Tamilnadu

COVID 19 WARRIOR

Dr Republica Sridhar	Chennai	Tamilnadu
Preethi Daniel	Chennai	Tamilnadu

Outstanding Professional Women

Aishwarya Shende	Belgaum	Karnataka
Aparna Rao	Bangalore	Karnataka
Bama Shivkumar	Hyderabad	Andhra Pradesh
Dr. Shreya Govind	Bangalore	Karnataka
Keertika Sharma	Bangalore	Karnataka
Manjula Vishhwanath	Bangalore	Karnataka
Radhika G R	Guntur	Andhra Pradesh
Sreedevi	Bangalore	Karnataka
Vaishali Sanjay	Bangalore	Karnataka
Baby Shree R	Chennai	Tamilnadu
Bindhu Anil Kumar	Chennai	Tamilnadu
C A Petchi Thangavel	Chennai	Tamilnadu
Charanya Ravishankar	Chennai	Tamilnadu
Chethana Manikanta	Mysore	Karnataka
Geetha jebarathnam kuttibai	neyveli	Tamilnadu
H. Ferosha Shiffon Ansari	Chennai	Tamilnadu
Hema N	Bangalore	Karnataka
Jameel Rizwana Hussaindeen	Chennai	Tamilnadu
LT.DR.S. Packiaraji	Arubukottai	Tamilnadu
M Vijayaa Lashmi	Chennai	Tamilnadu
Nirmala Suresh	Chennai	Tamilnadu
Priyatharshini	Coimbatore	Tamilnadu
Purnima Arun	Chennai	Tamilnadu
Rtn. K Nirmala	Chidambaram	Tamilnadu
Sharada Niranjana	Mysore	Karnataka
Shunmathi Rajakani	Tuticorin	Tamilnadu
Sindhu Mangalawedha	Mysore	Karnataka
Smita Patel	Coimbatore	Tamilnadu
Srividhya Raghuraman	Coimbatore	Tamilnadu
Suba Ravikumar	Chennai	Tamilnadu
Subathra Rajendran	Chennai	Tamilnadu
Swathi Shanmugam	Bhadravathi	Karnataka
T Sharon Jyothi	Chennai	Tamilnadu
Vanitha	Attur	Tamilnadu
Vinodhini Karuppanan	Tirupur	Tamilnadu
Yamuna Ravi	Chennai	Tamilnadu

Youth Icon

Bhavana Pradyumna	Bangalore	Karnataka
G.Siddhiksha	Hyderabad	Telangana
Neha Gupta	Bangalore	Karnataka
Sreedevi M D	Bangalore	Karnataka
Srishty Kesari	Bangalore	Karnataka
A Janavi	Chennai	Tamilnadu
Deepika Ganesan	Chennai	Tamilnadu
Lakshana	Tirupur	Tamilnadu
S Cynthia Angeline	Chennai	Tamilnadu
Yashini Siva	Thanjavur	Tamilnadu

Humanitarian Award

Aatral foundation	Chennai	Tamilnadu
Anita Ramesh	Chennai	Tamilnadu
Dr. Prathyusha	Hyderabad	Telangana
Dr. Rathna Vasupal	Chennai	Tamilnadu
Dr. Saraswathy N	Thrissur	Kerala
Dr. Shakti Prabha	Chennai	Tamilnadu
Hemalatha	Coimbatore	Tamilnadu
Jothimani	Coimbatore	Tamilnadu
Lakshmy Ramakrishnan	Chennai	Tamilnadu
Lalita jangra	Chennai	Tamilnadu
Latika Rangaraj	Bangalore	Karnataka
Naksha Saran	Chennai	Tamilnadu
Sai Prasanna	Coimbatore	Tamilnadu
Sankalp Beautiful World	Chennai	Tamilnadu
Sanobar Sultana	Chennai	Tamilnadu
Sarasawathi	Coimbatore	Tamilnadu
Sathy	Coimbatore	Tamilnadu
Shashikala C Shankar	Chennai	Tamilnadu
WICCITamil Nadu Social Service Council	Chennai	Tamilnadu

TWELL
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Presents

SIWAA



SOUTH INDIA WOMEN ACHIEVERS AWARDS

2020

AT



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SUCCESS STORIES OF WOMEN ACHIEVERS

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<p>Fashion Partner</p>  <p>Kapture Sustainable to your imagination</p>	<p>Power Partners</p>  <p>BOKADIA ELECTRIC COMPANY</p>	<p>Co Powered by</p>  <p>N BY WOMEN</p>



Lotus , lots & lots

Green thoughts Water Lilies

Srividya Raghuram

Today's fervent green thumb is not your father, husband or any agriculturist, but a woman who is growing her own flowers and ornamental plants particularly our national flower lotus in her garden.

The ancient art of gardening is now being embraced by a new demographic. For decades, the typical gardener has been a man, while a woman who gardened tended to be grey grandpas. Srividya Raghuram, of Kovaipudur had her vision clear: to have a beautiful farm. Discussing her passion with her family members, Srividya received ample support.

She started an aquatic garden when she bought a house in 2010, and planted water lily psnama pacific and mexicana without knowing their names, by 2013 she initiated planting native varieties of pink multi petal Lotus collected from pudukottai. Her keen interest motivates her in collecting seeds, hybrid lotus and lilies by seeds and rhizomes through friends and relatives from abroad.

“My flowers in my farm attract lots of bees and butterflies, but it was more exciting to see how a small water-body can change the biodiversity of my farm”, she says. She always missed the flowers from her childhood which smelled like heaven. She looked a long time for those plants on the Internet and was able to get a few of them online.

Lotus is sacred to Hindus and Buddhists, the lotus is the national flower of India. This hardy aquatic plant is native to Southern Asia and Australia, but they can be grown in nearly any temperature climate under the right conditions. She experimented growing lotus from seeds or from tubers.

Nelumbo Nucifera, also known as Indian Lotus, sacred lotus bean of India, Egyptian bean or simply lotus, is one of two extant species of aquatic plant in the family Nelumbonaceae. It is often colloquially called a water lily. Under favourable circumstances the seeds of this aquatic perennial may remain viable for many years, with the oldest methodology.

To know about lotus and lily, which grow in any climate, she studied in detail, because without knowing about plants, it is not possible to grow them. She has enough experience in landscaping and she guided inches of the garden of her house. Be it placing of the flower pots, cement rings, slabs.



She has introduced three types of thousand petal lotus, hybridised by Dr. Daike Tian (Ph.d) from China, and now it is blooming well throughout the country. She is the pioneer of introducing many foreign lotus in India. First bowl lotus Golbonzo Fengshoi Toi, foreigner lotus, red skyscanner were introduced by her in India in 2015.

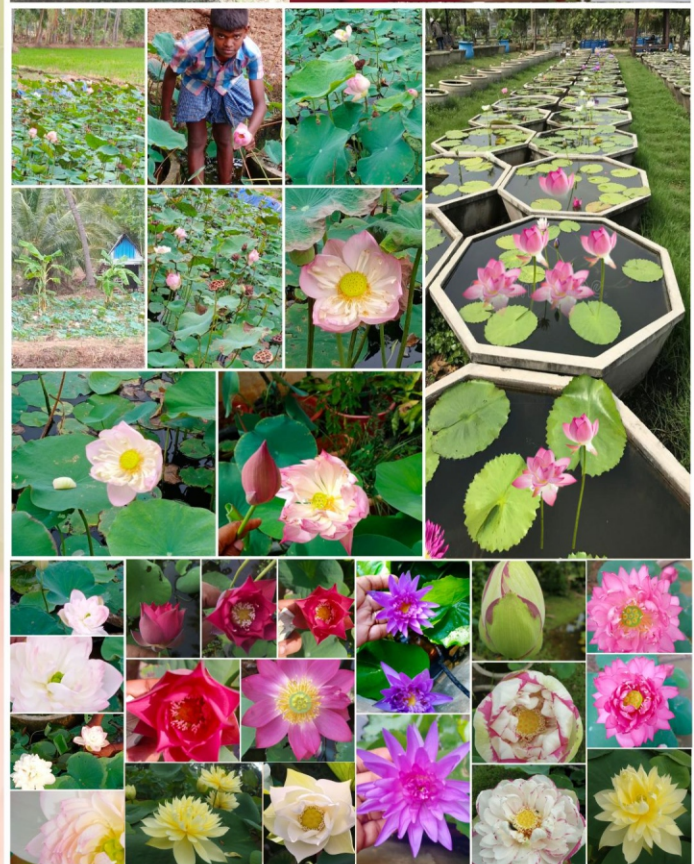
Pink cloud large var, versicolor lotus, white peony, lady bingley bowl lotus, siam ruby, red sky scanner, red Philips, Vishnu white lotus, yellow peony, Golden apple, Autumn moling, king of Siam, water lily and has many more best varieties of lotus and and more than 70 varieties of lilies in her farm.

Her keen enthusiasm and passion towards collecting and raising various exotic lotuses. Her humbleness and altruistic personality with a wide knowledge in raising lotuses and huge collection of many rare and hard to find species of lotuses, which helped her clients to choose the right species of lotuses. She has been recognised as “Lotus queen” by her clients. Pink cloud and ultimate thousand petal is gifted to the Rani of Odisha to present it in Puri Jagnathmandir.

When the flower market in India shrunk except the flowers that are used as gifts, and even lotus was not a gifting flower, in those circumstances she boomed her flower business and succeeded not only within the country, her customers were all around the world.

I was surprised to see her plantation, and then she was the only person who introduced foreign Hybrid in India. She is quick, responsive and maintains very high parameters in Tuber quality. Packing and shipping at a reasonable price, her client exclaims about her work.

Now her inclination is to plant lotus in at least 108 temples in the country. Her passion has made her reach great heights in her life. She is the proud recipient of India's biggest South India Women Achiever Awards – 2020.



“Fighting Cancer with Dancing and laughter”

Abhirami M S

When you hear the word cancer for the first time, you really get scared. CANCER. It's like a death sentence. You become really unsure where your life will take you.

Can you beat cancer with Dance? Abirami, a Chennai child prodigy has the answer. Her passion for dance began early. She has a vision of making a difference in the world through dance.

Abirami, a childhood cancer survivor. By shifting her focus, she changed the paradigm of her actions and reactions following Cancer.

All she wanted to do is curl up and weep. When she was one year 4 months baby, her parents noticed that she was not consuming adequate quantity of food, her parents approached a specialist and the doctor sent her for a biopsy. They found a mass in –between lungs and heart, sized around 15 X 12cm. After the other tests, in 2010, the doctors confirmed that she was suffering from T- CELL Lymphoblastic Lymphoma, a kind of blood cancer.

My world came crashing down when my daughter was diagnosed with an aggressive type of blood cancer. It's hard to hear anything when the doctor says “your child has cancer”. It sent a thunder down on me and my family, Abirami's mother Priya says.

Her story is unique. Many cancer survivors face similar challenges as she did, probably even more worse. However she was fortunate enough to stumble upon a good support system and on time treatment. The entire time, her family and close friends gave her tremendous amount of emotional support and helped her through the treatment. She was able to cope up with it through hope and courage.

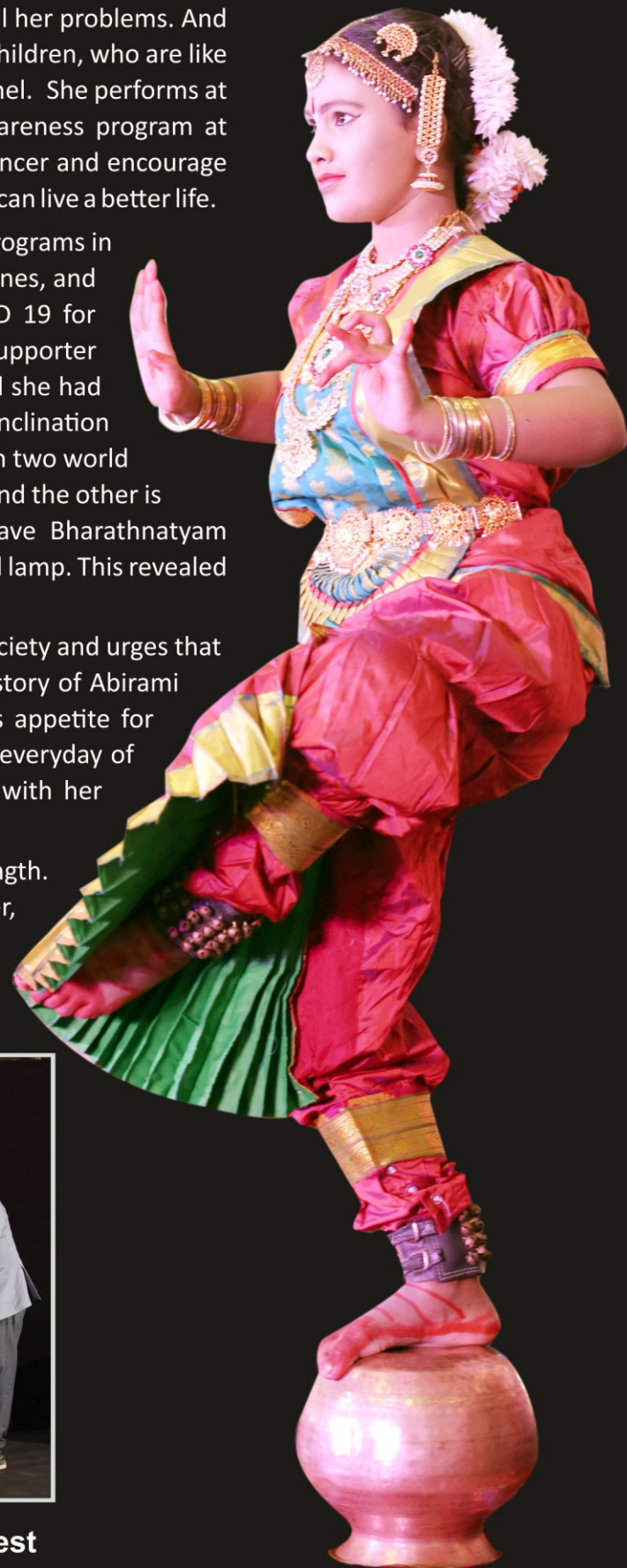


Bharatnatyam began for her as a means to overcome all her problems. And now she enjoys using this dance form to motivate other children, who are like her, to show them that there's a light at the end of the tunnel. She performs at various places, including a performance at a cancer awareness program at Egmore Hospital, to create awareness about childhood cancer and encourage children who are in treatment and show them that they too can live a better life.

Apart from this, she has also performed at around 50 programs in various temples and stages. She loves to choreograph routines, and she choreographed one for Bharatnatyam against COVID 19 for Puthiya Thalaimurai news channel. She stood as a strong supporter for the movement against girl child abuse, and to this end she had participated in a 6km marathon for the cause. She has an inclination to achieve a Guinness World Record. She has been crowned with two world records in Bharatnatyam. One with a unique world record. And the other is Kalam World Record, which was done in 2015. She gave Bharatnatyam performance standing on a knife tray pot plate with original lamp. This revealed her inner strength.

Today, she is dynamically involved in doing her bit for society and urges that cancer might have started the fight, but she won it. The story of Abirami played an inspiring role in uplifting her spirits. Abirami's appetite for fitness contributed to her remarkable recovery. She lives every day of her life to the fullest, fulfilling all her aspirations along with her parents.

Stamina was a concern since chemo takes a toll on strength. She is very fortunate to have a wonderful and strong mother, whose gentle care coupled with the physical and moral strength helping her sidestep Chemo's side effects and regain Energy.



**She is the proud recipient of the India's Biggest
"South India Women Achievers Awards - 2020."**

“Shining light in Child Birth Education” Jayashree Jothiswaran



While menstrual health and child birth is unique to girls. It has always been surrounded by taboos and myths that exclude women from many aspects of socio – cultural life. Explaining young women about motherhood has always been a challenge for every woman.

Jayashree Jothiswaran, an Internationally Certified Childbirth Educator, a Lactation counsellor, an Infant Young Child Feeding counselling specialist, a Nutrition and Health Educationist, Acupuncture therapist, Infant Massage Educator, Prenatal & Postnatal fitness specialist and a Social Worker, is the Founder of “Uyirmei”, Tamilnadu.

Her empathy, respect and communicating courtesy towards the women and child healthcare motivated her to opt this field. The main thing is to provide support, encourage and reinforce the clients.

Her tryst with the maternal and children's healthcare and the thrust in her heart led her to the birth of 'UYIRMEI', through which she educates women on Menstrual health, Preconception, Pregnancy, Postpartum and beyond.

You don't want to be a mother or even an adult to be fascinated by pregnancy and the birth process. Yes even at the very young age of 5, she had a strong love towards pregnant women and babies. Her learning curiosity and the love towards pregnant women and babies started growing maturely and steadily with her age.

She has completed her Masters in Social work from RGNID, a Central Institute of National Importance. During her course work, she was awarded a National merit scholarship thrice for being the department topper. The exposure she had during her college days had fed and nourished her passion for maternal wellness to a greater extent. Being from a Middle-class family, initially her parents didn't support her passion. They insisted her to become a professor. She had cleared the National eligibility test for Assistant Professor twice for her parent's sake but deep inside her instinct and love towards the women and children's healthcare didn't allow Jayashree to go for it.



Then she strongly realized that nothing can give her happiness and satisfaction than being working for women in their Fertility, Pregnancy, Childbirth and Postpartum. This pushed further and made her to study various courses to equip well to provide evidence-based knowledge and support to the women on Menstrual health, Preconception, Pregnancy, Postpartum and beyond.

She also has some prestigious International experiences. She got selected from the country's vast youth population for all her works and achievements and REPRESENTED INDIA, IN CHINA AS AN "INDIAN YOUTH DELEGATE", ORGANIZED BY THE GOVERNMENT OF INDIA AND PEOPLE REPUBLIC OF CHINA. And she has also participated in India-Sri Lanka Youth exchange program, organized by the Government of Sri Lanka and Audacious Dreams Foundation, India. She has also volunteered in UNICEF.

Through Uyirmei, she educates and counsels people on Irregular Periods, Sustainable Menstruation, Pre- Conception, Pregnancy, Childbirth, Breastfeeding and Postpartum. She conducts free classes to less fortunate women particularly in villages.

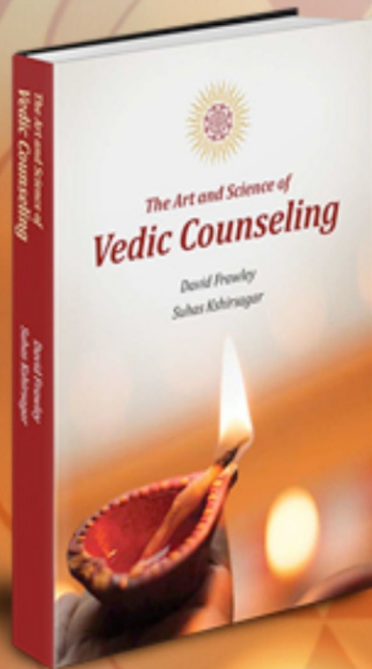


She is the proud recipient of the India's Biggest "South India Women Achievers Awards - 2020."



Even in this pandemic, Uyirmei has helped 60 high risk less fortunate pregnant women in villages by providing nutritious food items. She has educated 600 adolescent girls in government schools on Menstrual Health and Hygiene. And overall, so far in her journey she has educated 1000+ women on Menstrual health, Preconception, Pregnancy, Postpartum and beyond.

She says, "today some people ask me, being an unmarried young girl, how come you are dealing well with pregnancy, breastfeeding and sexual health issues. My reply to them is, one doesn't need to be a heart patient to become a Cardiologist. All you need is empathy & knowledge. And that's what keeps me successful today. She is satisfied in making women feel empowered and being part of their healthy life and positive pregnancy & childbirth experience."



Look Strong, Smart and Beautiful with 'YOGALIVE' Sangeetha Keshav

Human Life can be challenging and overwhelming at times and at some point, we may have felt the need to talk to someone about our problems and seek guidance. That's when the name Sangeetha, a Vedic Counsellor & Yoga Teacher who assists in treating clients from an Vedic perspective comes to mind. Sangeetha's experience of over 10 years offering counselling to people from all walks of life has earned her an international clientele. Clients are drawn to her warm and gentle approach that relaxes and makes them feel comfortable in her presence. Her natural and practical counsel is rooted in the mystical lineage based wisdom traditions of India aided by years of experience in clinical detoxification therapies, diets, herbology, meditation, sports and physical yoga therapy. Vedic counselling is a powerful tool and an indispensable one in any holistic practice, it enables Therapists to have vast stores of knowledge contained in the Vedic teachings at their fingertips.

Vedic counseling with Sangeetha Keshav includes an integral approach to health, wellness and spirituality, using the wisdom of Yoga, Ayurveda and Vedic Jyotish. Through Vedic counselling she tries to ensure the person is living in accordance with nature's laws and in alignment with their life's purpose.

While Sangeetha has an educational background in Electronics and communications along with fashion technology, Vedic sciences and her yogic brahmin family origin have always had a huge influence on her. Battling several accidents and health issues, she realized the significance of adopting practice of yoga and Ayurveda in our routine to keep up with the challenges life throws at us. Her Firm determination to spread awareness about Vedic sciences and Importance of Ayurveda, Yoga counselling in





She is a cherished Volunteer at various spiritual organisations like Art of living and Bhramakumaris. A seasoned Public Speaker delivering at the 4th international yoga day, organised by Brahmakumaris association, she said, “Yoga is a discipline of body, breath and mind. Children introduced to the path of yoga at this tender age, promise a bright future of the nation and a safe, healthy society for the next generation.” She is a fountain of Inspiration to her students who admire her focused yet lively approach in teaching hatha yoga and conducting Yoga programmes introducing simple yoga practices in daily life.

Sangeetha's un paralleled drive and determination along with her outstanding contribution in Social Services got her India's Prestigious- South India Women Achievers Award - 2020 in Chennai.

She believes that yoga is more than a fitness practice and has the potential to transform thoughts, actions, and perspectives at the individual as well as social level. Sangeetha's Vision & Mission makes her a force to be Reckoned with. Wishing her best of Both Worlds.



She is the proud recipient of the India's Biggest “South India Women Achievers Awards - 2020.”

A YOGALiVE session is essentially a complete Yogic assessment that focuses on determination of the person's body-mind constitution and addresses any major imbalances a person may be challenged with. She uses integrated allied Vedic science branches like meditation practices, yogic techniques, Ayurveda therapies and Vedic Jyotish for counselling and healing ailments related to mental health. Mental Health propelled her to establish YOGALiVE, a one of a kind tool that uses the wealth of complex information combined with Vedic sciences .



"A Fashion Designer who depicts Elegance through her designs"

Deepa Shivaji

India is blessed with immensely talented designers who render exemplary designs to our fashion circuit. The designers of the country have been making fantastic garments as an ode to the rich and varied culture of India.

In fact, the dresses of celebrities and divas are a result of the skill-sets of these designers.

Deepa Shivaji is the go-to designer for world-class wedding apparel. The ace designer is known for incorporating the rich Indian style and traditional value to her designs.

Chennai-based Deepa Shivaji, the founder of Hassan Designers, designs for both women and children.



TWELL
MAGAZINE



It is one of the best designer boutiques for Indian wedding dresses, wedding worked blouses, party wear, western wear, salwar suits, skirts, Lehanga blouses and other designer dresses. And the brand is famous for its unique designs and its vibrant colour palette. It is one of the best designer boutiques in India.

Crafting meticulous designs for decades now, Deepa Shivaji is one of the best in this space. She offers top quality products both in terms of fabric and designs.

Her designs are a blend of varied intricacies and embellishments, and reflect the designer's fine sense of beauty.

Her garments are beguiling and delicately made to reflect the traditional Indian craftsmanship and grandeur. She has used indigenous methods like Aari work, Magam work, Mirror work, Jardosi work, Kundan work, hand embroidery to fulfil customer's demand and has gained popularity all around the country. Her designs have not only been appreciated in India but have also received great praise abroad. It is a high-end boutique that houses

Right from the choice of fabric to the work on the material, all of them are a unique blend of creativity, passion and hard work.

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After many years of self-employment, she still challenges herself to create on a larger and larger scale every year.”

Deepa Shivaji loves herself so the Passion she carries to dress up, converted into business.

She believes we should dress our self well to look beautiful and presentable as dressing our body which carries our Beautiful soul is very important.

Big fashion stores provide you with a product that has more price than expected price. They just do the branding of their product and increase their price. But in Hassan designer boutique, you will get the product you like at reasonable prices. That's the main benefit of Hassan boutique. They provide the same service that the big brands provide but at an affordable price. Also, they offer more customization.

Customers will get a design that they want. They give you a quality service at a high speed.

She has received an Award from Nigerian Governor as OMAGE JESU, which means An Angel sent through Jesus. That is the biggest honor in her career. She also bagged India's biggest South India Women Achievers Awards–2020.

“My path to self-employment seemed to me, a natural evolution. But, it wasn't based on a great desire to build a business. Rather, it was borne out of necessity,” She expresses her experience.

Now she is into the saree world. She will work, according to the skin tone and matches different types of beautiful designer sarees and handloom sarees and so many other varieties. Very soon she is going to do the Branding of Hassan Designers.

She started to develop a deep sense of passion for motivating and educating herself to reach greater heights in business and income. It became a challenge for her, and I don't know any other way now.



The Brides Best Wedding Planner

“Srishty Kesari”

“A Wedding To Remember”

Here we are introducing a woman, who creates magic and has made an incomparable impact on the wedding industry by turning the dream of a fairytale wedding into reality. With her undeniable skills and professionalism, the big fat- Indian weddings look ethereal and Instagram worthy. Her profession moves mountains to spread magic through weddings.

Srishty Kesari is the brilliant lady behind the breath kingly beautiful wedding in India. She is currently working as a freelance guidance counsellor and a Zero Waste Wedding Planner without any kind of animal cruelty in it. She had a luxurious beach wedding at Gokarna, Karnataka. She managed her whole wedding on her own including every Hook n nook corner and got herself covered in the local media channel as well.



she was denied quality education, but she successfully completed her Masters in Computer Applications. She says, “Growing up as a kid with a wheatish complexion, I was always compared with others, after getting exposed to the world I learned that the definition of beauty isn't about the way you look, it's about the way you feel about yourself.” Between all these fair-skin biases, she became a finalist and received the title of Mrs. Beautiful Hairs at Mrs. India International Queen 2020. She is fulfilling the responsibility of the eldest child of her house from a very young age irrespective of the gender. She is a proud child of her parents.



Srishty Kesari has come from a very conservative family where women don't dream big and are even not allowed to do so but I believe in the opposite. She has been constantly fighting from a very young age of approx 10 years for her equality and freedom. Due to some financial crisis in her family,





She further says, “I am constantly fighting from a small age towards the equality of both men and women starting right from my own house. According to my thoughts, Women Empowerment is something so powerful that is beyond equality and opportunity. It is being equal and independent in your thoughts.”

The nuts and bolts of our muscular society works on the principle of pulling down a woman and chaining her under-control with every possible tool they can employ, and we are a witness to excellent innovations of people with deeply embedded patriarchal mind-set aimed at caning and chaining women. To renew my emotional and social life she always raise her voice against sexual harassment and gender equality.

Women Empowerment means independence of ourselves in our thoughts.

She is not only a pageant, a wedding planner, but also a sports person, she was Kabaddi, Cricket, Basketball and Chess player. She is an Adventure Sports person and she loves Trekking, Camping, Rock Climbing, Rappelling, Travelling and Traversing etc. she also loves singing, dancing, modelling, anchoring. She is an artist and she does painting and sketching as well. She has represented as NCC Cadet on a national level two times: 1st in Adventure Course Camp at Nehru Institute of Mountaineering and 2nd in Advanced Leadership Camp at Jorhat, Assam.

Now she is working towards promoting India tourism in terms of Destination Weddings. This India's ace wedding planner is turning the dreams of every couple into a reality.

From planning the entire wedding to designing, Srishty creates magic with her fearless aura and perfection!

She is the proud recipient of India's biggest South India Women Achievers Awards - 2020

She has emerged as a trendsetter. We salute her for becoming a role model for all the passionate women out there.



She is the proud recipient of the India's Biggest “South India Women Achievers Awards - 2020.”

"Make-up, Magic and Marvel Manasa" Dhanalakshmi Manasa



While the sparkle in the eyes and smiles of our brides continue to be the best thing on their faces, for everything else on their big day, Manasa has it covered. From her humble beginnings of taking the financial responsibility for her family when her father passed away, Manasa has come a long way painting, blending, and bedecking dozens of faces.

It's hard to describe Manasa's makeup style in just one word, but regardless of who she's making up, you can bet they'll look really freakin' good. With her incredible makeup line that will live on well past her successful career as a makeup artist, Dhanalakshmi Manasa, won India's biggest South India Business Awards 2020 for her talents in makeup special effects.

Her journey started at a very young age after so many struggles she reached the greater heights in life. Her passion towards the fashion field made her achieve more.

Professionally trained in makeup, Manasa never stopped learning through experimenting and she has constantly explored the medium to achieve new levels of artistry. The effect of her work is decidedly different as she strives to allow the real beauty to shine through.

Her versatility, in being able to excel with makeup, and hair styling has helped in earning a niche and a respectful place in the industry. She is expert in doing varieties of makeup and hair styles. She likes to experiment new techniques keeping the personality of the client's likes and dislikes. She customized her work based on the requirements, and beautified her clients according to the events like cocktails, sangeet, mehendi and etc.

She has attended and participated in workshops across the globe - Singapore, London, Dubai, and Russia among others. Manasa claims and is thankful that her association with Lakshmi Manchu has proved to be one of the many hugely creative and successful collaborations in her career.

She has since worked with many faces from the film industry and decked even more brides. Armed with her passion, this damsel truly speaks with her brush.

The hands behind the beauty, and behind the characters, Manasa is often forgotten about when it comes to the creation of a photo or of a movie.

And with formal training, Manasa became the respected and influential artist that she is today. Most attributed by her to her mother, she is known for her innovative techniques that helped alter the industry. To keep things in that colour family, she likes “warm tones, matte browns and earthy shades because they work best with Indian skin tones. Different shades of gold, bronze and copper also do well together.”

“My idea of beauty is simplicity, elegance, something that is flattering and not necessarily over the top. To put it in a nutshell, my idea of beauty is, feminine, beautiful and something that is classic,” She further expressed her feeling.

This did wonders for her success. Being booked months in advance, each of her sessions would be considered to be the best one in her career.

She gives free training sessions for the underprivileged girls and provides them the job opportunities. She loves to serve more to society in the future. Let us wish her all the best.



**She is the proud recipient of the India's Biggest
“South India Women Achievers Awards - 2020.”**

"Unsung Heroes : Special Education Teachers" Jayashree Kidambi

Special education is a profession that requires lot of perseverance, patience, dedication and determination and make a valuable part of the society. Jayashree Kidambi, a special educator is a Kind hearted and empathetic professional contributing her service in shaping the future of children with special needs. Her perseverance, patience and consistent efforts have made it easier for her to sail through all challenges. She is flexible, and accommodating in the design and implementation of inspiring hands – on lesson plans, employing wide range of manipulatives and IEP's to enhance student achievements. She is a Versatile and dedicated child advocate with a solid focus on the individual needs of identified special education students. She is trained and skilled in addressing student needs, ensuring that children will thrive and develop in an adaptable educational atmosphere.

She has a thrust to closely work with children with special needs to retain their self-esteem and build up their self-confidence. Her goal is to identify children with special needs in socio economically backward communities across India and provide assistance for an equal and appropriate education to make them an independent citizen. She often works with smaller groups focusing on methods that will Kindle the inner talent of her students, and giving them an overall development.



**She is the proud recipient of the India's Biggest
"South India Women Achievers Awards - 2020."**

Her specialised leadership quality, engagement with the community, and the potential for even greater hand-outs to the healthy development aspects of educational programs have been much appreciated. She has transformed her student's life and the educational system through her special skills. She has also Collaborated and Co-ordinated with parents, teachers and teacher assistants to create a holistic platform for children with special needs and established rapport with various service providers in resource classrooms. Being a fitness freak, she has explored various destinations in and out of Chennai on her saddles. She has also inspired and aspired many of her students into fitness regime. Her services towards the community have paved path for many awards and accolades. She is a proud recipient of the India's biggest awards 'South India Women Achievers Award – 2020', 'GLOBAL TEACHER AWARD 2020', 'SARASWATHI BHAI DADA SAHEB PHALKE WOMAN ACHIEVER AWARD 2020', 'INTERNATIONAL EDUCATION AWARDS', 'EDUCATION ICON AWARDS 2020', and Nominee of "Real SuperWoman Award 2020", and many more.

"Celebrity Make-up Artist Redefining the face of Bridal Makeup" Madhumitha

Looking beautiful is the innermost urge of a human heart. A desire to look beautiful is whichever way possible is making this business flourish a lot.

Being a beauty therapist may sound glamorous, but it requires a lot of hard work and the schedule will often be very busy. However, spending your day making others feel truly pampered or looking great can be both fun and extremely rewarding.

Madhumitha, is one of the leading celebrity bridal stylists in Bangalore. Deeya Beauty Lounge make up studio and Academy is popularly known for her trendy styles. Madhumitha never fails, the bride-to-be, to give the best and natural look that is suited for their criteria. She has been in the makeup industry for more than 3 years.

Madhumitha trends as one of the best fashion stylists as well as hair and makeup. Creating everything but glamorous makes her name leading in the fashion industry. Turning her subject into something new that will make the crowd worth their while.

Listening to her struggles is getting an insight into what she faced at every step to become a successful woman, where now a beacon of hope for others. She went through periods of intense struggle in every stage of her life to become the person she is today – a successful entrepreneur with the mileage of success.



She entered this field 3 years ago due to some personal reasons as well as to bloom her childhood desire to become a beauty specialist, following which she began her entrepreneurial journey with Deeya beauty Lounge which is known for her quality service today.

Madhumitha was exposed to practical lessons of running business by meeting clients demands with products and services that match their needs, and it was then that she realised that there is a huge gap in the beauty industry.

Despite the Indian Beauty market being vast, she felt that the field demands uniqueness to meet the demands of the customer, hence she started adopting her own techniques to make them feel even more beautiful and flourish.

Madhumitha is a mother of two, her second daughter was too small when she started her career. Although women are known for being multi-taskers, for Madhumitha juggling her profession and family life wasn't easy. Striking the perfect balance between the two kids and the career becomes very difficult in her initial days, she struggled to balance her work and motherhood perfectly. But her struggling was resolved with her husband's immense support.



Now Madhumitha has received multiple recognition for her achievements, she is a proud recipient of India's biggest South India Women Achievers Awards- 2020. Her real life experience made her grow to a greater height in life. She is providing job opportunities for the underprivileged women. Around 10 women are working with her to satisfy customer satisfaction. And also started an Academy to train deserving aspirants.

But her family was her great strength, Madhumitha devotes a lot of her time and energy to inspiring women every day with her personal experiences.



She is the proud recipient of the India's Biggest "South India Women Achievers Awards - 2020."



“Airbrushing her way to success flawlessly”

Anusiya

Every woman aspires to be beautiful. Now even men share the same desire. The job of a beautician is to take the beauty which is skin deep out to the surface to show off. As people are more and more aware of the products are treatments, they consult more and more beauticians and hair.

Anusiya, one of the most sought out makeup artists and brides swear by her. She has been in the world of makeup for long and has done.

She is a talented makeup artist based in Kumbakonam, Tamil Nadu and her studio is called “Sai Shine Beauty studio & Training Academy”. She conducts make up as well as tailoring classes to the aspiring girls, and also a well-known name for bridal make up and the like.

For Anusiya, the goal is to make brides stand bold and proud as they take their wedding vows. She is one of Kumbakonam's best known bridal makeup artists, Anusiya is all about clean, dewy skin and intense eyes. She even has her own courses and a studio with a full-fledged team of makeup artists so the customers are assured quality, and some extra hands in case your bridesmaids are getting ready with you.

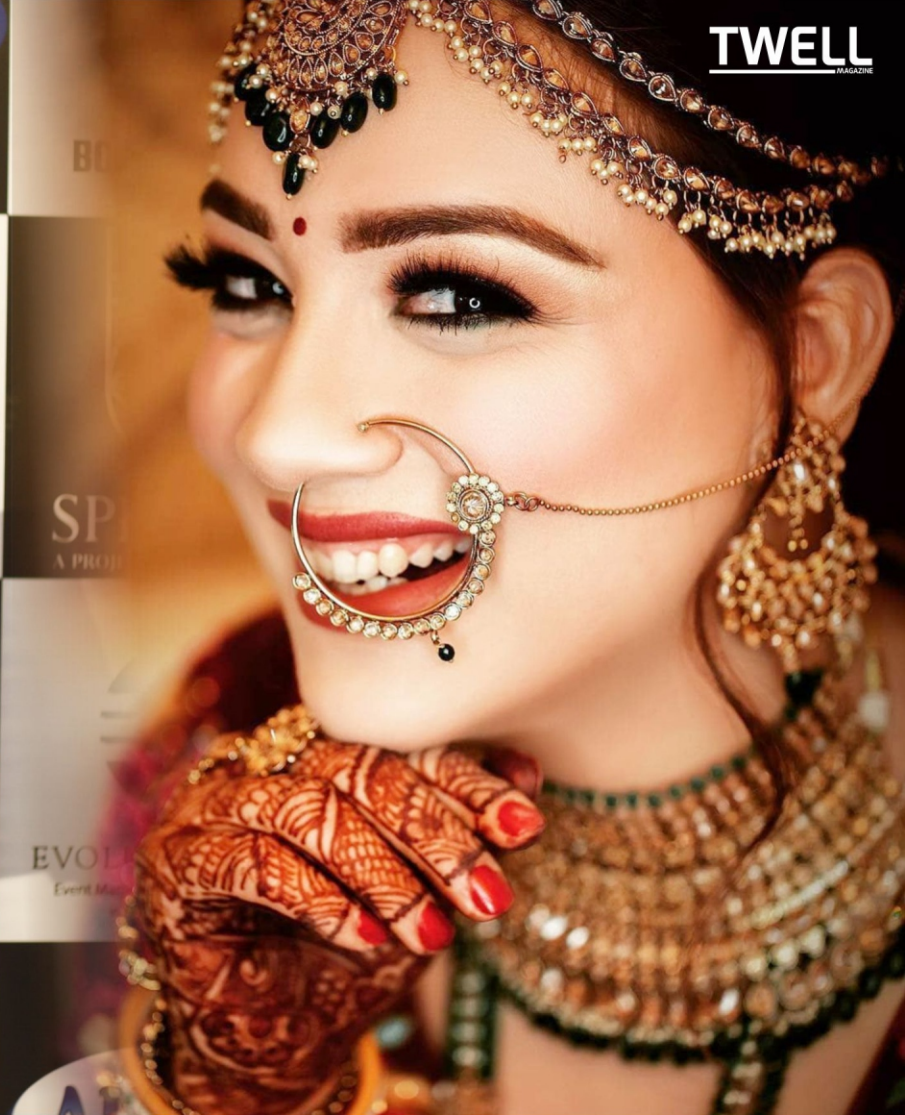


Her experience has totally made her stand out and excel at what she does as she understands the difference between her clients and how to transfer them into a beautiful bride.

As notable and acclaimed as the brand is now, Anusiya's journey was a difficult climb to success. Born in Kumbakonam from a conventional background, Anusiya completed her education from the renowned university and pursued her master's in Management Studies, after which she worked in the private sector for almost 7 years.

Her idea of starting up a new business in the beauty field was not welcomed by her relatives, who thought working as a beautician was embarrassing and people would make fun of her profession in a place like Kumbakonam. However, against all odds, she started working as a freelancer. Through her hard work and determination, she impressed her clients by her magical makeup.





Now she is a prominent beautician in her place. Many brides in and around her place choose Anusiya for pre-wedding and wedding makeup. Moreover, she specializes in eye and religious makeup, particularly Muhurtham Makeover. Her aim is to give a glossy look with less products. Also, she understands the latest trends in the wedding industry. She specializes in Airbrush makeup coupled with trendy hair styles. So, she is well known for customer satisfaction.

She is the proud recipient of the India's Biggest "South India Women Achievers Awards - 2020."



"The radical new voice of a young author"
Angelin Diana



Being a writer is no easy business as you sit down to first come up with a story, write it and then edit it about 100 times before it actually gets published. It takes that much effort and that's exactly why authors who give us some good stories to escape into deserve our attention. While there's a lot of talent around, there are some people who truly are storytellers and can weave their words to touch our hearts.

Angelin Diana, is a writer and a storyteller. She started writing at a rather young age during her 12th standard in the year 2006. She has obtained her master's degree in High Voltage Engineering from Anna University in the year 2012.

She writes poems, stories and articles in Pratilipi Tamil, a self-publishing platform. Her works have received starred reviews with a lot of positive feedback so far. Her understanding of relationships makes readers connect to her instantly and if you get to reading her work, you'll discover that she gives rather good relationship advice through her perfectly weaved stories of romance. The beauty of Angelin's writing is that she captures the world in all its grey hues.

Here's a young voice with a heavy impact, Angelin really knows how to use words to leave her readers with some of the most memorable stories. Her first and latest work has been warmly welcomed in the literary society with some bright reviews. Her book mixes the past with the present and we say you pick this book if you want to read something well-written as well as thought provoking.

She writes stories that are relatable to a younger audience that struggles with love and relationships. She had the interest in writing poems during her school days in Tamil language. With the constant encouragement and support from her friends and family, she started writing short stories in Pratilipi Tamil in April 2017. Being the mother of a toddler, she managed her time usefully in writing series stories and poems.

She has been honored with the award of “YUVA KALA BHARATHI” during her 12th standard in the year 2006. She is the proud recipient of India's biggest South India Women Achievers Awards – 2020. This passion rewarded her with the "REAL SUPERWOMAN 2020" Award from FSIA (Forever Star India Awards) in September, 2020.

So far she has published 4 books in Tamil language on her pen name Angelin Diana "Anjali" which are available in Amazon (ebook + Paperback) and Flipkart. She wishes to take the readers into a land of fantasy and dreams through her works. To our wonders, Angelin Diana is honoured to be among TOP 50 INFLUENTIAL PERSONALITIES OF INDIA with the title of “The most Influential Young Author of India” from G-TOWN SOCIETY in December, 2020.

She is a very good story teller and reaches her audience through her YOUTUBE CHANNEL, 'MayaWE'. She is really amazing, you can say pretty much interesting though! Her videos are getting hits in seconds as soon as she uploads them.

Angelin made her dream come true with sheer dedication and passion. The main objective of the channel is to spread happiness all over by the comedy acts.

She has been honoured to be among top 50 influential personalities of India 2020.



She is the proud recipient of the India's Biggest “South India Women Achievers Awards - 2020.”



"A Shining Example" Hema N

"I'm not a jack of all but master of many" is a way of Hema's life.

With a mixed expression of a coy smile, hesitant eyes to a confident satisfied look in her eyes! the reason for Hema's journey from "just-at-home maker" to becoming an Outstanding Professional Achiever, is her inner voice, that fire in her belly that makes her believe she has a purpose to her life.

She was a graduate with a banking job that she had to quit for a cute daughter and a happy family.



She knew her responsibilities and her limitations but the anxiety and dissatisfaction that "something" had to define her yet! That 'something' led her to become a pre-primary teacher at a school, but she couldn't continue with her new job for a long time.

She joined a distance education course and completed her Masters in English Literature, she entered a college as an Assistant Professor.

When one day, she got a call from destiny. Why 'destiny?' because it has changed her life 360 degrees. Her destiny had led her to become a placement trainer, where she presented herself in a formal western attire, which was her other dream. This new job helped her rediscover herself.



It gave her the identity she was looking for. Now the question, "Something?" seemed easy to answer. Now she can't stress enough to thank her teaching profession, communication skills which boosts her self-confidence and the transformation it has brought to her.



Hema is a simple, multi-talented homemaker transformed into a Placement trainer and a sought after savvy.

professional leading the young and uninitiated into the world. She trains people from every walk of life on Personality, Branding, Soft skill and Communication. Her expertise is Public Speaking & Presentation Skills, pushing her to do anchoring for many events. She also conducts language sessions for professionals and non-professionals on various soft skill aspects. She is a content writer, a freelancer and she has worked as a subtitle writer for many Kannada movies, her new pace is script writing for the movies.

Life takes her to grow further. She had always been very passionate about dressing, grooming and training. She had made her passion into a profession. She participated in pageants, contests, competitions and won a lot of recognition.

“She is the Semi Finalist in Miss Stylebee Diva-Asia 2019, a proud Participant of Mrs India World 2018, and a Winner – Margashira Habba 2018, Finalist in Mrs India Heritage now. Her love for food led her into the arena of cooking becoming a Semi Finalist teacher chef with International institute of hotel management.



Hema N is the proud recipient of the India's Biggest “South India Women Achievers Awards - 2020.”

“Live life with full of life before it ends” is her Mantra

She has crowned many awards and accolades and gained a lot of recognition in the society. Hema has not just accomplished her personal goals but has also become a role model and inspiration to many. As a Entrepreneur and a Social activist, she believes in contributing to the world that we are a minute element of.

**“Women Restaurateurs are entering the Indian Hospitality Industry”
Lavanya Anbalagan**



Saran capture.

"If you really wish to chase your dreams, nothing can stop you from it," a line like this may sound tacky in isolation, but when Lavanya Anbalagan, a banker returned from abroad and wanted to set up her own business, Nobody stopped her. Lavanya Anbalagan entered the food industry and opened her beverage and smoothie shop. Her story echoing hard work, passion and conquered dreams tumble out.

These shops attract numerous people who are health conscious. Earlier people who would gulp down non-alcoholic drinks over a conversation like Coca-Cola now prefer smoothies and juices. The health conscious generation has made this business lucrative and amazingly successful.

But her dream shattered before it bloomed. She was forced to close her Beverage shop and Smoothie shop temporarily due to this pandemic. With no income whatsoever and losses mounting every day, she kept waiting with ray of hope.

While relaxations have been made for a few businesses, she again opened her 2 shops, with lot more confident. But, due to restriction on tea shops, she had to open and then close the shop frequently. After being closed for a month due to the lockdown, she bounced back to the industry.



Although there were few customers and the profit margin was very less, she felt this is the only way we can feed ourselves without taking any more loans.

Despite all financial insecurities, she had many hurdles, but she overcame that through hard work. If you really wish to chase your dreams, nothing can stop you from it," she says.

She has all the qualities required to run a successful business venture strategy, planning, creative ideas, honesty, transparency and zeal to please her customers. While it is important to always follow your passion, remember that your product and the customer experience must meet or exceed that of industry competitors. People love to come to their favourite food stop where they connect emotionally and align socially, but they will return to your competitors if the product and experience don't match their category expectations. Exist to do good, but compete as if your product and experience are all that matter.



All these efforts and of course the love towards the food industry motivated her to enter this field and became successful. She is the proud winner of India's biggest South India Women Achievers Awards 2020. The devotion that she has shown to run her business is remarkable. She quit her job to focus on her passion. After managing all the obstacle, she is in the midst of opening her second outlet.



"Traditional Medicines, Global Recognition"

Dr. Aashmi Thiruvambalam

Aiming to popularise thousand years old practice of medicinal plants and natural ingredients in curing the diseases, Dr. Aashmi Thiruvambalam started to manufacture medicines free from harmful ingredients, are ethically sourced, and 100 percent vegan.

Dr. Aashmi Thiruvambalam, has a doctorate in Bio Technology with the research thesis in the field of Natural Medicinal Plants. During the course of the research study, she came across many common people who were suffering with several illnesses but were unable to undertake proper treatment due to the higher cost of medicines and side effects. This made her to think of finding a cheapest economical solution without any side effects. The theoretical study had been made into practical procedures which made her to prepare natural health supplements without any chemical preservatives & adulteration. Over a period of time, the health supplements were provided to their well wishers, friends and relatives. This has produced outstanding results irrespective of their age, food habits, prevailing ailments, etc. In fact one of her neighbour's lives was saved from the tip of his life and had recovered completely and led a normal life. This spark and the passion on Natural Medication lead her to the formation of the firm **M/s. Fettle Bio Products** in the year 2014.

Fettle bio products is a Biotechnology based company which is specialized in producing nutritional supplements using natural ingredients without any preservatives. The team strive to provide quality products at an affordable cost for a common man. The aim is to make her customers live happily with good health and ensure a disease-free society by providing natural supplements.

Dr. Aashmi says, "We thank our esteemed customers who have made our growth steadily and were our foundation in receiving many awards and accolades. She won "Best Women Entrepreneur Award in 2017", "Golden Star Award in 2018", "Special Appreciation Award in 2018", "Nominated for World Youth Innovative Entrepreneur Award in 2019", "Honored with Doctorate for the service in the field of Humanity during 2020", "Nominated for J R D Tata Award for the year 2020", and a proud recipient of "South India Women Achievers Awards – 2020".



She is the proud recipient of the India's Biggest "South India Women Achievers Awards - 2020."

Everybody got something about 2020

2020 has been a challenging year so far for many. However, there are those people who are seeing the proverbial silver lining in the otherwise dark clouds. Many are taking to social media to write about the things that they are thankful for and the lessons that they've learnt so far in this tough year and sharing it with others.

One of the things that was most important to me in 2020 was people who shared little, simple moments in which they continued to live.

From incredible performances and laugh out loud viral moments to the unshakeable resolve of first responders, let's remember some of the most fun, hilarious, and uplifting moments of 2020 so far.

It would be the family and friends who held up and checked on us and had a cocktail with us on Zoom. This list is instead some *favorite* things, things that brought happiness or enlightenment or that stunned feeling of recognition that someone's art sees something in you.

It was a weird year, culturally. There was a lot of Netflix; more than usual, because of all the things they picked up. There was little reading or new music for us, because we found ourselves so restless it was hard to settle down and simply read or listen. We thought about just skipping the idea that we could ever combine the word "wonderful" with the four digits "2020."

But while this list is an act of curation and an effort to boost what I loved every year, it's also my biggest annual fountain of gratitude. And I've never been more grateful for the people who kept going, and for the people whose work arrived at the right moment, and for the things that made me feel human and seen. And much of that was art and entertainment. Arts organizations, the film and television industries, live performance spaces, artists and the people they work with — all have had extraordinarily difficult times this year; all will need our support to recover. Meanwhile, what the heck — let's be grateful.

REST OF 2020 CALENDAR



2020 - For once, the world halted in a way that we never imagined and since then we have found ourselves strangely united against a common enemy. Across borders, continents and countries – the entire world population finds itself fighting a common struggle, united by masks and by a separation of 6 feet.

Impeachments. Wildfires. Racial injustice. Covid-19. It would be an understatement to say that 2020 has been seriously testing us. But, while it has been tough, that doesn't mean we should overlook the truly good moments that this year has brought us.

And, while we mourn the lives lost of over a million globally, all we can do now is wait patiently for our vaccine, continue to mask up, social distance, and wash our hands.



social

New mutant version of COVID-19

All you need to know

Amid the ongoing threat of the global COVID-19 pandemic, the end of the year got more complicated as a new mutant has been discovered in the United Kingdom. The UK believes there are still too many unknowns when it comes to this 'mutated' version of coronavirus. The new variant, code-named as B.1.1.7, has been widely tracked in recent cases in the UK.

Just when we were building hopes about the vaccine for COVID19, the UK government announced that they found a highly contagious new variant of the Coronavirus circulating in England. Citing the rapid spread of the virus through London and surrounding areas, Prime Minister Boris Johnson imposed the country's most stringent lockdown.

Scientists are worried about these variants but not surprised by them. Like all viruses, Coronavirus is a shapeshifter. Some genetic changes are inconsequential. Researchers have recorded thousands of tiny modifications in the genetic material of the Coronavirus as it has hopped across the world. The British variant has affected how the virus locks onto human cells and infects them. These mutations may allow the variant to replicate and transmit more efficiently. So, the question arises – 'does India need to be worried? Will the vaccines that are underway work? How do we go about being more cautious and if at all we need to stop its spread, what should we do?'



Let's understand this further.

What is the new strain?

The variant was identified due to Public Health England's (PHE) proactive and enhanced monitoring following the increase in cases seen in Kent and London. The variant has been named 'VUI – 202012/01' (the first Variant Under Investigation in December 2020). It is not uncommon for viruses to undergo mutations; seasonal influenza mutates every year. Variants of SARS-CoV-2 have been observed in other countries, such as Spain as well. This variant includes a mutation in the 'spike' protein. According to researchers, this virus has at least 17 changes of mutation. Changes in this part of the spike protein may result in the virus becoming more infectious and spreading more easily between people.

How harmful is it?

While most mutations are either harmful to the virus or have no effect, a few mutations in this new variant looked as if they could potentially affect how the Coronavirus spread. According to reports, the new variant of the SARS-COV-2 could be up to 70% more transmissible than the old variant! What's more worrying is that this strain is affecting people in the age group of 30-60yrs which is fairly young.

Preliminary data from the UK shows that the virus is spreading quickly in parts of southern England, displacing other variants that have been circulating for months. But there are still several unanswered questions that are multiplying as fast as the new strain of the virus: Does it make people sicker? Does it mean prolonged treatments? Will vaccines that are underway work?

Has it arrived in India?

The new strain has so far not been found in India, at least as far as anyone knows. However, the variant has already spread globally. Apart from the UK, the variant has been detected in Denmark, Belgium, the Netherlands and Australia, according to the WHO. A similar but separate variant has also been identified in South Africa. Now that the world knows to look for the variant, it may turn up in more countries. The Indian government early this week suspended flights from the United Kingdom until the end of the year over fears of the new strain.



Separately, several states are also taking steps. Maharashtra has imposed an 11pm-6am, curfew in major cities until January 5 2021, and mandates 14 days of institutional quarantine for all travellers arriving from Europe and the Middle East without a COVID19 negative report (done within 72hrs of travel).



Will Vaccines work?

Vaccines target multiple parts of the protein itself, we don't need to be worried about them. We should be doing more of genetic surveillance. In fact, I feel people should vaccinate themselves. While there is a section of people encouraging others to not take the vaccine shots, I urge people to not be overwhelmed by this. The lobby, as it raises doubt about the vaccine, will only make the vaccine developers more GMP compliant and will ensure that we get efficacious vaccines.



What precautions should we take?

The best way to curb the infection is to stick to the rules – wash our hands, wear a face mask and maintain social distancing. The recommended control measures to limit the spread of the new variant continue to be tested, following the existing guideline of isolation, and abiding by the restrictions.





WINTER AND KNEE PAIN

Winter is here in full swing and one of the most challenging tasks is to manage the joint pains which occur in elderly population. Commonly affected joints in the majority of the population is knee joint and osteoarthritis of knee joint is a common source of pain for many apart from the disability it causes in aging population.

Osteoarthritis is the degenerative, “wear-and-tear” type of arthritis that occurs most often in people 50 years of age and older, but may occur in younger people also in a sudden manner as a result of some preceding injury. The cartilage in the knee joint gradually wears away and becomes frayed and rough; as a result the joint space decreases. This causes the bones of the knee joint to rub against each other and produce painful bone spurs.

A person's knee joint affected by arthritis will be painful and inflamed, the joint may become stiff and swollen, making it difficult for the person to bend and straighten the knee. Pain and swelling may be worse in the morning, or after sitting or resting. Any vigorous activity like continuous walking, standing or climbing stairs may cause pain to flare up. Pain may cause a feeling of weakness or buckling in the knee.

Physiotherapy along with medical management plays an essential role in the management of arthritis of the knee. Specific exercises can help increase range of motion and flexibility, as well as help strengthen the muscles around the knee joint. Physical therapist will develop an individualized exercise program that meets the needs and lifestyle of every patient. Muscle strengthening exercises form the main crux of the exercise protocol. These support the joint and help in alleviating the pain. As the strength of the muscles increases, the intensity of the exercise program can be increased. Exercises can progress from using small weights to resistance bands.



These simple quadriceps exercises can be performed at home, which in a long run will be beneficial for the patient's strength and balance



Static Quadriceps

By maintaining the hip and ankle supported on ground, gently press the knee down over the towel roll placed under the knee. Contract the knee, hold for 10 seconds and release. This can be repeated for 10 times.

Dynamic Quadriceps

By pulling the ankle towards your body, raise the leg. Hold the contraction for 10 seconds and relax. This can be repeated for 10 times



Straight leg raise

For people who don't have back pain, and are moderately lean this exercise can be included in the exercise protocol.

By pulling the ankle towards your body, gently raise the leg from the hip joint, keeping the knee straight. Hold for 10 seconds and relax. This can be repeated 10 times.



Quadriceps stretching

You can lie on your side / stand and pull the ankle towards your buttock by folding your knee. A stretch will be felt on the front of your thigh. Hold for 15 seconds and relax. This can be done 3 times.



Hamstring stretching

Lying on your back, pull the leg up with the help of a towel. This will give you a stretch feeling in the back of your thigh. Hold for 15 seconds and relax. This can be done 3 times.

All the exercises can be done twice daily and will help in improving the overall strength of the muscles around the knee joint. These are just a few simple exercises which are commonly done.

Ultimately your visit to the physiotherapist will provide you with your customized exercise program.

Along with these, Hamstrings, Calf and Quadriceps stretching when done complete the exercise regime.



Calf stretching

Keeping your back and shoulders straight, pull the ankle towards your side with the help of the towel. This will give you a stretch feeling in your calf muscles. Hold for 15 seconds and relax. This can be done 3 times.



Dr. Ashwitha Atoori

M.P.T[Musculoskeletal disorders & Sports Injuries], CMT, CKTP
Chief Physiotherapist & Founder
LalithaBadrinarayan's Physiotherapy: Physio Healing

KNOCK THE KITCHEN



BANANA BLOSSOM KESARI

Ingredients

Roughly Chopped	- 1 cup
Banana Blossoms	- 1/2 cup
Fried Rava	- 1 cup
Water	- 3/4 to 1 cup
Sugar	- 3 tbsps
Ghee	
Fried Cashews for garnishing	

Method

- Heat 1 tbsp of ghee and fry banana blossom till the colour changes.
- Allow to cool and grind to smooth paste.
- Boil one cup of water and add fried Rawa.
- Cook until it becomes a thick mass.
- Add sugar, and mix well without lumps.
- Add ground banana blossom paste and mix well.
- Add remaining 2 tbsp ghee and mix well.
- Cook till it leaves the sides of the pan.
- Remove from flame.
- Garnish it with fried cashews.
- Banana blossom Kesari is ready to serve.



Dr. Saraswathi N
Founder of Sacchus Kitchen

Why Whales, Seals and Penguins Like Their Food Cold

In frigid waters, their ability to keep their bodies warm gives them an edge over sharks and fish.

The warm-blooded predators—the whales, the seals, the penguins of the world—bucked an almost universal pattern. Most groups of plants and animals are richer in species and more abundant in the tropics. In the ocean, that held for cold-blooded predators.

The real explanation for that pattern, is deceptively simple. An animal's speed, agility, and mental prowess depend on its metabolism, which in turn depends on its temperature. Since birds and mammals can keep heating their bodies in frigid conditions, they remain fast and alert. By contrast, the fish they hunt become slower and dumber. At some tipping point of temperature, seals, dolphins, and penguins start out swimming their prey. They become more likely to encounter targets, more likely to catch them, and more likely to outpace cold-blooded predators of their own.





It's not about food — warm-blooded animals need a lot to fuel their gas-guzzling metabolism. Perhaps colder waters are just richer in algae, plankton, and small fish? But they found that at higher, colder latitudes, there isn't actually much more food around. It's more that warm-blooded animals are eating a much bigger share of it than their cold-blooded rivals.

But the world is changing. It's likely that the surface of the oceans will warm by 2 to 3 degrees

Celsius within this century. As that happens, marine mammals and birds should disproportionately suffer, as warmer water robs them of the advantages that they've historically enjoyed over cold-blooded rivals.



Butter Cookies

Ingredients :

Butter	:	230 gms
Powdered sugar	:	85 gms
All purpose flour	:	200 gms
Cornstarch (not cornflour)	:	45 gms
Salt	:	1/4 tsp
Vanilla extract	:	1tsp



Method :

- Preheat oven to 170 c
- Place butter, vanilla extract and sugar in a large bowl beat until incorporated light and fluffy
- Now sift in flour corn-starch and salt mix until combined
- Pipe the dough in to two inch circle or make rounds with hands
- Bake until light golden brown about 15 to 20 minutes

Note : Quantity will be 32 to 36 cookies from this dough so for a try u can take half recipe

Allow to cool completely before cooling or serving

Store in airtight container at room temperature



RIYA (MONICA)
Kriya Cakes And Treats



How to Handle Common Problems in Your Bridal Boutique

From a ripped gown to rain, there are things that can go wrong on your wedding day. But instead of worrying about them, prepare yourself! Here are the most common wedding day problems and what you can do to deal with them.

We all know that brides want to feel 'special' and a lot of savvy bridal business pros will agree when I say that they deserve it. Brides of today want to be celebrated and they want to shop at boutiques who genuinely care and who value their custom. They hold the purchasing power and in the face of countless retail options they'll opt to buy from boutiques that go the extra mile and reach out genuinely to them.



Here we share some feedback but, before we bare it all, it's worth noting that there was also applause from brides who championed boutiques that went the extra mile and shared inspiring examples of what they loved. They highlighted stores who demonstrated professionalism and knowledge, memorable shopping experiences and customer service of the highest order.






Hopefully some of what follows will help. You may like to consider sharing this with your team – it could serve as the basis of a great training session or, at the very least, stimulate some debate about how you can continue to win the hearts of brides in your boutique...

Asking brides what their 'preferred spend is' or 'in an ideal world what's the absolute max' can be a good way of extracting crucial information without crudely asking what their 'budget' is. Here are the most common wedding day problem bride experiences, and how to deal with or without losing your mind.

Whether you're wearing a gown or a traditional dress, there are various wedding day problems that can arise pertaining to your attire. In particular, stains and rips happen more often than you think, as do broken heels and zippers and missing buttons. These fashion emergencies might have you panicked, but they're actually easily fixed or concealed.

Save your breath and avoid criticism. If a bride isn't 'feeling it' nothing you say will talk her into it. Help take it off (pleasantly), and ready her enthusiastically for the next option. Join in and embrace praise shown for a gown and don't take it personally if something is criticised, you'll gain favour and respect if you are on her side. Disagreeing will merely alienate her from you and prevent you from connecting with her.



For your shop to flourish and thrive, aim to keep your exterior and interior, the stock and your team looking as pristine as possible! A tatty, unloved looking shop with a team who haven't made an effort with their own appearance won't communicate 'successful fabulous wedding shop'. You'll sell more and attract more brides to your store if effort in these areas is made. What's that phrase? 'Get Up, Dress Up, Show Up and Never Give Up'.

Inevitably there are brides who do gain weight and then accuse the fashion partners of negligence, often it's panic which causes this misbehaviour. In any case it would encourage a calm response, a re-measure and a look together again at the notes made during the measuring process. Most importantly, show your bride that you care and work with her to come up with optional resolutions.

Let's be honest, seamstresses can be somewhat complicated. If you have a seamstress with excellent technical capability as well as personable communication skills, hang on to them! If their communication style is tricky and training them to speak 'bride' is rather a challenge, consider the implementation of a customer service satisfaction survey. Create something you send to brides which covers all areas of your business and service and request their input on the creation of the alterations section



“

A Fresh start

**“That’s okay if you had a tough year
That’s okay if you had to fight financially
That’s okay if you had to stand all alone
That’s okay to take an emotional halt
That’s okay to bridge your social behaviour
That’s totally okay to take a pause and bounce back.
But that’s not okay if you don’t push twice the times you did before.”**



with love
Vj Kalyani
Prominent anchor of South India
South Indian Woman Achiever awardee
Ms.Fashion Icon India

”

2020 was a solitude which needs gratitude for the lessons we learnt. We had to fight too many battles to stay alive and to feel the living. To many years of ungrateful behaviour and unstoppable blames for unsatisfactory life, 2020 was a satisfied piece because we had the blessing to exist. With that in mind 2021 should be a year to pour in love and only love. It should be a year wherein we can hashtag it as #2021fornohatred.

Before the New Year had to start I had this quite interesting play of creating a hashtag which was #bestthings2020. I got to experience a whole lot of positivity in people and it had a greater impact on me to revamp myself and the people who follow me on Instagram for the New Year.

On a sure note, I would say 2021 has a long way to go. If we were able to manage the stumbles and thrive for the fittest survival, what can else be the biggest quality to conquer the year?

It just takes another leg to stand stiff, another hand to shake it together, another bundle of positivity and hope, another fantastic thought to make it fanatic!

Make sure to work on yourself, stand together for good things, put off negativity and spread only pyaar.

One of my favourite saying that work on a personal basis, “Dream as if there is no end to your life, and live as if today is the last day”

Yes, dream every day. Work for it, give you're fullest, it's okay to feel not okay in between, but get back, no end until you grab it!

Cheers! Go ahead my dear. Let's rock the year and make it the most Unforgettable diary of 365 days and 365 chances of proving ourselves.

So, on this New Year I wish all of you good health, great beings and amazing work.

Festivals

Makar Sankranti How it is Celebrated in different States Across India



The word 'Sankranti' means the movement of the sun into Capricorn. On Makar Sankranti, the sun enters the new zodiac-sign of Capricorn or Makara. Most Hindu festivals are based on the lunar calendar, making the dates of festivals change every year. But Makar Sankranti is a festival which falls on the same day every year as it follows the solar calendar. As Makar Sankranti is one of the oldest solstice festivals and falls on the equinox, day and night on this day are believed to be equally long. Post the festival, it is officially the beginning of spring. Indian summer and the days become longer, and nights shorter.

Makara Sankranti is celebrated for three days. The first day is Bhogi. North India is known as Lohri. The second day is Sankranti which is dedicated to worshipping Surya (the Sun god), Varuna (the rain god) and Indra (king of gods). The third day is Kanuma which is dedicated to cleaning cows, farm animals, and farm equipment and offering prayers to them for helping with a successful harvest season.

The festivities of Makar Sankranti also vary with the regions where they are celebrated just as they are known differently across the regions.



The popular Indian festival is celebrated country-wide and is known by different names according to the region - Lohri in North India, Pedda Panduga in the state of Andhra Pradesh, Poush songkranti in the state of West Bengal, Sukarat in central India, Uttarayan in the state of Gujarat, Pongal in the state of Tamilnadu, and Magh Bihu in the northeastern state of Assam.

Specifically cows are considered holy gods in the Hindu society. Kanuma is the major festival for dedicating to the importance of these animals in the nourishment and development of the society. Kanuma Panduga is basically known as Kanuma. Farmers pray and showcase their cattle to villages. Cattle is considered prosperity in many Indian regions.

Families meet during the Sankranti event. For sons-in-law it is a holiday to their wife's families. They are treated with utter honor, hospitality. After warming up with the bonfire of Bhogi, the first day of Sankranti. which is followed by new dresses and delicious meals on the second day of Sankranti. Kanuma is the day for showcasing the gaming and betting talents.

The most eye-catching feature of the Kanuma procession of most strong, musciline bulls is called 'Gangireddu'. 'Gangireddu' is a colorfully decorated bull led by its master who plays the 'Nadaswaram'. Bulls are trained by 'Yadava' casete to nod 'Yes', 'No' and dance. Master earns money, clothes and grains by Gangireddu performance from village people. The Gangireddu can dance, nod 'Yes' or 'No' for master's questions, kneel down, bow down and stretch its tongue to show it can sing. The famous 'gangireddu aata' is arranged in coastal Andhra areas. This event showcases bull feats to entertain the audience. The bull puts his feet on the thighs and stomach.

In olden times, people bet a lot of money on cockfights. It is considered high prestige to win. Betting on cockfights used to lead to fights, cold wars and jealousy among majestic families. It is said this reason led to a big war near Palnadu in Guntur district, called Palnati Yudhdham. At this time, cockfights are prohibited.

The rendition of a 'Haridasu' from Sundarakanda or Bhagavatam makes an auspicious beginning for people. Dressed in unique attire with an 'akshaya patra' on the head, a 'tambura', and 'chidatalu', the Haridasu is a symbol of Sankranti culture and tradition.



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ALL INDIA WOMEN ACHIEVERS AWARDS

After 2 successful editions of South India Women Achievers Awards Twell Magazine is coming up with a National Women Empowerment Program that's AIWAA-2021 the All India Women Achievers Awards 2021 at Bangalore, Karnataka

Global Cancer Ambassador **Neerja Malik** Launched **AIWAA-2021** along with Social, Cultural and Peace Activist **Begum Seema Ahmed** on January 6th at Chennai

Varsha Aswani

Founder Born to Win Research Foundation Trust
President WICCI TN Social Service Council

Anita Ramesh

Professor and Head Medical Oncology Saveetha Medical College Hospital.
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Apollo Speciality Hospitals Chennai and Kauvery HCG Cancer Center

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State Secretary - International Human Rights Association - TN
Women Empowerment

Sheetal Jain

Founder - Style Bazaar

Radhika Dhruv

Vice president WICCI TN Social Service Council

Gayathri Deepak

Co Founder Twell Magazine
Participated in the launch

SIWAA is known popularly as India's Biggest Women Empowerment Program and AIWAA-2021 is set to be a premium platform for unrecognized women in India.

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TWELL

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