

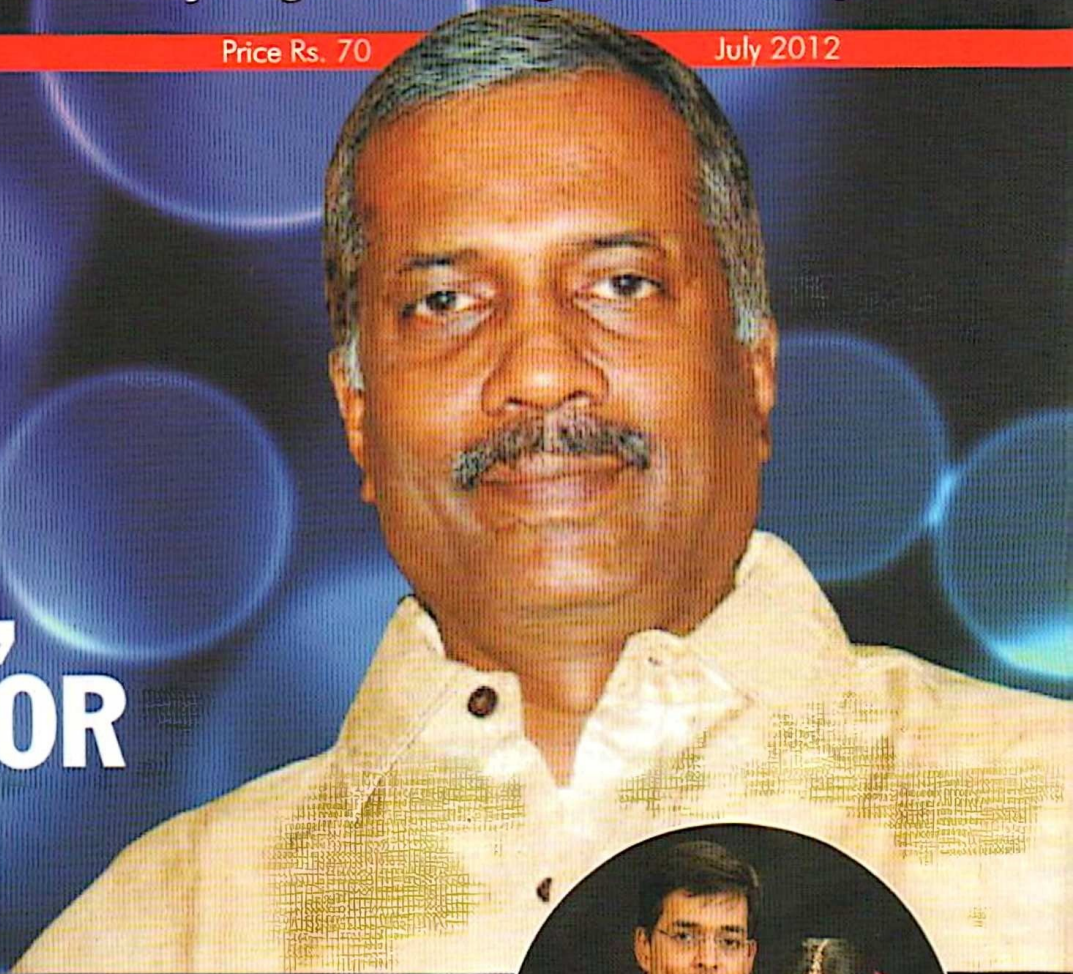
Kerala in Mumbai

Only English/Malayalam Monthly Magazine linking Mumbai Malayalees

Vol.3 No. 04

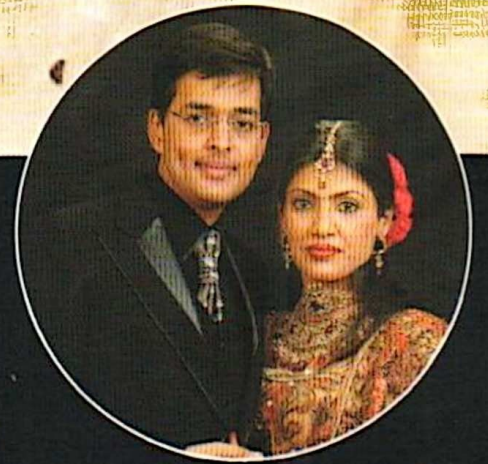
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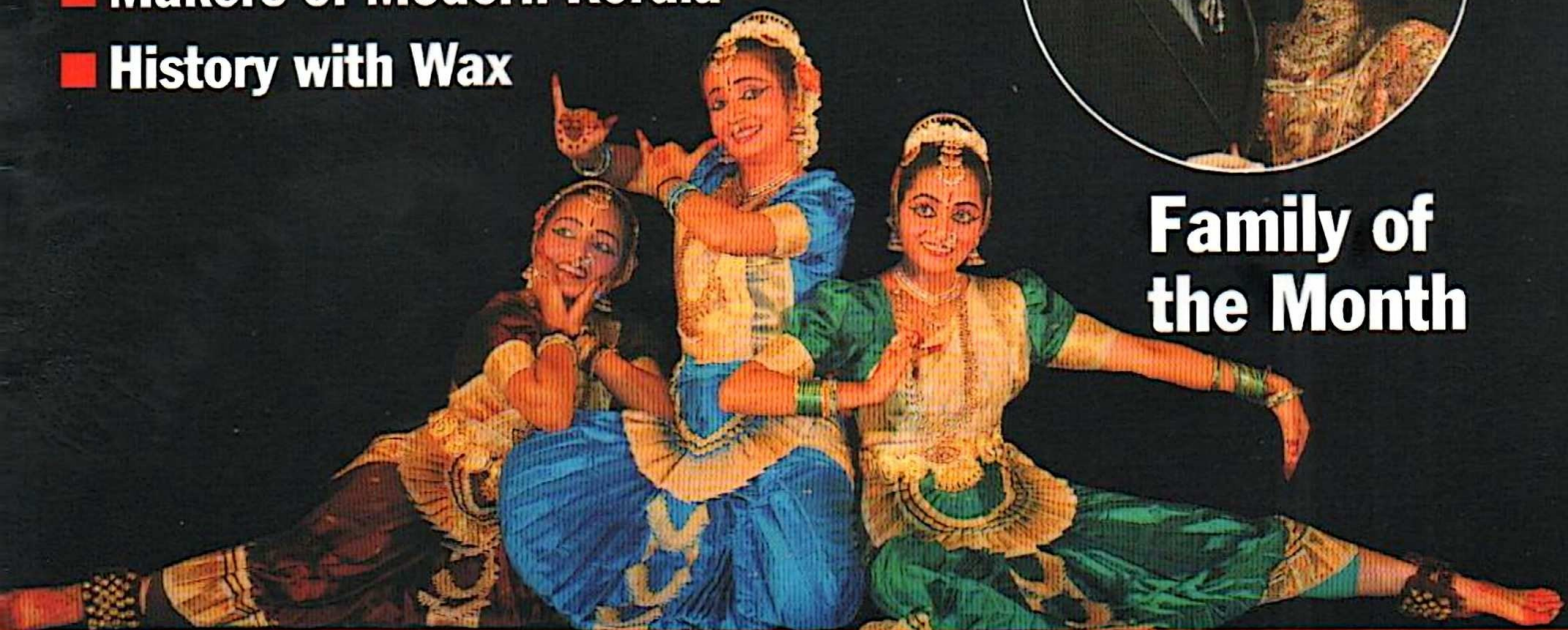


SOCIAL WORKER, MOTIVATOR

- Makers of Modern Kerala
- History with Wax



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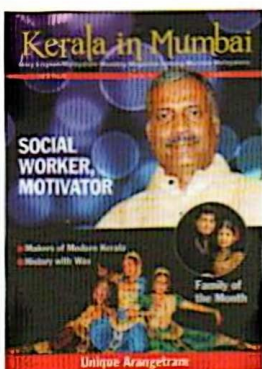
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DEVIL'S OWN COUNTRY

Kerala has of late attained notoriety with a spate of politically inspired murders. Earlier this had been confined to clashes between the Marxists and the RSS Cadres. It has now assumed the proportions of elimination of party turncoats and inconvenient rivals, even at the highest levels.

The latest murder, in May, of T P Chandrasekharan, who left the CPI (M) party to form his own rebel group in a very brutal manner, has evoked revulsion and disgust all over the State, considering his stature as a prominent politician of the State and the manner in which a gang hacked him to death in broad daylight.

Even veteran Marxist leader like V S Achuthanandan was forced to express his public distress when Marxist party leaders at the district level were roped in by the investigating agencies in quick succession.

The worst factor in this case is that most of those allegedly involved were motivated by higher forces and that they had no compunctions in hiring professional killers, known in Kerala as “quotation gangs” who quote their price to do a job.

The fact that some of the noted leaders of the Marxist Party have been arrested in the murder of the 51-year old rising politician, has caused grave concern to the CPI (M) at the national level. The Politburo of the party met to discuss the issue twice. If any of the top State-level leaders are named it would cause huge embarrassment to the entire Communist movement in the country. The national leaders of the party have been quick to look for escape routes. They ultimately found one in the ensuing Presidential elections.

The Marxists who all along, even when they were part of the UPA were highly critical of the handling of the Finance Ministry by Pranab Mukherjee. They often alleged and party leaders wrote profusely alleging that some of the policies of Finance Minister Mukherjee were disastrous for the country, that they would make this country a vassal of the United States and its capitalist economy. Some of Mukherjee's policies are now being openly questioned by noted economists and indications are that Dr. Manmohan Singh is likely to reverse or jettison some of them, providing justification to the Marxist allegations.

Suddenly, the same Marxist leadership, including the Party Secretary, has found virtues in the same Mukherjee, and decided to support him in his presidential contest. In the context of the Kerala killings and the murky details that have emerged, one suspects a deal in it.

In short, the Kerala killings have assumed political overtones at the national level.

The political killings apart, the crime rate in the State has arisen alarmingly high. For a State that boasts of the highest literacy rate in the country, the highest foreign exchange remittance from its citizens sweating it out in Arabian deserts and inhospitable conditions elsewhere, this is an open scandal.

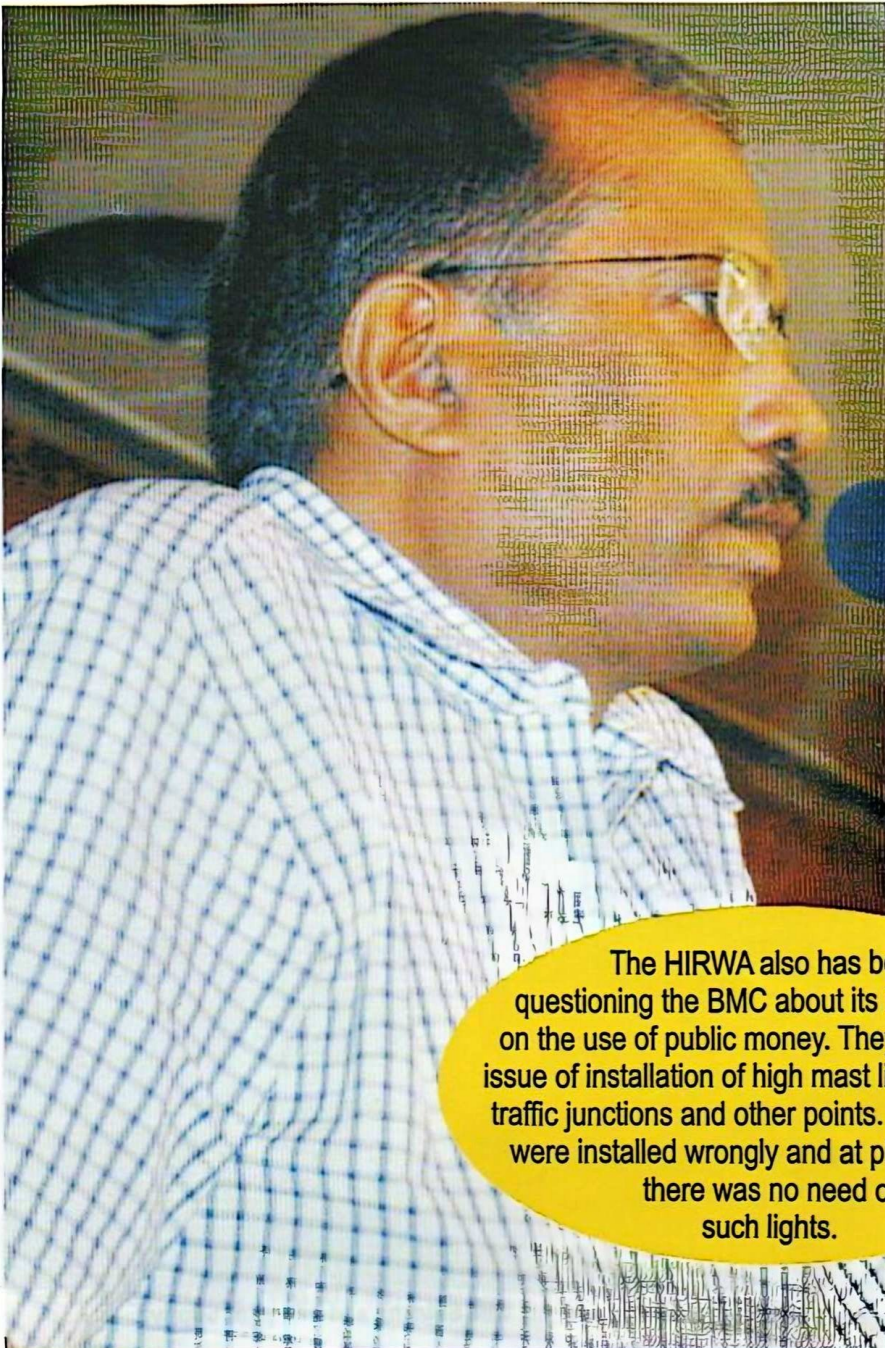
Not just politicians but even writers and other professionals are being targeted by the “quotation gangs,” which is a chilling factor for Malayalees living outside the State. Politically Central intervention in this case can now be ruled out. How do then citizens of the State face the emerging situation?

Prakash Padikkal

SOCIAL WORKER AVERS TO TURN POLITICIAN

Prakash Padikkal and his NGO, Hillside Residents' Welfare Association, champion the cause of the people living in Mulund and are largely responsible for transforming this suburb into a model township. Serving humanity is service to God, he believes.

P K Ravindranath



The HIRWA also has been questioning the BMC about its insensitivity on the use of public money. They took up the issue of installation of high mast lights at all key traffic junctions and other points. Most of them were installed wrongly and at places where there was no need of such lights.

Prakash Padikkal, engineer by profession, social worker by choice, is not interested in switching over to politics. This is unusual, since almost every other social worker uses public service as an adjunct or a stepping stone for a rewarding political career.

For Padikkal social service and service to humanity is service to God. And it is totally in that spirit that he got involved in public activities over the last two decades. His focus has been on Mulund, which he and the NGO he heads – the Hillside Residents' Welfare Association - has become a model residential township, free of the nuisance of hawkers, noise and environmental pollution and now like the rest of Mumbai free from loadshedding. There was a time when this suburb had no electric supply from the Maharashtra State Electricity Board for six hours a day.

Padikkal got into active public service when he became the Secretary and later the Chairman of Asia's largest service sector industrial estate, the Bhandup Industrial Estate. The team led by Padikkal implemented several innovative measures which helped bring the Industrial

Estate out of the red. The happiness it gave to the various units functioning in the estate, inspired Padikkal to take up several other issues of public interest.

Within the industrial estate, experiments were carried out on water harvesting, control of pollution of the air, water and land around it. The estate even had its own



Prakash Padikkal and his team with the Governor of Maharashtra K Sankaranarayanan

issue and grant interim relief.

The plight of the Hillside Residents began in 2002, when the Bombay Environmental Group approached the High Court asking for correction of land records. The State Government then got into the act of investigating non-forestry activities on private forest lands in 2005. The High Court on 24 March 2008 termed all buildings on such land as illegal. Over 15 lakhs people in Mulund, Thane and other parts of Maharashtra were affected. They approached the Supreme Court. The Supreme Court asked the petitioners to pay a token Net Present Value (NPV), in its interim order, as a step towards regularization of these properties, as recommended by the Central Empowered Committee (CEC).

The HIRWA along with the Samaj Vikas Sangh sponsored four

6 The team led by Padikkal brought about several innovative measures which helped bring the Bhandup Industrial Estate out of the red. The happiness it gave to the various units functioning in the estate, inspired Paddikal to take up several other issues of public interest. 9

vermiculture unit to convert waste into manure. Trees were planted in profusion. All this helped convert a drab industrial estate into a coveted plot of land. Each of the 5000 persons employed in the 670 small scale units imbibed the message of environmental protection and care.

As Mulund slowly emerged as a model township, the Government out of the blue sought to deprive about 5 lakhs of people in Mulund and Thane of their 75,000 flats, which some of them had been occupying for almost half a century, invoking a redundant Private Forest Land Act, enacted in 1975.

Hastily, the Hillside Residents' Welfare Association (HIRWA) campaigned to ensure that the flat-owners were not deprived of their homes, many of them costing them around Rs. 40 lakhs and above. For the time being they have got a reprieve from the Government, till the issue is settled in the Supreme court. The State government amended its stand even as the Supreme Court appointed a Central Empowered Committee to look into the



Prakash Padikkal with his wife Sulekha and daughter Supriya.

wheelchairs and four stretcher trolleys each to MTA Municipal Hospital of Mulund. The two NGOs have offered support to the Hospital by way of essential medicines, furnishings and equipment for regular use.

The HIRWA and the Samaj Vikas Sangh are persuading every housing society in Mulund to have their own waste management facilities in their compounds. The aim is to achieve zero garbage plan for the entire Mulund. Mulund generates about 200 metric tonnes daily of which 70% is wet garbage which is ideal for vermiculture.

Pradikkal is involved in several other issues confronting the citizens of Mulund. Be it police highhandedness or any act of the BMC which puts citizens to inconvenience draws his attention. He



Prakash Padikkal with former Dy CM of Maharashtra Chagan Bhujbal



Prakash Padikkal along with K Vijayakumar and others presenting a memorandum to the then CM of Maharashtra Vilas Rao Deshmukh.

also motivated the youths of the area to make politicians accountable for what they do – from Parliamentarians to MLAs to corporators. They draw inspiration from Anna Hazare's campaign, motivated largely by the India Against Corruption and its office bearers with whom they interact.

The HIRWA also has been questioning the BMC about its insensitivity on the use of public money. They took up the

6 As Mulund slowly emerged as a model township, the Government out of the blue sought to deprive 15 lakhs people in the suburb of their 75,000 flats, which some of them had been occupying for almost half a century, invoking a redundant Private Forest Land Act, enacted in 1957.

issue of installation of high mast lights at all key traffic junctions and other points. Most of them were installed wrongly and at places where there was no need of such lights. Most of them

encroached footpaths and even roads had been narrowed due to their installation. And, most of them did not work during the nights. Some of them were placed next to traffic signals in a haphazard manner.

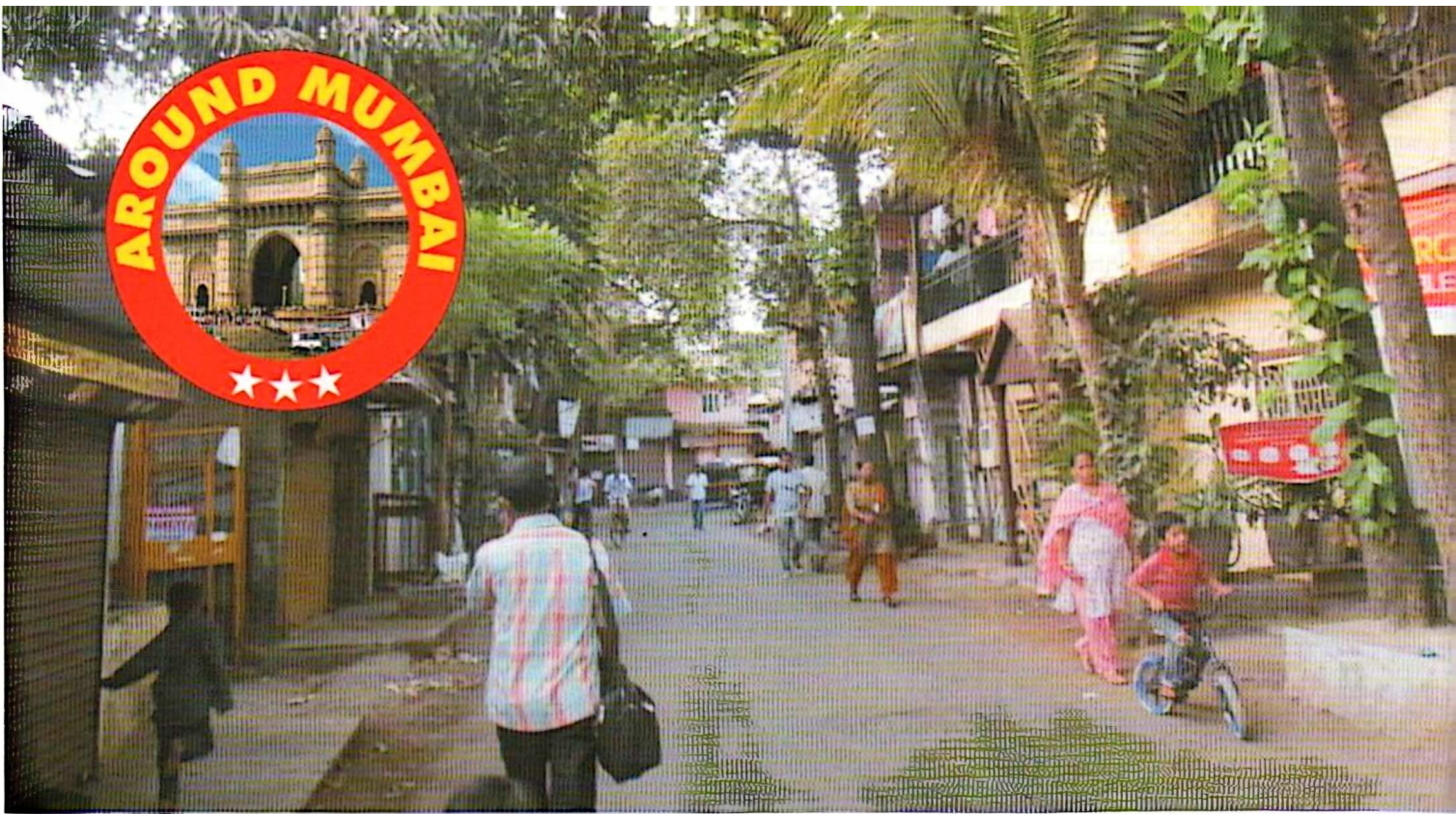
Pradikkal initiated organising monthly meetings with the Dy. Municipal Commissioner and Municipal staff of T ward with the NGOs, every month, where all outstanding issues are discussed and solutions found. This initiative turned out to be the first such experiment for the BMC.

Married to Sulekha, a journalist earlier with the Free Press Journal and the Indian Express and now a freelancer, Pradikkal has a daughter, Supriya, now in the U K training to become a museum curator.

Pradikkal and his wife are deep into meditation, Vipasana method. A happy, contented family the Pradikkals are at peace with the world, each involved in their own chosen avocations. ♦



Planting a sapling at Bhandup Industrial Estate



THE MALAYALEE PRESENCE IN MALAD

Part 2

Malad East has a sizeable Malayalee population like Malad West. However, the roads in the East are more crowded and narrow. Malad as a suburb, is a shopper's paradise. From sweets to suitcases, everything is available at several shops at reasonable prices both in the east and the west.



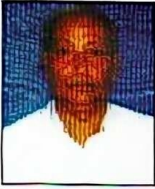
Lakshmi Venkatachalam

BOMBAY KERALEEYA SAMITHI

Bombay Keraleeya Samithi in Malad West is a 62 year old Organization. Started in 1949, this samithi is the second oldest organisation in Mumbai. It started as a club called Bombay Kerala Club by four or five Malayalees, changing its name later to Bombay Keraleeya Samithi in 1952 and its members were Malayalees living between Bandra and Borivli. As more Malayalee organisations sprang up in the different western suburbs, the functioning of Bombay Keraleeya Samithi restricted itself to Malad and its vicinity. Ramu Kariat inaugurated its first Ayurvedic dispensary in a chawl at Mamaltarwadi. Today the Samithi runs its Ayurvedic dispensary in its own office premises at Sainath Road in Malad West, headed by a qualified Ayurvedic Doctor Dr Sethumadhavan. Sale of Ayurvedic medicines from



President Padma Divakaran in the Samithi office



VSM Nair

reputed Ayurvedic pharmacies, *panchakarma*, *uzhichchal*, *pizhichchal* treatments etc are carried out here. Regular medical checkups are organised by the Samithi.



Rakhi Sunil

Though not very ostentatious from outside, Bombay Keraleeya Samithi has a clean office space, well stocked with

Malayalam books and periodicals. In earlier days, the Samithi used to stage several Malayalam plays, and was a popular meeting place for the migrant Malayalee population of Mumbai. It was also a meeting place for dance and music programmes and teachers taught the fine arts to the children of its members. Financial help is given to poor and needy persons for medical and educational assistance.

The aim of the Samithi is to build a Community Hall and educational and cultural centre. Adv Padma Divakaran is the President of the Samithi, P Nambiar the Vice President, VSM Nair Secretary, P Balakrishnan and T Madhavan are Jt Secretaries, Rakhi Sunil is the Treasurer while B Radhakrishnan is the Jt Treasurer. Other Committee members are KG Pillai, E Chandran, GA Pillai, ML Aniyam, NSS Nair, Varghese, Beena Jose and Valsala.

President Adv Padma Divakaran wishes that more ladies and youngsters take an active part in the activities of the Samithi which will be good for its future. Her own Granddaughter Nikhita Sunil, who is studying in Std X is very active in organizing and participating in the activities of the youth wing of the Samithi.

MALAD KURAR SNMS UNIT

The Malad Kurar Guru.Centre of Sree Narayana Mandira Samithi comes under the Malad Kandivli- Borivli Unit and AK Venugopalan is the Zonal Secretary. The recently consecrated Guru Sharada Maheshwara temple is situated in this Centre. The Unit is today better known as the Malad Kurar Maheshwara temple. The Guru's teachings are also taught here and social and medical help are organised on a regular basis.

KS Muralidharan Secretary of Malad Kurar Unit Secretary, hails from Oachira Kappil in Alappuzha District. He came to Mumbai in 1978 after completing his studies. He worked with Otis Elevators for 23 years before starting his own engineering fabrications business.

Muralidharan has earlier been Council member of the SNMS Malad Kurar Unit and member of The Malayalee Samajam Malad East. His wife Beena also belongs to Oachira and their only son Mukund is a Std XII Science Student.

Sadanandan, Subramanian, TK Mohan Adv. Padma Divakaran, Sulaja Sasidharan, KK Puroshothaman and



Muralidharan

Jayan Thoppil are Council members and there are 14 Committee members in this Unit. The Malad Guru Centre has a Womens Wing, Youth Wing and a Cultural Wing. Jayan Thoppil, Radhakrishnan, Rajendran Padiyur, ES Vasudevan, PN Sasikumar, Mani KK, TK Mohan, and Madhavan are patrons of the Guru Centre.

MUTHAPPAN SEVA SAMITHI

The First Muthapan Vellatam at Malad was carried out at Kalpana Park in Malad. The Malad Shree Muthappan Seva Samithi was registered as a Charitable Trust in 2002. A Managing Committee was formed with Kunhikannan Nambiar as President, Prakash Nanu as Vice President, Prabhakaran V as Secretary, Prasannan as Joint Secretary and Girish Kumar PK as Treasurer. For the past eight years the vellattam festivities are conducted at Swagat Park and its owner, a non-Malayalee actively contributes in organising the festivities along with the members' contributions.

MALAD MALAYALEE SAMAJAM

The Malad Malayalee Samajam in Malad East is 36 years old. Located at a busy lane in Kurar village, it has its own small office space where it also



Malad Kurar Temple

A LONG JOURNEY

■ When we were in search of land to build our own house, we purchased a small plot at Mith Chowk near Orlem in Malad West. As the name suggests the entire area was submerged in salt water from the sea. It was at that time a salt pan - no roads, no habitation, no lights. Several people dissuaded us from buying the land, but I firmly believed it was divine guidance that gave me and my husband the vision and perseverance to buy that plot and build a house named Chalakuzhy. Today everybody wonders at the transformation of that Mith Chowk. There are multi storeyed buildings, modern shopping malls, and posh offices.

Dr Grace Paul



Muthapan Vellatam

runs an Ayurvedic dispensary and has a library of Malayalam books on its first floor. However the space is badly in need of renovation and there is lack of space for the books. President K



K Madhavan Nair



TK Vijayan Nair

Vijayan Nair is also a Carnatic classical and devotional singer and plays the harmonium. His wife Sita, hails from Chengannur and they have two daughters, Sangeetha who has done her MBA and is married to Sajeesh Kumar and Suvi who is doing her second year B Com.

V Rajan Nair is the Vice President while CM Johnson is the Jt Secretary. The Treasurer is P Balakrishnan while the Ladies wing convener is Girija Ramakrishnan.

St. Mary's Church

Much before the establishment of the Diocese of Kalyan in 1988, a Syro-Malabar community existed in Malad East, which was organized by KCA of

Malad East and supported and served by CMI priests. Fr. Paul B Kadicheeni, CMI (Carmelites of Mary Immaculate) worked hard to strengthen this community. He was appointed as parish priest and the community grew in faith and in number. In 1997 St. Mary's Welfare Trust had its first meeting and it was registered in 1998. The same year with the blessings of Bp. Mar. Thomas Elavanal, the patron and with the strong support of Parish council, St. Mary's welfare trust resolved to acquire a plot of land. A crucifix of Jesus was enthroned there and people gathered there for prayer.

In 2008, Bishop Mar Thomas Elavanal laid the foundation for a renovated

structure at the grounds of St. Mary's Church.

In November 2009, in the presence of CMI fathers, CSC sisters, other parish priests, sisters and the people, Bishop, Mar. Thomas Elavanal Blessed the church. The Late Major Arch Bishop, Mar. Varkey Vidhayathil was present at the event.

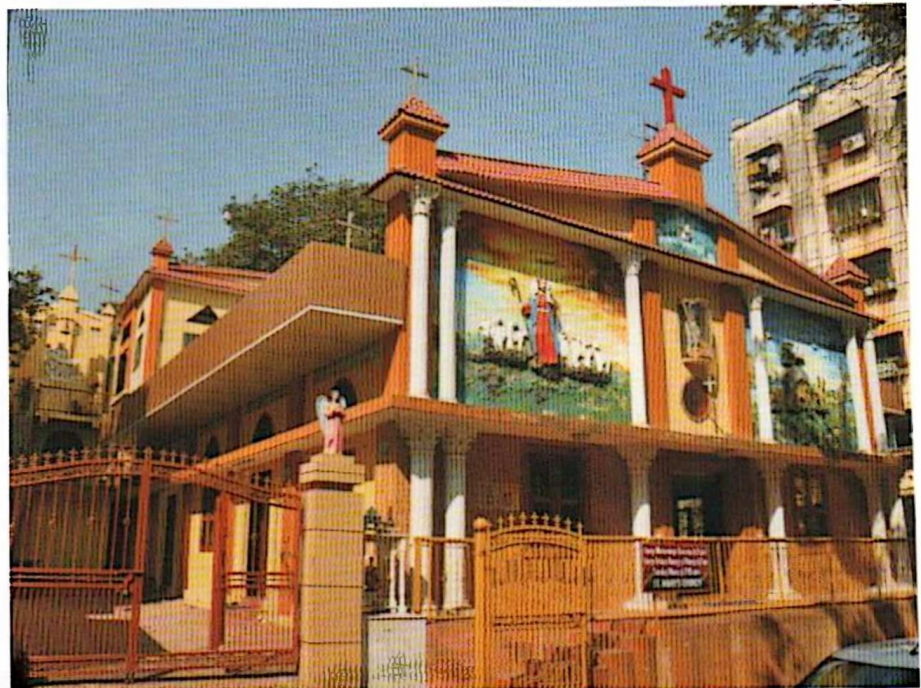
The Church conducts spiritual activities like night vigil, benediction, Novenas, Chain rosaries, Way of Mother Mary (Mathru Patha) etc

With the guidance of Bishop, Mar. Thomas Elavanal and under the leadership of the current Parish Priest, Rev. Fr. Benni Pengiparambil, CMI, Assistant, Fr. Tenny Parakka, CMI and Trustees KK Varghese and AR Sebastian, St. Mary's Church is active in serving mankind. It has its Mathrusangam, Pithruvedi, and Youth wing. Through the Karunya Trust, St. Mary's Church provides financial, medical and educational help to the poor and needy with no distinction of caste or creed. It conducts Malayalam classes for children.

ST GEORGE HIGH SCHOOL

In 1967, Yohannan Itty Cheriyan, with 12 students, started St. George School and later St. George Education Society came into existence in 1972. Over the years, the institution has crossed several milestones of development.

In 2000, the school was shifted to a well furnished and well equipped five-storeyed building in Malad East. Now, the school has become a full fledged



St. Mary's Church

institution with 2400 students on roll. Students from various parts of India belonging to different castes, creed and language are imparted quality education by an efficient team of teachers under the guidance of Rev. Fr. Benni Pengiparambil, Principal, Rev. Fr. Tenny Parakka, administrator, and Rev. Sr. Annie John, Headmistress of Primary Section.

The school's students have come out with flying colours in various interschool competitions, academic and non-academic. For the last five consecutive years it has achieved 100% pass in SSC Board exam.

Fr Benni who is an outstanding educationist is the principal of St. George High School since 2006. He hails from Kuttikkad at Chalakudy, Kerala and did his graduation in Philosophy and Theology at Dharmaram Vidyakshetram, Bangalore. He also did his Bachelors degree in Journalism, Psychology and English from Bangalore University and B.Ed. from Calicut University, Kerala. He started his career as vice principal of Carmel School, Chalakudy.

Personalities

Dr GRACE PAUL

■ Dr Grace Paul is one of the leading gynaecologists and obstetrician in Malad West running the Dr Grace Paul's Maternity and Nursing Home. She did her schooling in Pune and her MBBS from BJ College in Pune. After her marriage in 1963, Dr Grace came to Mumbai and at first took up a job as Resident Medical Officer at Mhaskar Memorial Hospital - a 40 bedded Charitable Maternity Home for 21 years, catering mainly to the millworkers and labour population of



Lower Parel. While working there she completed her MD (Obs & Gyn) from JJ Hospital and Grant Medical College.

In 1984 Grace and her family shifted to Malad and she bought

a plot of land at Orlem. Today Dr Grace's Nursing home is on the ground floor while her family lives on the upper floors. The house is named *Chalakuzhy* in memory of her late husband's village Chalakuzhy in Thiruvalla. Dr Grace, 73 years old is still active in looking after her patients who come to her Nursing Home. She is assisted by her two daughters-in-law Dr Binu Mathai and



Vanakka Masam prayers at St Mary's Church, Fr Benni in the Centre

Dr Laila Mammen who are both gynaecologists having done their MD and DGO. Dr Grace's husband the late CM Paul, was a Scientific Officer in BARC till he retired. She has two sons: Dr CP Mathai, Dr Binu's husband, is a dentist running his own clinic in Malad while CP Mammen who is Dr Laila's husband, holds a doctrate from IIT Madras and is currently working in Pune. Dr CP Mathai did his BDS and MDS from Nair Hospital. Dr Binu and Dr Mathai have three children. Their eldest son Paul Mathai has just completed his dentistry while his second daughter Grace Divya Mathai is studying MBBS 2nd year at KEM Hospital. Their third son Alex Mathai is studying in Std VIII. Dr Laila and Dr Mammen have a daughter and son, Grace Mammen and Paul Mammen studying in Std VIII and Std IV respectively.

Dr Grace's family is an example of a family of Malayalee doctors who have settled in Mumbai and done well in the city.

Dr Grace is a member of the Bethel Marthoma Church at Malad and in collaboration with the church, conducts medical awareness and other medical aid camps in and outside Malad. Her aim is to be of service to people along with her family of doctors.

Dr SETHUMADHAVAN

■ Dr K Sethumadhavan, an Ayurvedic doctor at the Keraleeya Samithi retired

as CMO from Central Government Health Scheme. He hails from Thrissur and did his Ayurvedic Degree course from Thrippunithura Government Ayurvedic College and Postgraduation from Tilak Maharashtra Vidyapeeth in Pune. He joined as lecturer in Podar Ayurvedic Medical College and later joined Central Government services and stayed at Antop Hill while in service. After retirement he is the consulting



chief physician at Bombay Keraleeya Samajam and also goes to the Santa Cruz Malayalee Samajam as consulting doctor. His wife Indira retired as Scientific Officer from Drug Control

Laboratory in Mumbai. They have two sons, the eldest son Suresh is a software engineer, married and settled in Singapore. Their second son Dr Sudeep Menon is Asst Professor at Bharati Vidyapeet Ayurvedic College in Pune.

K K RAJENDRAN

■ K K Rajendran, popularly known as Rajendran Padiyur, has acted in about 140 dramas out of which about 77 are in Malayalam, and the rest in Tamil, Hindi, Tulu, Kannada, Telugu, English and Marathi. Hailing from Padiyur in Irinjalakuda in Thrissur district, he came to Mumbai when he was 10 years old since his father the late RK Krishnan who worked for the Central Government



and his mother, the late Sarojini were residents here. Rajendran completed his education in Mumbai and worked with Macmillan's in their sales Department for

23 years till he started his own business of supplying books and stationery to schools. Rajendran has directed Malayalam dramas and acted in TV serials and is a poet who has published about 40 poems in Malayalam. He started acting late in his life. He has directed and acted in Alamoodan's *arada valiyavan* for Prathibha Theatres. He has acted in a Tamil movie to be released shortly, *Madurai mamakku madisar mami*. Rajendran acted in *chota sa break* a Hindi drama directed by Soman Kottarath, which won the first prize at the All India drama competition in Cuttack some years ago.

His wife is Selena, a native of Thrissur. They have a daughter Rajani married to Sunil Kumar and living in Saudi. They have a daughter Siya. Rajendran's son Radhakrishnan is married to Sumitha and they have a son, Rishith. Radhakrishnan has joined Rajendran's business.

Rajendran stays in Malad East and is actively involved in several Malayalee cultural organizations and Samajams. He is a member of Malad Malayalee Samajam, patron of SNMS, Malayalee Samajam Goregaon and Kandivli, Malad Kurar SNMS and other organisations.

E CHANDRAN

■ E Chandran, Managing Director of The Right Connection Pvt Ltd, is another Mumbai Malayalee active in several Malayalee social and cultural organizations of Malad.

Born in Kasargode in Kerala, Chandran studied at the Holy Family High School and Government College, Kasargode.

He left Kerala in 1972, at the age of 20 and since then he is settled in Mumbai. Chandran started his career with Bombay Furnaces Pvt Ltd at a junior level for six months. After having completed a Diploma course in Sales from Indian Merchant Chamber in 1973, he switched his profession to Sales / Marketing. He was Sales Executive with Lion Pencils Pvt Ltd, and later worked with several private companies before starting on his own.

During this period he also completed

his Masters in Marketing, Export Import Management etc.

In 1981, Chandran started his own venture The Right Connection catering to the recruitment of Senior Management Professionals from multi functional areas for a cross section of industries. Right Connection has serviced more than 500 corporates, both MNCs and large Indian groups and have placed more than 5000 Senior Professionals above the level of General Managers in India and abroad.

Chandran's wife is Surinder, a Punjabi who was working with Hawkins Cookers for 30 years. They have a son, Vishwas, an MBA currently working as Regional Director for a UK based Publication firm in Mumbai and a daughter Pooja who is married to Arun and settled in Bahrain. Pooja



has a 3 year old son Eshaan. Before marriage, Pooja worked with Citibank as an Officer for 5 years. Vishwas is married to Reshmi.

Chandran is very active in social circles. He is associated with a host of professional bodies, is a consumer activist associated with Consumer Guidance Society of India, Maharashtra chapter for more than 15 years and is an active member of AGNI and local ALMs. He regularly presents papers on various topics at seminars and meetings in most of these associations.

Currently he is the President of Nair Welfare Association, Malad and Executive Committee Member of Kairali Mitra Sahaya Samiti and also of Bombay Keraleeya Samithi, Malad.

He has lived in Malad ever since he arrived in Mumbai. ♦

28 29 > (simply).....

*The only luxury we can't afford is an EGO.
(The maintenance cost is too high.)*

How will we otherwise explain the clashes between:

- CHENNITHALA - CHANDY
- PINARAYI - V.S.
- ANUP - JOHNNY
- KANAM - BINOY
- FATHER - SON (Minister)
- BROTHER - SISTER
(Children of a great leader)

- Ummikrishnan

(There are many in the list.)

For a typical Malloo, his 'EGO' is more important than his 'ISM'.

*(If you agree with this or not, please respond.
Books worth Rs. 1000 await
the best response.)*

K C Kesava Pilla

REMARKABLE LITERARY TALENT

A title of 'Sarasagayaka Kavimani' was conferred on Kesava Pilla by Kavi Sarvabhouman Kerala Varma Valiya Koil Thampuran for his unrivalled skill of writing poetry, writing lyrics for Kathakali and plays, composing music, expositions, literary criticism. He studied only upto the fourth standard but mastered Malayalam and Sanskrit extensively and English to be able to translate English literature into Malayalam. For him lack of formal education was not an obstacle to achieve golden heights.

Satyanath

Kanakku Sankaran Chembakaraman' Kesava Pilla was a man of remarkable talent. A close associate of both Kerala Varma Valiya Koil Thampuran and Rajaraja Varma, his major works are *Kesaviyam* (a mahakavya), *Sadarama* (a musical play of the Tamil tradition), *Asanna marana chinta satakam* (Reflections of a Dying Man) in 100 quatrains and a number of *attakkathas*. His *Kesaviyam* is a mahakavya modelled on the Sanskrit pattern and strictly adhering to the rules of structure and style laid down by the classical rhetorician, *Dandi*.

Kesava Pilla lived in an era when Malayalam witnessed a new trend of neo-classicism. The first fifteen years of the 20th century saw a mushrooming of *mahakavyas*: Kesava Pilla's contemporaries like Azhakathu Padmanabha Kurup, author of *Ramachandra Vilasam*, Pandalam Kerala Varma, author of *Rukmangatha Charitam*, Kattakkayam Cherian Mappila, author of *Sri Yesu Vijayam*, Ulloor Parameswara Iyer, author of *Umakeralam* and Vallathol Narayana Menon, author of *Chitrayogam* et al paid their obeisance to this neo-classicist trend.

It is to be noted that KC Kesava Pilla was insistent that while writing his name in English, the surname should be spelled 'Pilla' instead of normally used 'Pillai' as he was a Malayalee Nair and not a Tamilian Chettiar.

Life sketch

Kesava Pilla was born on February 3, 1868 (1043 *Makaram* 23) in a reputed Nair family at Paravur, Kollam district. Since the Maharaja of Travancore bestowed the title of 'Kanakku Sankaran Chembakaraman' to the male members of his maternal home, he was known as K C Kesavan Pilla. From his early childhood, Kesavan showed a high degree of intelligence. His mother Lakshmi Amma belonged to Vazhavila Koneth House while his father Raman Pilla was a village officer. Kesavan was their second son.



When Kesavan was five years old, he was enrolled in the Government School and he studied upto fourth standard, the highest class of that school. He always stood first in his class. He could read with a clear diction and his teachers encouraged him fully. He was taught poems out of the syllabus too and they made him recite them in the class. This was an encouragement to other students to emulate him.

The deep religiosity of the parents helped Kesavan to read *Adhyatma Ramayanam* and other epics and thus he expanded his knowledge of Hindu mythology. Most rich families used

to organise 'Āttam' (kathakali) whenever any occasion arose for celebration. This naturally attracted Kesavan to *Āttakkatha* and soon he read most of them. When he was 14, he along with his friends presented *Duryodhana Vadham* on a *Sivarathri* before an audience of adults. Kesavan was singer, instrumentalist, stage manager and a performing artist too. His attention then turned to create his own *Āttakkatha* and thus he wrote '*Prahlada Charitam*' when he was only 15. He showed his creation to one of his teachers Edathara Paramu Asan who advised him to learn Sanskrit so that he himself would be in a position to rectify the errors. He was not willing to accept failure and accepted Paravur Kesavan Āsān as his Guru. As a Sanskrit student he learnt *Raghuvamsam*, *Kumara Sambhavam*, *Mekhadooam*, *Magham*, *Naishadham* etc and became confident to take a plunge into

the waters of poetry. After taking initial tuitions in English language from a Government official, he studied that language by himself and became proficient in the works of Shakespeare and Milton. Later when he became a Malayalam *Munshi*, he enhanced his expertise in Sanskrit with the help of his colleagues and friends like A R Rajaraja Varma.

When Kesavan became 17, he re-wrote '*Prahlada Charitam*' as '*Hiranyasura Vadham*' and published it. Soon some troupes staged it. At 19, he wrote '*Shoora Padmasura Vadham*' to be followed by '*Sri Krishnan Vijayam*.' The verses were mostly in Sanskrit and the rest in *Manipravalam*. Kesavan had a natural flair for music and so, he himself tuned them.

It will be interesting to have a look at some of the quatrains from these creations, to judge the expertise of this 19 year old poet.

ഹരിഹയനുതിപാത്രം ഹാടകാപീതനേത്രം
കരധൂതകുലഗോത്രം കല്പേഷ്യാന്തമിത്രം
ജലധരനിശ്ശോത്രം ദന്ദശൂകാരിപത്രം
സരസിജഭജനേത്രം സംശ്രയേ നന്ദപുത്രം.
(*Shoora Padmasura Vadham*)

മുല്ലപ്പൂമാലയൊട്ടുകപഭരമതിലാ-
ലോലമായുല്ലസിക്ഷേ
മുല്ലപ്പൂബാണനേറ്റം ശരനിരകൾപൊരി-
ഞ്ഞീടവേ പാടവേന
ചൊല്ലപ്പോകാത ദിവ്യപ്രഭയെഴുമമല-
ശ്രീമുകുന്ദൻയോമൽ-
ചെല്ലപ്പൂമേനി കണ്ടുവെലയമിഴിയാൾ
നുണിയാനന്ദസിന്ധഃ
(*Sri Krishna Vijayam*)

The above two quatrains demonstrate the mastery of this poet who was yet to attain 20 years of age, over the mastery over Malayalam and Sanskrit and his inherent talent in poetics.

During this period, Kesava Pilla wrote some other poems such as *Parvati Swayamvaram Ammanapattu*, *Vrukashuram Vanchippattu* and *Rugmini Swayamvaram Kambatikkali Pattu* but they were never published.

When Kandathil Varghese Mappila founded *Malayala Manorama*, it provided a platform for poets like Kesava Pilla and he sharpened his poetic skills. His fame soon spread across the states of Travancore, Kochi and Malabar. *Malayala Manorama* was not a daily then but a weekly printed on four pages and one page was dedicated to literature.

When he was 21, Kesava Pilla started a Sanskrit School. Later he shifted this school to his own village. The school used to receive financial grant from the government. During this period, he began translating Melpathur's *Narayaneeyam* into Malayalam.

In 1890, Kesava Pilla married Patinhare Veetil Kalyani Amma of Paravoor but within two years she died. In 1895, he married his father's niece Nanikutty Amma. The couple had three children. Well known litterateur Prof K N Gopala Pilla and K N Narayana Pilla were his sons while his daughter became the wife of historian R Narayana Panicker.

Soon Varghese Mappila sought the co-operation of KC Kesava Pilla in running *Malayala Manorama*. When the Organisation of Poets (Kavi Samajam) conducted an instant poetry contest in 1893, KC won the first place pushing even Kodungalloor Kunhikuttan Thampuran to the second place. This endeared him to Kerala Varma Valiya Koil Thampuran, the undisputed emperor of Malayalam literary world.



A R Rajaraja Varma



Kerala Varma Valiya Koil Thampuran

Seeing his multi-faceted talents, the authorities appointed him as a Malayalam Munshi and after four years in 1900 he was promoted as Sanskrit Munshi in the English High School.

In 1895, when Koil Thampuran celebrated his fiftieth birthday, Kesava Pilla wrote *'Kerala Varma Vilasam*, eulogizing him in Sanskrit. During this period, he became friendly with Kodungalloor Kunhikuttan Thampuran. About KC, Thampuran wrote as under:

കൊല്ലം ഹൈസ്കൂളിൽ മുൻഷിപ്പണിയുടെ തിര-
കിന്നുമണ്ണിസ്കൃതത്തിൽ
കൊല്ലംതോറും വിശേഷജ്ഞത വളരുമൊരാ-
പ്രക്രമപ്രവൃത്തിയ്ക്കും
മെല്ലെന്നിഷ്ടീഷു ശീലിപ്പതിനുമധികമായ്
വിഘ്നമാകാത്തമട്ടിൽ
കില്ലെന്നു സ്വന്തഭാഷാകവിതയുമിടയിൽ
താങ്കൾ താങ്ങുന്നു വീരൻ.

After a couple of years, in 1903 Kesava Pilla left his job in the school and moved to Thiruvananthapuram to become private tutor of Velayudhan Thampi, son of Sree Moolam Tirunāl Maharaja. This helped him to get closer to *'Kerala Kalidasa'* Kerala Varma Valiya Koil Thampuran, *'Kerala Panini'* A R Rajaraja Varma, Ganapathi Sastriikal and Ulloor Parameswara Iyer. For Koil Thampuran's 60th birthday, KC wrote a poem *'Shashtipoorti Shashti*,' consisting of 60 quatrains, and this endeared him to Thampuran. When KC was criticized for his *'Bhasha Narayaneeyam'* and *'Sadarama'*

drama, Thampuran successfully defended him. KC became active with *'Malayala Manorama'* and introduced *Samasya*, pictorial puzzles etc in it and this move became a catalyst for many growing poets. This led to the formation of a Kavi Samajam and in 1891 they held a three day conference at Kottayam. *'Kavi Samaja Yatra Shatakam'* narrates the journey to Kottayam. During the three contests, Kunhikuttan Thampuran and Kesava Pilla won gold

medals in writing play and poetry respectively. *Āsanna Marana Chinta Shatakam'* was written for this contest. *Kavi Samajam* soon transformed into *Bhashaposhini Sabha*.

Kesava Pilla was also a distinguished composer of songs of rare merit and his position as a composer was next only to those of Swathi Tirunal and Irayimman Thampi among Kerala musicians. But his best work as a poet is *Āsanna Marana Chinta Shatakam* which, although written for a competition, is a touching lyrical monologue with a predominant elegiac tone and anticipates the *Khandakavyas* or shorter poems of the poets of the renaissance.

When Koil Thampuran and AR were on opposite sides regarding *prasavadam* KC sided with AR and wrote *Kesaveeyam* in which he deliberately avoided this

dwitheeyaksharaprasam.

When AR was Principal of University College, College Day was celebrated and Kerala Varma Valiya Koil Thampuran presided. AR invited KC to the function and deputed him to talk on *Dwideeyaksharaprasam* opposing Koil Thampuran. It led to a long and stormy debate in various periodicals. It was alleged that Rajaraja Varma and Kerala Varma Valiya Koil Thampuran were engaged in a shadow war and instead of arguing directly, used KC and Ulloor respectively as their pawns. Ultimately all of them realised the futility of this debate and closed it through a joint communiqué in *Bhashaposhini*.

K C Kesava Pilla wrote three musical plays: *Raghavamadhavam*, *Lakshmi Kalyanam* and *Sadarama*. The last mentioned became popular. Besides, he translated Kalidasa's '*Vikramorvaseeyam*' also. His main works are *Asanna Marana Chinta Shatakam*, *Subhashita Ratnakaram*, *Sahitya Vilasam*, *Manasollasam*, *Santhi Vilasam*, *Mangalya Dharanam Thullal*, *Pallikkettu Varnanam Thullal*, *Kollam Pradarshana Varnanam*, *Sri Kashi Yatra* and many short works. Most of them were declared winners in various literary contests. *Asanna Marana Chinta Shatakam* depicts the mental swings of a person who awaits death, in 100 quatrains. An example is given below:

ഇന്നാൾ വേളികഴിച്ചയച്ച കരിമീൻ
കണ്ണാൾ മകൾക്കും ഗുണ-
ക്കുന്നായ് നന്ദിവളർന്നു മിന്നിടുമൊരി-
പ്പൊന്നോമനപ്പുത്രനും
നന്നായുള്ള സുതൻ പിറന്നു കുതുകാൽ
കണ്ടെൻറേയിക്കണ്ണുകൾ-
ക്കൊന്നാനന്ദമിയന്നിടുനതിനുമു-
ണ്ടായില കാലേ വിധി.

Subhashita Ratnakaram is a compilation of his writings in various periodicals about moral education and philosophical teachings.

During those days, the controversy about '*Dwideeyakshara Prasam*' (the need of maintaining the same syllable at the second place in each pair of lines of a Dravidian poem or in each line of a quatrain in the Sanskrit meters) erupted and shook the literary world of Kerala. When KC along with A R Rajaraja Varma opposed this practice, KC earned displeasure of Koil Thampuran for some time. In spite of his ability to weave beautiful quatrains with *Dwideeyakshara Prasam*', just to prove his point, KC wrote two Mahakavyams, *Kesaveeyam* and Malayalam translation of A R Rajaraja Varma's Sanskrit work '*Angala Samrajyam*.' These two works enabled him to earn the title of *Mahakavi*.

Kesaveeyam is based on the story of *Syamantakam* and contains 12 sections. It is one of his best works and also appreciated by the readers and critics. When Sri Krishna went into the forest in search of jewel, how was he welcomed by the breeze?

നിരന്നു മാകന്ദമരങ്ങൾതോറും
ചുരന്ന താർവ്വന്ദമരന്ദമേന്തി
വരുന്ന കാറ്റിന്റെ വിരുന്നിനാലുൾ-
ക്കുരുന്നു ദേവനു വിടർന്നു പാരം.

How beautifully he describe the attractive body of Prasenana?

അധരയുഗളമല്ലമായ് വിടർന്നി-
ട്ടിടയിൽ വിളങ്ങിന ദന്തപംക്തി കണ്ടാൽ
അധികപലമായ മർത്തുജന-
സ്ഥിതിയെ നിനച്ചു ഹസിക്കയെന്നു തോന്നും.

Kesava Pilla describes the dawn in the eighth Sargam thus:

മുകുന്ദ യാത്രോത്സവമത്ര കാണാൻ
മുതിർന്നുടൻ കൃതിരുളായ കേശം
ഒതുക്കി മെല്ലെന്നു മുഖം മിനുക്കി-
ത്തുടങ്ങി സന്ദ്രന്ദനഭിങ്നതാംഗി

It shows how essential imagination is for a poet.

Whatever may be the outcome of this literary conflict, Malayalam language benefitted by it. It got two great poems, *Kesaveeyam* and *Naishadham* translation.

K C Kesava Pilla died on August 4, 1914 when the printing of *Kesaveeyam* was on but he could not see the final product. He was cremated with state honours.

രമണീയാർത്ഥം വിലാസം
രസപോഷകമായ് കലർന്നിടും വാക്യം
കമനീയതയോടെഴുതാൻ
കഴിയുന്ന ബുധൻ യഥാർത്ഥ കവിയത്രേ.

K C the translator

Though K C wrote many poems of his own making, he is even now known for his two translations of *Narayaneeyam* and *Angalasamrajyam*. Both of them are known as very tough Sanskrit compositions of two unrivalled poets, Melpathur Narayana Bhattathiripad and A R Rajaraja Varma. The former condensed the *Bhagavatham* Dasama Skandam

into 1000 quatrains, divided into 100 dasakams (set of 10 quatrains). The quatrains are written in long meters such as *Sragdhara*, *Kusuma manjari*, *Sharddoola vikreeditham* etc. It was too much to expect a just and true translation even from a reputed poet. A high degree of knowledge of structural Sanskrit, vast vocabulary of Malayalam and expertise in composition are pre-requisites for such a task. Nevertheless KC not only satisfied the readers but earned their admiration too.

Translation of *Angalasamrajyam* was a higher road-block. Through this book, A R attempted to record the history of India under the British rule and this remained the only book of history written in Sanskrit till date. Using the non-Sanskrit names of places and personalities was a challenge to A R even. It would be unsurmountable to someone who never had English education. However KC received huge support from his friend AR on a daily basis.

Both these translations were made at times wide apart, the style of the second is better polished and KC has acknowledged this fact in its preface. Let us see how KC translated the quatrain referring to the introduction of telegraph in India:

വൻപൊത്തിവണ്ണമതിവേഗമിയന്ന മിന്നൽ-
ക്കമ്പിത്തപ്പാലിഹ പുരംപ്രതി വന്നമൂലം
ഇമ്പത്തെടാളുകൾ വില്ലുരഗർത്തൻ ചരിത്രം
തൻപത്തനന്ധരൂടെയെന്നതുപോൽ ഗ്രഹിച്ചു.



Kunhikuttan Thampuran

K C's plays

K C has written four plays, Raghava Madhavam, Lakshmi Kalyanam, Sadarama and Vikramorvasseeyam. The first was about the demolition of the ego of Rughini and Garuda by Sri Krishna. The second was about the eradication of superstition and it deals with the societal conditions of that time. A song from this play is given below:

സ്ത്രീകളും പുമാനും പരമാനുരാഗം
പരസ്പരം മാനസതാരിൽവേണം
അല്ലാതെ ചെയ്യുന്ന വിവാഹമെല്ലാം
പൊല്ലാതെയായ് ത്തിരിക്കിടുമില്ല വാദം.

This play was written in a competition conducted by *Bhashaposhini* at its Kozhikode meet and Manavikrama Ettan Thampuran was quite impressed by it. He then translated this play into Sanskrit. Prior to this only *Mayoorasandesam* and *Indulekha* were translated into another language, that too in English. KC was the first Malayalee poet whose work was translated into Sanskrit. *Sadarama* is an improvisation of the Tamil play, often staged at Thiruvananthapuram those days and received wide acclaim. KC removed all illogical parts from it and added some parts into the story to make it appeal to the Malayalee psyche.

The last mentioned is a translation of the Kalidasa's play of the same title. Though this play was earlier translated by Kodungalloor Kunhikuttan Thampuran, KC attempted it only after seeing the reception Malayalees gave to his *Sadarama*.

but it could not repeat the success of his *Sadarama*.

Excerpts

A one character quatrain by KC from *Shoorapadmasura Vadham*:

നാനാനനം നൂന നാനാ-
നനം നൂനാ നനം നനൂ
നാനാ നനാനോനാ നേനാ
നനാ നേന നനേ നനൂഃ

A prayer from the play *Sadarama*:

നൂരീരൂപവിലാസമായ വലയിൽ സാ-
ധുക്കളായ് മേവിടു-
നോരീ മാനുഷരൂപിണച്ചു ഭൂരിതം
നൽകും മഹാഭൂഷണാ
മാരൻ തന്നുടെ മേനി നേത്രശിഖിയാൽ ഭ-
സ്തീകരിച്ചുള്ള നൽ-
ക്കാരൂണ്യാബ്ധി മഹാശിവൻ മഹിതമാം
കൈവല്യമേകീടണം.
ശയനമതുകഴിച്ചു രാവിലേയെണ്ണ തേച്ചു
രയമൊടമകുളിച്ചു തത്രമോദാൽ ഭൂജിച്ചു
നിയമമതൂ നിനച്ചു സഭ്യവേഷം ധരിച്ചു
വയമുടനെതിരിച്ചു 'ഹൃദ്രഥ'യാം ഗമിച്ചു.
(കവിസമാജ യാത്രാശതകം) ◆

Next issue: Mooloor Padmanabha Panicker

IT HAPPENED WITH SEMMANGUDI

Semmangudi Srinivasa Iyer and Chembai Vaidyanatha Bhagavathar were contemporary carnatic musicians and were highly respected by the connoisseurs of music. Semmangudi was Principal of Swathi Thirunal Music College when Chembai did not take up any official teaching position. The former was always meticulously dressed while Chembai wore his clothes very casually. While Chembai was always known for his sense of humour, Semmangudi was always serious and did not mingle easily. In short they had diametrically opposite dispositions.



Semmangudi

Chembai was staying at Guruvayur for a *bhajana* at the Sri Krishna Temple. One of his old accomplices called on him at his lodging and sought a personal loan of Rs.5000 to meet an emergency family need. Chembai did not have sufficient money with him but considering his friend's need, he promised to help. He contacted a friend at Palakkad and requested him

to send the amount immediately. The friend agreed immediately. By evening he reached Chembai's lodge with the money. Chembai was surprised to see him bringing the money personally.

While exchanging pleasantries, the friend told him that his daughter was getting married soon and informed him the date. Considering his friend's sincerity in bringing the money himself, Chembai felt very happy and without being asked, told him that he would conduct the traditional *kacheri* himself on the marriage eve.

The friend was now in a dilemma. He had already invited Semmangudi for the *Kacheri* and he did not want to hurt Chembai by telling the truth. Without mentioning about the *Kacheri*, he left for Palakkad.

Chembai those days used to get a much higher fee for his concert and the friend could not bring himself to tell Chembai about this. To avoid the dilemma, he did not send the wedding invitation to Chembai at all.

Chembai returned the loan much before the wedding day. He felt something amiss when he did not receive the invite.

On the wedding eve, Semmangudi was all set to climb to the dais for the concert when he saw everyone present turn their heads backwards and a sound of happiness emerged. Chembai was coming down the aisle towards the dais accompanied by his constant accomplice. Nodding to Semmangudi he moved towards the dais. The host, perplexed came forward and to avoid embarrassment, told Chembai that he forgot to send the marriage invitation. With a wave of his hand, he asked the host to continue sitting on his mat.

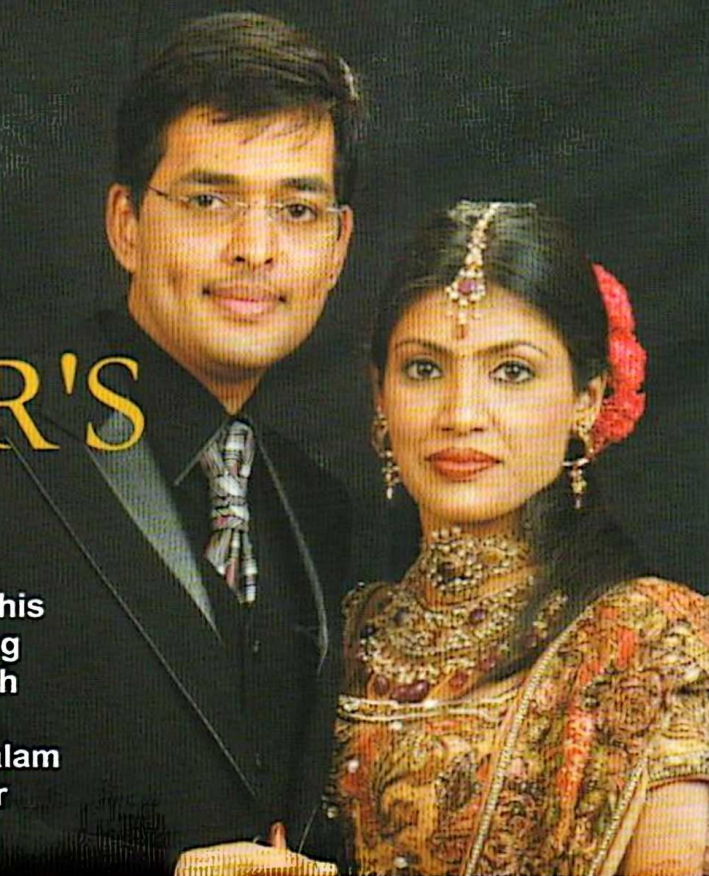
Semmangudi did not know how to face the situation but soon Chembai started addressing the audience. He said the host had told him about the wedding much earlier and as a friend, he had promised him to hold the concert. Semmangudi continued sitting among the audience and Chembai enthralled the music lovers well over two hours. Then he got up and came down to Semmangudi and told him that though he did not sing, he could still collect the promised fee for being present.

The host pleaded with Chembai to stay for the feast but the latter expressed his inability to have anything to eat or drink as he had a stomach upset and walked away pleading emergency to reach Trichur.

Next issue: C Achutha Menon

AMIT MOHAN RUNNING HIS FATHER'S BUSINESS

Son of Goodknight Mohan and Lata, Amit and his family is an example of a Keralite family making Mumbai their home yet very much in touch with their native state. They are like several other Mumbai Keralites who speak Tamil and Malayalam yet follow the traditions of Kerala and consider this state as their own place of origin.



Elvee

The living room at Amit Mohan's house has a typical Kerala ambience.

A wooden four-footed elephant statue with *venchamaram*, *nettipattam* stands majestically and chenda, maddalam and other musical instruments are placed strategically at different corners of the room. One can relate immediately to the

family who though in Mumbai has not forgotten their roots.

Amit and his family live with his parents R Mohan (GoodKnight Mohan) and Lata. It is a spacious flat and one can sense the bonding among the family members.

Kerala Iyers rarely venture into business. They prefer the security of a steady income by either working for the Government or a private company.

Amit's grandfather V Ramaswamy was a Government employee responsible for revival of sick textile mills in Kerala. He married Saradambal, daughter of TS Kalyanaraman (who started Kalyan Group, and the grandfather of its present owners). Amit's mother, Lata was the daughter of the late TV Chidambaram who was working with Air India in Mumbai and her mother was Parvathy. In fact, Lata and Mohan are first cousins who have married, a common custom among Malayalees.

After completing his education, R Mohan, (Amit's father) came to Mumbai and started his own business. He was film producer and distributor, created and marketed consumer brands like Good Knight, Snuggy baby diapers, HIT aerosols. These brands were later sold to Godrej group.

Amit was born and brought up in Kalina, studied at St Antony's High School and NM College of Commerce. He then did a film-making course in the US and returned to join his father's business. Today he is the Managing Director of Shogun Organics Ltd that manufactures and supplies the active ingredients used in mosquito repellents like coils, liquid and sprays. They have their administrative office in Lokhandwala Andheri and their factory near Pune. R Mohan is the Chairman and Founder of Shogun Organics.



R Mohan and his wife Lata with their grand daughter Veda

Amit, after completing his film-making course helped his father in the film production business. His last film production was *Seedan* in 2011 in Tamil (Dhanush and Ananya starrer). Along with his father, he has produced several Malayalam films like *Kaalapaani* (multi lingual), *Spadikam*, *Kilukkam* etc. Hindi films *Gardish*, *Chandni Bar*, Tamil films *Puthu Vasantham*, *Aahaa* etc. Of late however Amit is more active in his Chemical factory and film production has taken a back seat.

Amit got married to Sapna in 2006. They have now two children, three year old Rudra and one year old Veda. Amit makes it a point to spend time with his family.

"I always see that I spend enough time with my wife and kids," he says. "For me family is more important than the business I do."

Sapna was also born in Mumbai, brought up and educated at several cities

like Mysore, Bangalore, Chennai where her father was transferred.

A part of her schooling was done in Nigeria where her father was working. She completed her graduation in Biology and Postgraduation in Bio Technology Life sciences at Ruia College Mumbai. She got married after completing her Post graduation. It was an arranged marriage. Sapna had plans of helping her husband in his business but right now she is busy bringing up her two

kids. Her hobbies include reading fiction voraciously, listening to music etc. Her parents are Sundar and Lata



Veda and Rudra

and they live in Malad. Sapna has a younger brother Vignesh, who has his own business. Before marriage Sapna had learnt Bharatanatyam for a few years.

Amit has a sister Anu who is married to Rajiv, who after working for some time in the US, has settled in Bangalore. They run their own software company that sells Management Training Simulation software to Management Schools.

As a child, Amit has acted in a Malayalam movie 'Uncle Bun' with Mohan Lal in which he won the Best Child artiste award conferred by the Kerala State's Film Critics in 1990.

His hobbies include photography, watching movies, etc.

Amit does charity work through his company and on his own. His company donates by cash and kind to a veda paatashala in Palakkad, contributes to Akshaya Trust in Madurai that feeds destitute men and women, and is involved in Literacy India in Delhi where he sponsors programs and provides financial help for educating poor children.

The family speaks fluent Malayalam, can read and write Malayalam and celebrate Kerala festivals like Onam, Vishu, etc. So they are in every way Keralites speaking a language that is more Malayalam than chaste Tamil.

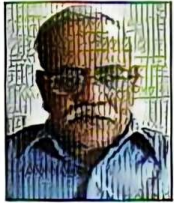
The family goes to Kerala regularly and on vacations within India and abroad. Sometimes they all go together, otherwise the couple and the children have a holiday while the parents stay back. ♦



Sapna and Amit with their children

THE FRAGRANCE OF CHANDRIKA

The ancient town of Irinjalakuda in Thrissur district of Kerala is known for three things: The *Koodal Manikkyam Temple*, *Unnayi Warriar* and *Chandrika Soap*. Chandrika's founder late C R Kesavan Vaidyar and Irinjalakuda have both become synonymous with each other.



K R NARAYANAN

■ Though Ramapuram (Meenachil Taluk of the then Kottayam district) was his *Janmabhoomi*, Irinjalakuda was the *Karmabhoomi* of Kesavan Vaidyar, ever since he moved here

with his family in June, 1940. Through sheer hard work, honesty and sincerity, he grew to become a very successful and influential businessman and a great philanthropist.

The wealth and fame he earned could not change him. To the people around, he continued to be the humble, kind and affectionate Vaidyar. This simple, Khadi clad, ever-smiling, and silent social revolutionary, went ahead with his mission to bring in substantial social and economic development in his *Karmabhumi*, till he succumbed to the inevitable at the ripe old age of 95 in 1999.

Kesavan Vaidyar, a staunch devotee of Narayana Guru of Varkala was born on Guru Narayana Jayanthi day, under the same stellar constellation of *Chathayam* on 11th *Chingom* of the Malayalam Year 1080 (26th August, 1904). Vaidyar followed the "Guru"'s footsteps scrupulously. He loved and respected goodness and rationalism, irrespective of where they came from. He played an active role in and made substantial contributions to the social renaissance that was gradually taking place in Kerala, during the pre-independence days. The Vaikkom Satyagraha, temple entry to backward castes, freedom struggle, etc. are only a few among them.

Though a Gandhian to the core, Vaidyar never wanted to be a politician after Independence. Without any desire for importance or positions in political life (unlike his contemporaries), Vaidyar chose to remain a true follower of the principles of Gandhiji



Kesavan Vaidyar

and Narayana Guru and kept away from active politics.

In spite of his limited academic education (7th Class of yore), Vaidyar could interact very well with the literary giants of his time and was a prolific writer and a powerful but polite speaker. His associations with the late K. P. Kesava Menon, Vallathol Narayana Menon, Lalithambika Antharjanam, Puthethathu Raman Menon, and such other literary giants, and his devotion to the poetic works of Kumaran Asan and the like, prove his great interest in and inclination towards the world of letters. He loved literature, wanted to learn from the lives of great men and

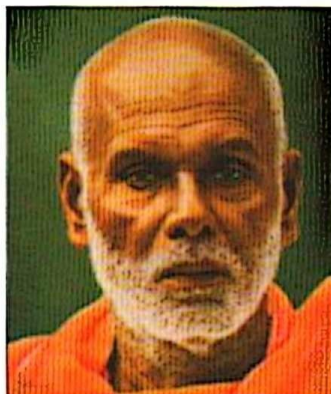
philosophers. He maintained a huge library in his house the Chandrika Bhavan in Irinjalakuda.

The path he traveled to affluence and reputation was rough and full of obstacles. His unshakable faith in the Supreme Power, his sincerity and love for his fellow beings and a tremendous will power took him to great heights socially and financially. When he breathed his last on the 6th of November, 1999, (at the age of 95), the people of Irinjalakuda paid this humble, great man such homage as the town had never seen before.

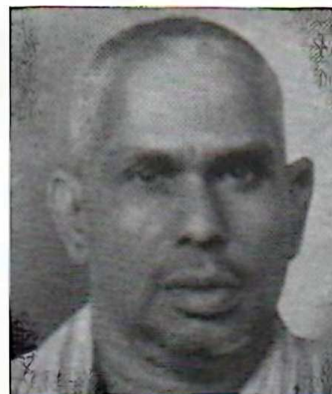
VAIDYA RATHNAM

It was in the Ashram of his Guru Narasimha Swamikal at Eloor that Vaidyar learned about the reputed *Siddha Vaidyan* Ramananda Swami. Narasimha Swami gave him an insight into the potentials of the *Siddha Vaidyam* as well. This information made Vaidyar interested in this branch of medicine. He reached Koorkkanchery, (a suburb of Thrissur) after a strenuous and (in those days) expensive journey and met Dharma Thirtha Swami in the *Koorkkanchery Ashramam*. Dharma Tirtha too suggested that Vaidyar should learn *Siddha Vaidyam* from Ramananda Swami.

It was not very easy to be a disciple of Ramananda, because there were no specific courses or training under him. But the pupil himself had to strain to learn from the day to day activities of the Swamiji. But the Swamiji's medical treatment was very famous in those days and many patients used to approach him for treatment of many types of diseases from different parts of Kerala and Tamilnadu. Swamiji was an expert in handling patients with psychological problems. Vaidyar very carefully observed



Shri. Narayana Guru, The Lodestar of the late Kesavan Vaidyar's life



Ramananda Swami Kesavan Vaidyar's Guru

and studied the Swami's handling of different illnesses and the treatments prescribed for them.

Having learnt the *Siddha Vaidyam* and *Ayurveda* systems of medicine from Swami Ramananda, Kesavan Vaidyar established his "*Siddha Vaidyashramam*" in the *Narayana Bhakta Samudayodharini Bhaktasamajam Building* in Irinjalakuda on the 28th of June, 1940, and commenced his life as a registered medical practitioner in Irinjalakuda.

Some medicines gifted by Ramananda Swami and an amount of Rs.50 were his only investment. His *Siddha Vaidhyashramam* attained great popularity and brought him a good reputation among the people of Irinjalakuda. Kesavan Vaidyar was more of a friend than a physician to his patients. In view of this, he could very well expand his activities and the income therefrom. Within a year (1941), he was able to open a small branch of his *Siddha Vaidhyashramam* in Varandarapilly (about 20 Km. east of Irinjalakuda). Vaidyar developed more than 72 *churnas*, about 33 medicinal powders, 92 varieties of pills and tablets, about 92 different types of medicated oils and about 14 types of Ayurvedic concoctions, about 33 types of medicinal pastes and 31 types of medicated ghee, etc. These were in addition to his own patented *Chandrika* brands like soaps, laxatives, balms, eye drops, and the like. By 1953, Kesavan Vaidyar's fame and reputation of the Sidha Vaidyashramam spread beyond the territories of Kerala and southern India. He was honored with the title of *Vaidya Rathnam* by the Samoothiri, of Calicut. During this period, Vaidyar promoted and strengthened many organizations for indigenous medicines and also organized all the Ayurveda physicians and practitioners of the State to the form the "*Kerala Ayurveda Mandalam*".

CHANDRIKA

The brand name, "*Chandrika*", has a long history commencing from the day Vaidyar established his *Siddha Vaidyashramam* in Irinjalakuda (1940). In course of time, Chandrika, (perhaps the



The Matha Maithree Bhavanam

first Ayurvedic medicinal soap in India) evolved to become the brand name of Irinjalakuda town itself. (All the ayurvedic products of the Sidha Vaidyashramam like the soap, eye drops, laxatives and many other medicinal products were marketed under the brand name Chandrika). Initially, Vaidyar produced Chandrika soap as a medicated ayurvedic soap, to address the skin diseases, as advised by Ramananda Swami.

Subsequently, demand for the soap as a preventive for skin diseases, and later as a daily toilet soap, soared high. The production of Chandrika Soap was initiated as a cottage-level activity. To start with, the production involved the conventional process, by boiling coconut oil and caustic soda, along with the prescribed Ayurvedic herbs and ingredients, and allowing it to cool and solidify. The solid material was cut into cakes, shaped and covered in butter paper and packed in boxes. As the demand for the soap went up, the production had to be automated with sophisticated machinery manned by technical work force. A lot of R & D work also has gone into the ayurvedic, medical and other ingredients used for the soap.

The production and marketing activities diversified and were covered by different units established in Ernakulam (Kochi), Coimbatore and Bangalore, in addition to Irinjalakuda. Today the activities of the Chandrika soap are concentrated in Bangalore, with corporate marketing tie ups. In spite of heavy competition, Chandrika is still considered a pure, deep



cleansing soap from India made from vegetable oils and Ayurvedic herbal extracts, with no chemicals or animal fats.

The soap attracted overseas markets like Sri Lanka, Singapore, Malaysia and other near-east and the middle-east countries earning sizeable foreign exchange for the country. It is, therefore, little wonder that the commercial giants vied with one another to bag the marketing rights of this product. When he started marketing his Chandrika

soap in the early stages by traveling the length and breadth of the Travancore-Cochin area, Vaidyar could not have imagined that one day his soap would become a household name among the Indians within the country and abroad.

Chandrika brought many laurels to Vaidyar and Irinjalakuda as well, winning many awards like the Kerala Vyavasaya Jyothi Award (1993) and many export awards. It raised Vaidyar to the status of a major entrepreneur - industrialist of Kerala.

PHILANTHROPIST VAIDYAR

The premature death of his eldest son, C K Mani Lal, at the age of 44 shook Vaidyar. He converted the grief into providing low cost health facilities to the people of his town through a well equipped hospital in the name of his deceased son. Known as the Lal Memorial Hospital, this institution provides yeoman health service to the people of Irinjalakuda. The Hospital has a nursing college attached to it.

Vaidyar's *modus operandi* to reform the society and create awareness was based on the Guru's principle- "*freedom*"



The late Karthyayani Amma Vaidyar's wife

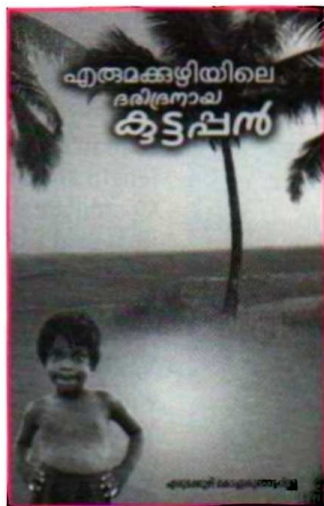
STORY OF A POOR BOY - ALSO OF TRAVANCORE

Ashwathy

Through a novel an author uses to convey his views in a most attractive manner to the readers.

The earlier novels were straight, direct and to the point without any deviation from the main theme but as time passed, authors tried to experiment with various styles such as a flashback, stream of consciousness, thriller etc. Readers found them enticing for some time but, like in all fashions the ultimate fashion is the oldest one, authors returned to straight narration.

Erumakuzhy Kochukunju Pillai's latest book, the fifth of his published works, *Erumakuzhiyile daridranaya Kuttappan*, is a novel that does not belong to the modern trend of curvilinear narration but the old fashioned 'straight to the heart' type.



Coming from a person who has seen life close to eight decades, its trials, travails and tribulations he chooses to tell us in the most appropriate style, straight, sincere and serene.

This writer, normally not a fast reader, finished reading this book in one sitting. The main character is not heroic but a poor boy studying in the fourth standard in a very backward village of Erumakuzhy. His father is a drunkard, vagabond and antisocial, repulsive to all. His mother Janaki struggles to feed him a decent meal but encourages him to study well, pointing out that the only way to prosper is through education.

Kuttappan does not have a set of decent clothes but an old set of torn and jaded clothes. The boy tries to help his mother by doing odd jobs by picking up cashew from other people's compounds where they cannot reach for fear of snakes and beds of nettle. There is an event when his father breaks all clay pots and robs all

the cashew nuts he collected over a period of time to sell for having his usual cup of toddy. By his words and deeds, Kuttappan earns several pet names not to be proud of but that causes mental hurt and ridicule, such as 'cheeni' (tapioca), 'patti' (dog), 'kutiyan' (drunkard), 'kallan' (thief) etc and he accepts all of them as unavoidable and a fait accompli.

Kuttappan was intelligent, hardworking and humble. The environment he lived in made him a coward and all his attempts to be brave were futile. His thirst for knowledge made him visit a reading room of the local State Congress Office. There he understood the undercurrents of the freedom struggle and the agitation for responsible government. The respect that ingrained in his mind for the Maharaja confused him about the struggle. During his growing up process, he came across the news of partition of the country, killing of Mahatma Gandhi, and the change of government under Pattom Thanu Pillai. He also saw his respected local political leaders quitting Congress and becoming Communists. His dream of rising to a new progressive world fell shattered. Despite all the abuse from his peers, he passed SSLC with a first class while his rivals failed. He became a communist to usher a new era but after two years of wasteful moorings, he left Erumakuzhy in search of a job.

Similar stories have appeared quite early in Malayalam literature. MT's '*Nalukettu*' and Nandanar's '*Unnikuttante Lokam*', C R Kerala Varma's '*Omanakuttan*' and many similar stories may come to mind but the atmosphere here is quite different. While the last two bring happiness to the reader, Kuttappan is thrown to a cruel world before the reader.

The author is convinced that a coward is always a coward and the environment only reinforces it. The author, being a poet, brings several poems into the narration towards the end and this sometimes becomes a hurdle while reading. Also the last two chapters could have been omitted as they do not contribute anything to the climax. Overall, the novel leaves the reader with a sense of despair and makes him saddened with the plight of Kuttappan. Erumakuzhy Kochukunju Pillai does not disappoint the reader and his sincerity comes through his choice of words and the small incidents he chooses, to bring out the character of the main protagonist. [*Erumakuzhiyile daridranaya Kuttappan* by Erumakuzhy Kochukunju Pillai and published by him. Pages 160 and priced Rs.70. Copies can be had from C K K Pillai, 1-Vaity House, L T Road, Mulund (E), Mumbai 400 081. Ph:022-21639140]

Continued from page 21

THE FRAGRANCE OF CHANDRIKA

through knowledge". The Chandrika Educational Trust was one of Vaidyar's tools to achieve this goal. The Trust subsequently diversified, imparting value based education for the layman and creating jobs, with the establishment of S.N. Lower Primary and upper Primary School at Kattungachira in the Irinjalakuda Municipality. Realizing the need for capable teachers to mould the new generation, this trust initially established a Teachers' Training Institute on 21st April, 1963, at Irinjalakuda. The foundation stone of this Teachers' Training Institute was laid by Vaidyar's wife, Karthyayani Amma.

The Chandrika Educational Trust follows the lofty ideals of imparting value based education to the common man, awarding scholarships to the needy and deserving students and

encouraging the overall development of an individual's personality by conducting seminars, discourses and discussions on relevant issues.

Realizing that a library is an integral unit of education, the S. N. Public Library was established by Vaidyar in 1972. The Library is a treasure house of innumerable reference books, journals, news papers related to all spheres of life and fields of knowledge. Free access to knowledge is ensured through this majestic portal of learning. A "*Matha Maithree Bhavanam*" (A Home for Communal Harmony), established by Vaidyar is also situated in the precincts of the Library.

Vaidyaratnam Kesavan Vaidyar is no more but the fragrance of his Chandrika is still wafting in the airs of Kerala.

VISIONARY BUT AUTOCRATIC DEWAN

Sir C.P. Ramaswamy Iyer, popularly known as 'Sir CP' or simply CP was an able lawyer, efficient administrator and astute politician. He was the Dewan of the erstwhile Travancore princely state from 1936 to 1947.



V N Gopalakrishnan

■ Under his Dewanship, Travancore became the first princely state to abolish capital punishment, first to introduce free and compulsory education, first to introduce

universal adult franchise and the first to be connected to the rest of India by air.

In 1931, when crown prince Sri Chithira Thirunal Bala Rama Varma was barred from succeeding his uncle Sri Mulam Thirunal as the Maharaja of Travancore, C.P Ramaswami Iyer spoke on his behalf to Lord Willingdon, the Viceroy of India. The Viceroy agreed but insisted that Ramaswami should function as Legal and Constitutional Advisor to the Maharajas.

Sri Mulam Tirunal was the first ruler in India to establish two legislative bodies in a princely state under the guidance of Sir CP. The proposed bicameral legislature comprised of the Sri Mulam Assembly (First Chamber) and the Sri Chithira State Council (Second Chamber) and Sir C.P. was the President of both. On November 12, 1936, at the instance of Sir C.P, Sri Chithira Thirunal issued the famous Temple Entry

Proclamation which gave Hindus of all castes and classes, including Harijans or untouchables, the right to enter Hindu temples in the state. Mahatma Gandhi and other social reformers praised the Maharaja and the Dewan for this proclamation though conservative Hindus opposed it.

Sir CP was the first person in India to

suggest a plan for interlinking the rivers in the country and is also credited with the establishment of several hydro-electric power projects. He established the Pallivasal Hydro-electric power project on the Periyar River and initiated the Pechipara Hydro-electric Scheme and the Periyar Wildlife Sanctuary project. In 1940, under his

Rock at Kanyakumari.

Sir CP started the University of Travancore (subsequently named as Kerala University) in 1937 with the Maharaja Sri Chithira Thirunal as the Chancellor and himself as the Vice Chancellor. He was awarded an honorary doctorate by the University of Travancore in 1939. He also renovated

the Padmanabhapuram Palace built during Marthanda Varma's time and expanded the Trivandrum Art Gallery.

Sir CP was the first to introduce the midday meal scheme in the form of the Vanchi Poor Fund in Travancore to encourage poor children to attend school. Capital punishment was abolished and universal adult franchise introduced in 1940. He also appointed Mrs. Anna Chandy as the first District Judge who later became the first Indian woman High Court Judge. He established the Travancore Bank which eventually became the State Bank of Travancore.

During his tenure, Travancore made rapid progress in industrial development. He invited the Indian Aluminium Company to set up its first plant in Alwaye to manufacture aluminium cables. He established the Fertilizers and Chemicals of Travancore, the first fertilizer

plant in India with American collaboration. He also established the Travancore Cement Co., the Travancore Titanium Co. and the Travancore Rayons Limited. The state revenue increased four-fold during his tenure as the Dewan.

Ramaswami was born on November



Dewanship, Travancore became the first state to nationalize road transport in India. The first cemented highway in India between Trivandrum and Kanyakumari covering a distance of 88 kms was constructed during his tenure. He also carried out a great deal of pioneering work for the Vivekananda

13, 1879 to C. R. Pattabhirama Iyer and Seethalakshmi Ammal in Madras. Pattabhirama Iyer, a prominent judge was the Chairman of the Committee which sponsored Swami Vivekananda's voyage to USA to attend the Parliament of Religions. The ancestors of Ramaswami hailed from Chetpet town in the North Arcot district of Tamil Nadu.

With the pocket money given by his father, young Ramaswami would buy books and had a well-stocked library even as a student, which he made available to his friends. This library grew to become one of the largest libraries in Madras owned by a single individual. When Ramaswami was in the 8th standard, his father bought a set of 20 volumes of "Chambers Miscellany" in order to ensure that his son achieved mastery over the English language. It is said that Ramaswami

to spend his college vacations with Sir K. Seshadri Iyer, the Dewan of Mysore and was inspired by him.

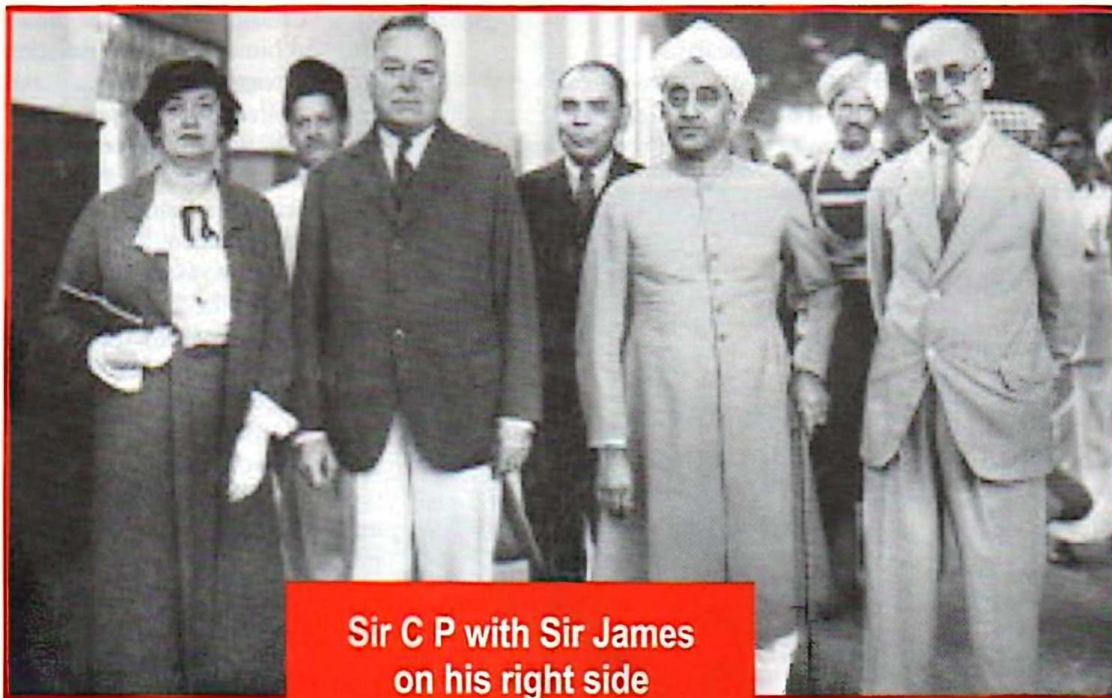
After completing the law course Ramaswami did not enroll himself as a lawyer. He felt an urge to abandon the legal profession and join the Servants of India Society founded by Gopalakrishna Gokhale. He went to Poona where he met Gokhale who agreed to admit him as a member of the Society. He also developed an admiration for Annie Besant and collaborated with her in organising the Home Rule League. Ramaswami came into contact with Jawaharlal Nehru when both were Joint Secretaries of the Home Rule League. Ramaswami later served as its Vice President and edited *New India*. When Annie Besant was elected as the President of the Indian National Congress, Ramaswami became the Secretary in 1917 but

member of the Executive Council of the Governor of Madras from 1923 to 1928 and as the Law member of the Executive Council of the Viceroy of India from 1931 to 1936. In 1926, Ramaswami was made a Knight Commander of the Indian Empire (KCIE). He was the Indian delegate at the League of Nations in Geneva in 1926 and 1927. In 1932, he attended the Third Round Table Conference at London and his maiden speech at the Round Table Conference was candid. He also served in many international organisations and on the boards of several Indian universities. He was the sole Indian delegate to the World Economic Conference in 1933 and the following year, he drafted a Constitution for the State of Kashmir. In 1941, he was made a Knight Commander of the Star of India (KCSI).

Sir CP was determined to implement the American Model reforms and support the cause of an independent Travancore. In October 1946, a mass uprising broke out in Vayalar and Punnapra regions of Alleppy in reaction to Ramaswami Iyer's speeches for the creation of an "American model" executive in Travancore. But he ruthlessly suppressed the Punnapra-Vayalar revolt in which according to Prof. A. Sreedhara Menon's *Kerala History*, around 1,000 people died.

On June 3, 1947, the British government accepted the demands for partition of India and the Princely States were given two options of either staying independent or

merging with the dominions of India or Pakistan. Supported by the Dewan, Maharaja Sri Chithira Thirunal issued a declaration of independence on June 18, 1947. As this was unacceptable to India, negotiations were started with the Dewan. A favourable agreement was reached between the Dewan and the Indian Union representatives by July 23, 1947. Accession to the Indian Union could not be carried out because it was pending for approval by the Maharaja of Travancore. However, an assassination attempt was made on the Dewan on July 25, 1947 during a concert commemorating the anniversary of Swati Thirunal. The Dewan survived with multiple stab wounds. This



Sir C P with Sir James on his right side

completed all the volumes in less than two years!

Ramaswami studied at the Wesley Mission School at Madras. Then he joined the Presidency College in 1894 for his intermediate course. At the age of 16, Ramaswami was married to nine-year old Seethamma in 1895. Ramaswami obtained a double first class in the B.A exams and stood first in English and Sanskrit. He also bagged the Christian College Medal for English language and the University Medal for Sanskrit. Though Ramaswami desired to become an English professor, his father wished that he should become a lawyer and thus he chose a career in law. He graduated with distinction from the Madras Law College in 1901. He used

distanced himself from the Party after disagreeing with Mahatma Gandhi over the Swadeshi and Non-Cooperation movements.

Ramaswami Iyer practised law and at the age of 31, he became the undisputed leader of the original side of the Madras High Court. As a lawyer, he fought and won over 300 cases. He was offered the post of a judge of the Madras High Court, but he turned it down. However, Lord Willingdon, the Governor of Madras nominated him as Advocate General of the Madras Presidency during 1920 to 1923. He was also selected as the President of the First All Indian Lawyers Conference held at Allahabad.

Ramaswami served as the Law



**Sir C P with the entourage
of Maharaja
Chithira Thirunal
(extreme right)**

hastened the accession of Travancore to the

Indian Union soon after his recovery.

After he resigned as Dewan of Travancore, Ramaswami Iyer left for London in 1948 and he returned his titles of KCSI and KCIE through a letter to Lord Mountbatten, the Governor General of India. He also visited Brazil, Argentina, Peru and Mexico as a tourist. He visited USA and met US President Harry S. Truman and other intellectuals. In 1952-53, he visited Australia, New Zealand and USA either as their government guest or as a visiting professor. During the 1950s and 1960s, Ramaswami Iyer served as a Vice-Chancellor of both the Annamalai and Banaras universities at the same time, thereby becoming the first Indian to do so. He received honorary Doctorate degrees (D.Lit or LL.D) from five Universities.

Sir C.P. Ramaswami Aiyar was also a renowned author. Some of his works are: *Indian Universities: Retrospects and Prospects*; *Religion, Man and Other Essays*; *Biographical Vistas*; *Pen Portraits*; *Fundamentals of Hindu Faith and Culture*; *Cultural Freedom of Some Eminent Indians*; *At the Crossroads, Phases of Religion and Culture*; *World Religions-A study in synthesis*; *World Culture and India*; *Treatment of Landscape in Eastern and Western Poetry etc.*

In 1953, Ramaswami Iyer was appointed as a member of the Press Commission of India. He served as a member of the University Grants commission in 1955 and visited China as the leader of the delegation of Indian universities. He also served as a member of the National Integration

Committee on Regionalism, Chairman of the Hindu Religious Endowments Commission and President of the Inter-University Board of India and Ceylon in 1965. In September 1966, Ramaswami Iyer left for England to conduct research on a planned book titled *A History of My Times* at the India Office library. On

September 26, 1966 while speaking to a reporter, he collapsed and died at the age of 86. Thus the remarkable career of *Sachivottama* Sir C.P.

Ramaswami Iyer came to an end.

Sir CP has been criticized as an authoritarian and anti-Communist but despite his animosity with the Communists, he opposed as "unconstitutional" the dismissal of the elected Communist government of Kerala in 1959. He was also criticized for liquidating the Travancore National and Quilon Bank but Prof. Sreedhara Menon has lauded the action stating that but for his timely action the public would have lost their deposits in the

banks. He was criticized for deliberately sealing the office of *Malayala Manorama*, the leading daily of Kerala. However, H.H Sree Uthradom Tirunal Marthanda Varma, the Maharajah of Travancore publicly praised Sir. C.P while stating that "he should not have been mistreated".

After his death, his family members established the C.P. Ramaswami Aiyar Foundation on October 14, 1966 at his ancestral home with the objective of serving the interests of the community at large and promoting Indian culture through research and development. C. P. Ramaswami Aiyar Institute of Indological Research was established under the aegis of the Foundation in 1981 to facilitate research and promote the study of Indian art, history and culture, and to organize seminars and conferences on various aspects of Indian culture and history. The Institute is affiliated to the University of Madras for Ph.D. degree in History and Environment. *The Journal of Indian History and Culture* published by the Institute is an annual publication which encompasses various types of historical research.

(The Author is a Freelance Journalist and Social Activist. He was the Editor of Telegulf Directory Publications, Bahrain and CEO, Priyadarshni Academy. He can be contacted at telegulf@gmail.com).

Wedding



SURAJ, son of Jyothi Pillai and NRK Pillai, CMD Aishwarya Publications, married **BABITHA**, daughter of Sudha Chandran and CS Pillai at Sauparnika Auditorium, Kottarakara, followed by a Reception at the Leela Mumbai on June 16.

Prasanna Nambiar ALL IN THE FAMILY

Very few women artistes take up challenging male roles in Kathakali. Prasanna Nambiar is one such dancer of Kathakali as well as several other Indian classical dance forms. She has been dancing for more than 50 years, and is a teacher and choreographer of classical dance forms.

Lakshmi V

Daughter of the veteran Kathakali exponent in Mumbai, the late Guru Krishna Panicker and his 89 year old danceuse wife, Gowri Panicker, dancing runs in Prasanna's veins. In fact the entire Panicker family is one of dancers. Her sisters and her daughters are also classical dancers and teachers. And her grand-daughter is also being initiated into Bharatanatyam.

Prasanna was born in Thiruvalla in Kerala but brought up in Mumbai. She did her schooling from SIWS and her graduation from Sophia College in Economics. She started learning Bharatanatyam from the age of five. She learnt further under the late Guru Kittappa Pillai (Bharatanatyam) and Kathakali under the late Nanu Pillai, her father's Guru. She was trained in Mohiniattam under her father and Padmasree Kalamandalam Kshemavathy, Kuchipudi under CR Acharyalu (of *Darpana* fame), Kathak under Gowrishankar and Lakshminarayan and folk dance from Chotu Singh of Little Ballet troupe.

Prasanna's greatest inspiration has been her father. Guru Krishna



Panicker was a well-known Kathakali dancer and expert *chenda* player. Prasanna herself has danced with him on Kathakali stages. She and her sister Radha, as a pair, have given several classical Bharatanatyam and Mohiniattam dance performances since they were teenagers.

Today Prasanna Nambiar is one of the few women who have donned strenuous masculine roles in Kathakali like *pacha*, *kathi* etc which were the monopoly of men. She dances feminine roles with exquisite grace, mimes (facial expressions) and dexterous footwork. Her first Kathakali performance was when she was 11 in the role of Lord Ayyappan in *Ayyappa Charitam*. She was a regular Kathakali dancer for the Vaitalik shows arranged for tourists in Mumbai for 15 years. She has performed with Kathakali

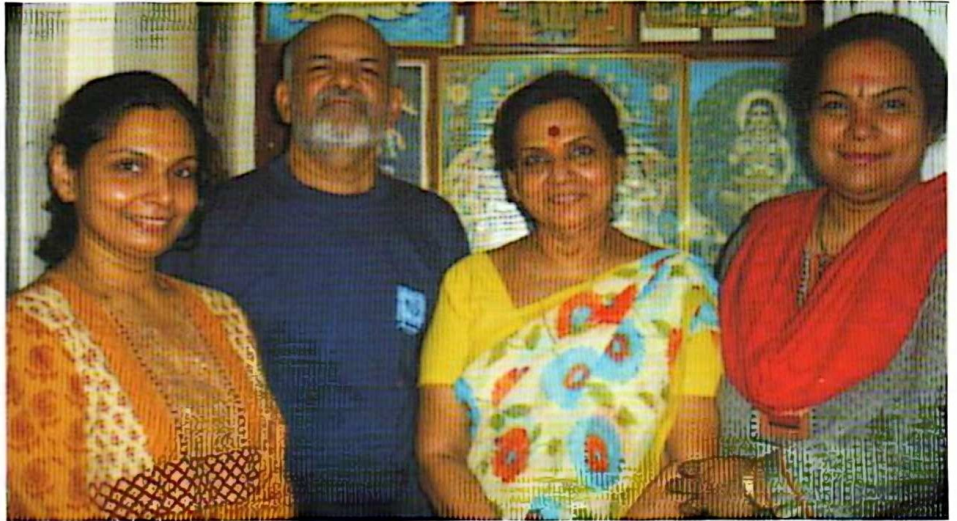
veterans like the late Raghavan Nair, late guru Karunakara Panicker and the late Krishnankutty Warriar in Mumbai. She is an examiner for the University of Mumbai for their Degree Course in Dance (Bachelor of Performing Arts) in Mohiniattam.

Even today, she performs kathakali on stage. Every year she with her family performs at Sreevallabha Kshetram at Thiruvalla as an offering. According to legend, the God himself comes and watches the kathakali performance at the temple. In her younger days she danced with her sister Bharatanatyam on several stages. She has participated in *kal ke kalakar* festival organized by Sur Singar Sansad and was awarded the title *sringarmani* in 1971. She has participated in the Swami Haridas Sammelan.

Prasanna's role as Ravana in kathakali has won applause from discerning critics. Guru Krishna Panicker had founded Nrityaprabha, a School of Classical dance and Prasanna is teaching and performing for Nrityaprabha. Prasanna's five sisters Radha, Rema, Ambika, Girija and Shylaja have all performed at Nrityaprabha. Prasanna is the eldest of them. Radha and her husband have founded and are running 'Mudra' a dance school in Ahmedabad. Rema, living in Baroda, is a dance teacher and performer. She has married

Shreekanth, son of Padmasree Kunchan Nair Asan, a veteran kathakali exponent. Her other three sisters are settled in Mumbai and take dance classes and also perform on various stages in Mumbai.

Prasanna has performed in dance ballets like *Geethopadesham*, *Dharmasastha*, *Shri Krishna* choreographed by her father. Currently her daughters Ajitha and Amrutha teach Bharatanatyam at Nrityapraha, while she focuses on giving kathakali performances and teaching advanced mohiniattam and kuchipudi to senior students. Nrityaprabha has a second branch at



Prasanna Nambiar with her husband Kunhiraman Nambiar and daughters Ajitha and Amrutha

Andheri in addition to the school at Mahim. She teaches Bharatanatyam at YWCA and MVM School at Andheri. Prasanna and her daughters have trained and still are training several students at Nrityaprabha including doctors, architects, chartered accountants and lawyers apart from individuals who want to learn classical dance. Her students have participated in several prestigious dance shows and competitions and won prizes. Prasanna Nambiar is also a judge at Nalanda Dance Research Centre's *Nrityotsav*, their prestigious All India dance competition held every year in Mumbai. Her students have performed dance ballets choreographed by her for Nrityaprabha at their classical dance programmes. She is also a judge for youth festivals held by the Kerala Government every year.

After completing her graduation Prasanna joined the Reserve Bank of India and worked there as Manager till

she took retirement in 2002 to devote full time to her dance. She has also completed her LLB. Prasanna Nambiar's husband Kunhiraman Nambiar has always encouraged her in her art. Hailing from Kannur, he retired as General Manager Reserve Bank of India in 2005. Apart from being an active member in associations of the

RBI, Kunhiraman is Trustee of Sree Vidyadhiraja

Educational and Charitable Trust, Managing Committee member at Sree Krishna Mandir and Treasurer of Keraleeya Samajam, Andheri (West).

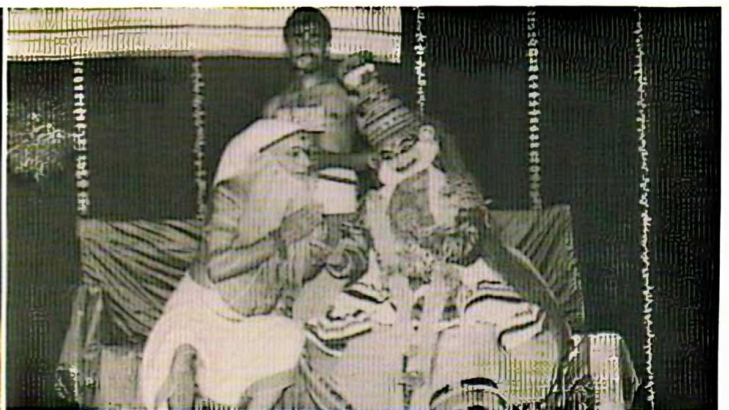
Her elder daughter Ajitha, an M Com; B Ed and lecturer at SNTD University is married to Gopinath Nambiar.

They have a daughter Keerthana who is following her footsteps and learning Bharatanatyam. They also have a son Pranav. Her second Daughter Amrutha Menon, an MA BED is married to Ravi Kumar Menon. They have a son Rohit. ♦

"Studying classical dance is a form of mental, physical and intellectual growth and exercise. It also makes us familiar with India's rich culture. Students must continue to study this ancient dance form even after their arangettam."



Prasanna Nambiar (left) at a performance at Thiruvalla



Prasanna Nambiar as Krishna and her father Guru Krishna Panicker as Kuchelan in Kuchela Vrittam

CONDUCTIVE CLIMATE FOR 'GROWTH AND DEVELOPMENT'

KERALA'S PRIORITIES

Sriprakash Menon

After 56 years of the formation of Kerala state both the left and right political groups have ruled the state by turns for five years each, yet the state faces economic crisis, unemployment, falling agricultural production and political power struggle resulting in the rise of contract killings. All this in a state which has cent per cent literacy, good social and cultural climate besides rich natural resources. Are the people and politicians failing Kerala known as "God's own country?"

Recently like the earlier chief ministers of the state, Oommen Chandy also visited Mumbai to woo business and corporate houses to invest in Kerala. Despite individual enterprises doing well in Kerala, whether it is marine exports, spices, tea, rubber, chit funds, gold jewellery, fabrics etc., it has no infrastructure. The state's power position has improved in recent years yet there is power cut. There is no uniform town or village planning with proper sewerage system in many towns and villages of Kerala. There is not a single six lane expressway in the state though it has three international airports and an international container terminal near Kochi.

Smart City to boost IT industry (near Kochi), Coach Factory in Palakkad,

Kannur Airport are still progressing at a snail's pace. Airport at Aranmula is also being talked about for quite sometime now. The metro rail projects at Kochi and Thiruvanthapuram may see many governments come and go before it is completed. Industrial and corporate captains suspect Kerala's call for economic growth as it lacks credibility

Maharashtra, should put aside their personal and party politics to develop their region instead of trying to cling to power and muzzle dissent with brutal killings. Kerala should not be reduced to 'killing fields' by political parties.

The State government has done little to stop the drain of unskilled and skilled workers from the state. Today Kerala has having several unemployed IT graduates but no masons, carpenters, sewerage cleaners, farm workers, electricians, waiters in hotels, construction workers, etc. Somehow a situation has been created as if doing blue collared job within the state is below one's dignity. Arrogance, lethargy coupled with political patronage for non-performance have become the philosophy in the labour oriented fields. No doubt business in Kerala can survive only with the help of outside labour force. The Government has not come up with any positive incentive for the people



V S Achuthanandan
Opposition Leader



Oommen Chandy
Chief Minister

of intent. There is a trust deficit. Good intentions should be coupled with proper action with a dateline. Projects in Kerala can be on the drawing boards for years. Conducive conditions for industrial and agricultural growth is only in theory. Kerala politicians like their counterparts in Tamil Nadu or

who are ready to be partners in the development of the state.

Yet during the last several decades, the political system has conveniently institutionalised bandhs and hartals which have become political holidays for the people when the state-owned beverages corporation makes a good



sale of liquor with the support of the 'spirited people' of Kerala. The idea is to be on 'a high so that the issues can be forgotten' till the next hartal. Political unity for such hartals have even baffled the police who are unable to maintain normalcy as in other states. Whether it is a marriage party or people going for medical help all have to convince the 'netas' on the roads so that they can move ahead in their daily life. A section of youngsters cannot be blamed as they have no work to attend and this gives them both money and respectability especially with police vans and force around gives them immense glamour and importance.

As a first step the Kerala government should constitute a panel of experts from different fields of industry to suggest and implement the action plan of the government for economic growth. Only a bold initiative can save the present government's credibility in the face of the state's failing financial health. The government should not encourage complacency in regard to important projects in Kerala and should take the Opposition into



A view of the National Highway in Kerala

confidence as they do in case of a hartal or to exploit the working class sentiments. Congress led coalition has a golden opportunity to turn around the state through economic development and progress. Both the UDF and LDF come to power on the basis of communal politics hence they should not shy away from learning developmental lessons from the Gujarat chief minister Narendra Modi.

I only hope before the term of the present Government ends the four-lane work (started a few years ago) of Thrissur - Coimbatore highway would be completed if not the broad gauge line between Palakkad - Palani which has been on for several years thanks to the Railways and Kerala Government. If the ruling and opposition parties can come together on Mullaperiyar issue why can't they come together with a master plan for the development of the state?

(The writer is a documentary film maker, cultural and social observer and freelance journalist.)

കവിത

എന്റെ ഗ്രാമം

വിട പറയുന്ന ഓരോ സന്ധ്യയും
ദീർഘമായ തിരസ്കരണങ്ങളോടെ
ഇന്നത്തെ ഗ്രാമത്തിലൂടെ കടന്നുപോകുന്നു!

കാവുകളിലെ അന്തിവീളക്കുകൾ കരിന്തിറ കത്തുന്നതും,
പാതിയെരിയ്ക്കിയ പട്ടികൾ ഓലിയിടുന്നതും
കുന്നിമ്പലത്തിൽനിന്ന് കാലൻകോഴികൾ കുക്കുന്നതും,
പാതിയെരിയ്ക്കുന്ന ഭൃണത്തിന്റെ മുന്നറിയിപ്പായി
ഗ്രാമവാസികൾ കറയുന്നു!

നീക്കയുടെ തിരസ്കരണത്തിൽ
നീക്കയാതിരക്കും വെട്ടിത്തറക്കി
കടന്നുകളയുന്ന കാപാലികരെ
നാട്ടുവെട്ടത്തിൽ ഇനം തിരിച്ചറിഞ്ഞു!

ഗ്രാമം ഉയർത്തിപ്പറപ്പിച്ച
രാഷ്ട്രീയക്കൊടിക്കൊല്ലം
ചുങ്കപ്പും വെള്ളയും, മഞ്ഞയും, പച്ചയുമെല്ലാം
കാലവർഷത്തിൽ കുതിർന്ന്
പിന്നിന്ത്യടുങ്ങിയിരിക്കുന്നു!

കാപാലികരുടെ നിശ്ശാസകേതങ്ങളിൽ
ഈ വർണ്ണക്കൊടിക്കളെല്ലാം,
ഒരേനിറവും ഒരേ വികാരവും, ഒരേ ലക്ഷ്യവുമാണെന്ന്
ഇനം വിളിച്ചു പറയുന്നു!

കൊലപാതകരാഷ്ട്രീയത്തെ
ഘോരഘോരം അപലപിക്കുന്ന
രാഷ്ട്രീയ നേതൃത്വങ്ങൾക്കൊന്നിനെങ്കിലും
അരുംകൊലകൾ ചെയ്യാത്തവരാണ്, തങ്ങളെന്ന്
ഇനമധ്യത്തിൽ വിളിച്ചുപറയാൻ കഴിയുമോ?

ഇല്ല;
അവരുടെയോരോരുത്തരുടേയും
കൊടിക്കിഴിയിൽത്തന്നെയാണല്ലോ
കാപാലികർ താവളമുണ്ടാക്കിയിരിക്കുന്നത്!

വിമോചനത്തിന്റെ പ്രത്യയശാസ്ത്രവും,
വിയർപ്പൊഴുകുന്നവന്റെ ഇച്ഛാശക്തിയും
ചുതാട്ടക്കാർ എന്നേ
പണയപ്പെടുത്തിയിരിക്കുന്നു!

കടംകൊണ്ട ജീവിതത്തിന്റെ
ഗതിയറ്റ പ്രയാണത്തിൽ,
മനക്കരുത്തിന്റെ പ്രതിഷേധവുമായി
വർണ്ണക്കൊടികൾ നിരാകരിക്കപ്പെടുമ്പോൾ;

എവിടെനിന്നെപ്പോഴാണ്
നിലവിളികളുയർന്നതെന്ന്;
രാത്രിയുടെ അന്ത്യയാമത്തിലും
കണ്ണിൽ പന്തം കൊളുത്തി
ഗ്രാമം കാതോർത്തിരിക്കുന്നു!

മനസ്സാക്ഷി പണയം വെക്കാത്തവർ
കാത്തുസൂക്ഷിക്കുന്ന മാതൃവീര്യത്തിൽനിന്നും,
ജീവകാരുണ്യത്തിന്റെ ദീപശിഖയുമായി
നാളത്തെ പ്രഭാതം പൊട്ടിവിടരുമെന്നുതന്നെ
ഗ്രാമം വിശ്വസിക്കുന്നു!

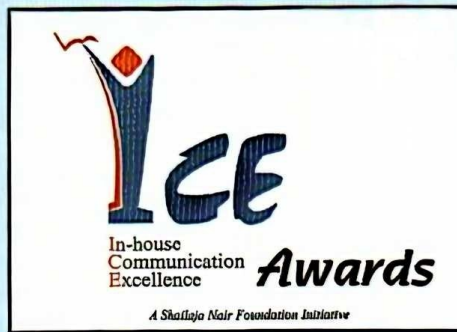


പവിത്രൻ
കണ്ണപുരം

ICE AWARDS 2012



The Annual ICE Awards, initiated by Shailaja Nair Foundation, for the Best In-House Magazine in various categories, were distributed on June 22. The event took place at Ramada Plaza in Powai. Governor K Sankaranarayanan was the Chief Guest and K Ramkumar, Executive Director, ICICI Bank was the Guest of Honour. This year's ICE Awards jury was headed by ad veteran Bharat Dabholkar while noted journalist and author PK Ravindranath headed the Governing



Council. Chairman of FEI Cargo, Pratap Nair who instituted the ICE Awards in memory of his wife, the late Shailaja Nair welcomed the gathering and

thanked the Governor with a memento. This year, the winners were honoured with books instead of cash prizes with the aim of fostering the reading habit and keeping alive the print media tradition. The New ICE Award logo and trophy was also launched during the event.

There were 675 entries this year including participation from reputed organisations like Reserve Bank of India, Hindustan Unilever Ltd, Dr Reddy's Labs, Mahindra and Mahindra, Vanarai Foundation and several others from all over the country.



The award winners with the jury and office-bearers of the Governing Council



Antakshari in progress

An in-house magazine is created by individuals of an organisation as a tool of connectivity among them and as a form of creative expression. Started in 2009, the Shailaja Nair Foundation is a much awaited event among the in-house magazines of several companies. Awards are given under various categories like most creative name, design, content, employee participation, etc.

SHAILAJA NAIR ANTAKSHARI

FEI Cargo Ltd's Founder's Day celebration culminated with the main highlight *teri yaad mein* on June 24 to

celebrate the birthday of the Late Founder-Director and Pratap Nair's wife, Shailaja Nair. This was followed by a spiritual discourse by Brahmakumari Sister Deepa and a magical performance by Rajamurthy, Director, Academy of Magical Sciences, Thiruvananthapuram. The Shailaja Nair Antakshari was presented by Annu Kapoor with *Deewane, Parwane, Mastane, Afsane* Teams participating. Deewane won the Shailaja Nair Antakshari Trophy which was presented to them by Annu Kapoor, Pratap Nair, P K Ravindranath.

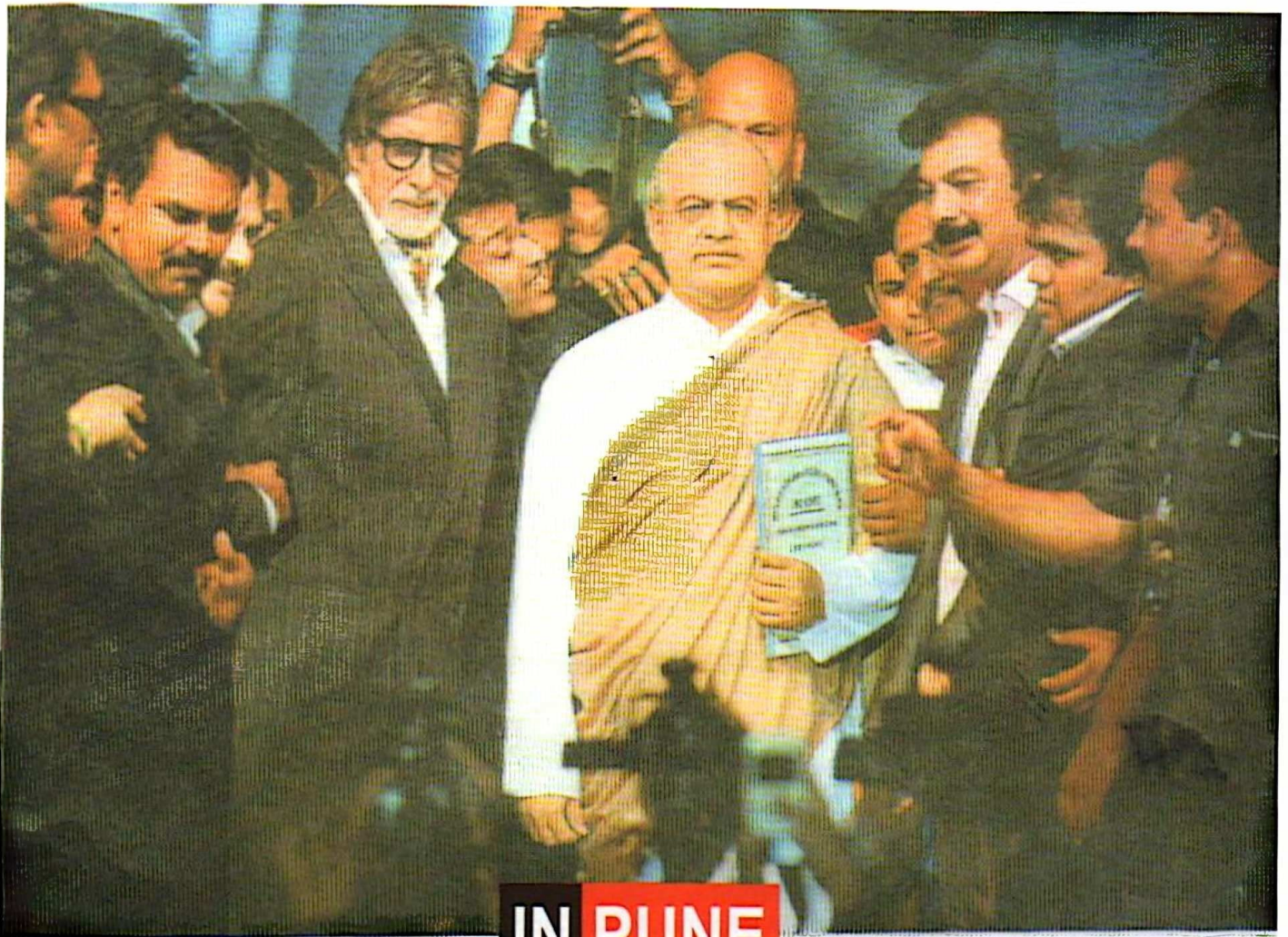


The Trophy being handed over to Deewane team as Pratap Nair (left) and Annu Kapoor (right) applaud.

WINNERS OF ICE AWARDS

- **Best In-house Magazine (Gold):**
Without Reserve - Reserve Bank of India
- **Best In-house Magazine (Silver):**
Raintree - Indian Institute of Technology Bombay
- **The Best In-house Magazine (Bronze):**
Creative Keeda - Sophia Polytechnic Art and Design Department
- **Most Creative Name:**
Without Reserve - Reserve Bank Of India
- **Imperative Content:**
Raintree - Indian Institute of Technology Bombay
- **Best Design and Layout:**
Creative Keeda - Sophia Polytechnic Art and Design Department
- **Active Employee Participation:**
Foundation Day Journal - Hindustan Petroleum Corp Ltd.
- **Best International Magazine:**
At Ford - Ford India Private Ltd.
- **Best In-house Magazine amongst Educational Institutes:**
Creative Keeda - Sophia Polytechnic Art and Design Department
- **Best In-house Magazine amongst Banks:** *Without Reserve* - Reserve Bank Of India
- **Best In-house Magazine amongst NGOs:** *Vanarai* - Vanarai Foundation
- **Best In-house Magazine amongst Government and Other Organisations:** *Nabard Parivar* - NABARD
- **Best Cover Page:** *Lanco World* - Lanco Infratech Ltd.
- **Best Special Issue:**
Foundation Day Journal - Hindustan Petroleum Corp Ltd
- **Best Regional In-house Magazine:**
Kudumbarama - Malayala Manorama
- **Best ICE Coverage:** *Tidings* - Thomas Cook (India) Limited
- **Special Jury Awards:** *Newscape* - Kokuyo Camlin Ltd
- **Special Jury Awards:**
Catalogue - The Bombay Art Society
Dakshata - Maharashtra Police HQ
Madhyam - Fergusson College
Vichaar - Unnati





IN PUNE

Sunil Kandallloor

CREATING HISTORY WITH WAX IN LONAVALA

A young man in his thirties sporting a T-shirt frantically gives instructions to a worker on welding the rods to a metal sheet. Around him hundreds of holiday makers are rushing to catch glimpses of celebrities.

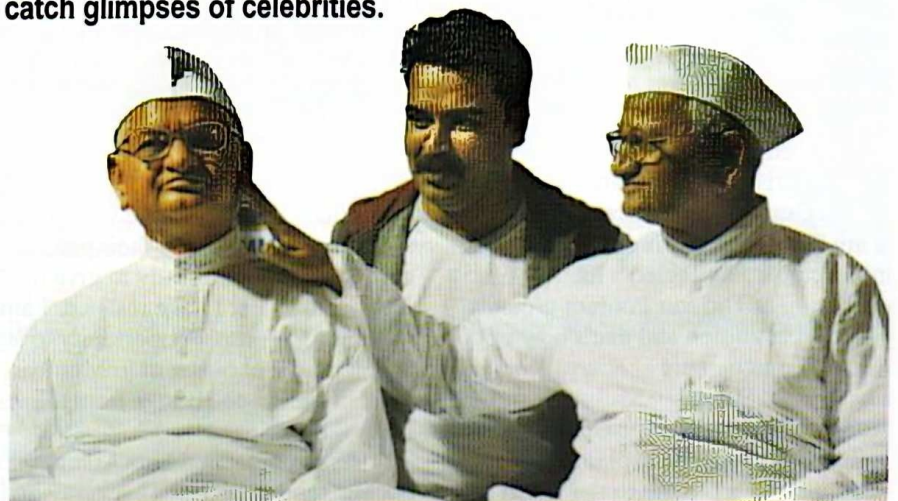


Sriprakash Menon

■ A young man in his thirties sporting a T-shirt was frantically giving instructions to a worker on welding the rods to a metal sheet. Around him hundreds of holiday makers rush to catch up glimpses of celebrities.

This was the weekend scene at Lonavala's now popular *Sunil's Celebrity Wax Museum* and the person unmindful of the crowd is Sunil Kandallloor - founder artist who is literally waxing eloquence with the celebrities.

Sunil after doing his diploma in fine arts



Sunil Kandallloor with Anna Hazare and his wax model



Wax models of A R Rahman, Michael Jackson and Kapil Dev

6 A lot of businessmen, industrialists have given me offers and several institutions have given me work offers to make wax models of their parents, gurus etc. They are ready to give me several lakhs but I have resisted. I am waiting for a proper opportunity to start an international museum in Mumbai with all Indian celebrities from all fields 9

from Madhava College in Kollam, worked as a sculptor from home at Kayamkulam for eight years making various wax models, learning how to mix wax, create perfect eyeball, facial expressions and developing skills to choose various colours to make the models. Luckily, "my first break came in 2005 when I got a joint venture (JV) to open India's first wax museum at Narayanan Namboodiri's Baywatch Water Theme Park, Kanya Kumari".

"Lord Krishna's wax statue which is kept at Guruvayur Devaswam Museum is my first work. During my 14 years of initial career I struggled a lot. My first exhibition at Thrissur Pooram grounds got me recognition and that's how I got my first joint venture at Kanya Kumari. I have made Amitabh, Shahrukh and several others at KK Museum without being with them", he explained.

Wanting to break out to the world and to reach out nationally, like the great

painter Raja Ravi Varma (who started his printing press at Malavli), Sunil also left Kerala and landed up at Varsoli village near Lonavala. Perhaps he is the second Malayalee artist to come to this region to do something unique. Thirty nine year old Sunil is married to Pooja who is based in Kerala with their two year old Theji. Actually "I am on my way to Mumbai but I have reached only Lonavala now", he said smilingly.

"A lot of businessmen, industrialists have given me offers and several institutions have given me work offers to make wax models of their parents, gurus etc. They are ready to give me several lakhs but I have resisted. I am waiting for a proper opportunity to start an international museum in Mumbai with all Indian celebrities from all fields," he asserted.

"I have approached Lata Mangeshkar, Sachin Tendulkar, Bal Thackeray and several other Hollywood celebrities.

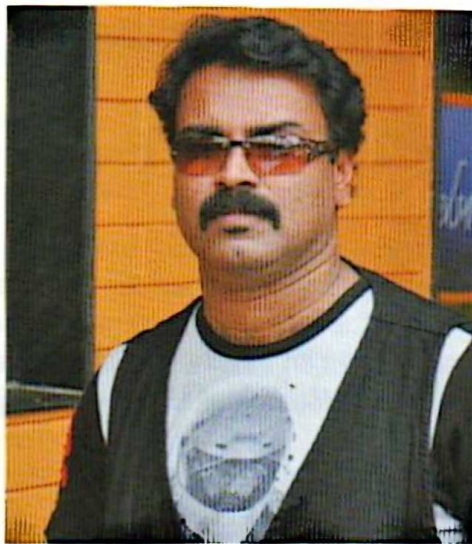
What I need is about 2 hours with these celebs then within one month their models will be ready. I am not a European. Moreover it will take time for people to recognise my talent and dedication. Only after I created Anna Hazare, many people came to know about my works", he cited.

Sunil is keen on creating idols of noted businessmen and industrialists, "I have already approached Ratan Tata's office and a few others but everyone is very busy. It is not correct to create models with the help of pictures. To create expressive face and good body language I need to concentrate on their attitude and mannerisms as well. I am sure one day people would like to come here instead of waiting for a trip to London. Many people have told me that I should have more women wax models For that women celebrities should come forward and give me some time so that I can study their figure. It is easy to create

a male wax model as it is less time-consuming", he explained.

Sunil is currently finishing a wax model of Babasaheb Purandare - a well known cultural figure of Maharashtra. He is also busy with the former prime minister Atal Bihari Vajpayee's model which would be ready by July. "I am striving hard to excel in my work, it would take a few more years and time alone will bring more celebs to my museum. I am happy that now my museum is a must visit for all the weekenders coming Lonavala", he stated.

About 3 to 4 lakhs of people have already visited Sunil's Celebrity Museum and he believes that "many celebrities who are unable to take time



Sunil Kandallloor

out for him would slowly and steadily fulfill his dream of creating a wax museum which would equal London's famous Tussauds Wax Museum. "If the Government of Maharashtra gives me land to set up an independent museum in the country's commercial capital, I would like to come to Mumbai", he observed.

He has heard so much about Tussauds Wax Museum that he is now planning to visit London. His ambition is to start a wax idol training centre to coach the younger generation in this highly specialised art.

Next time when you hit the old Mumbai Pune Road and you want to see celebrities you know where to stop - Sunil's Wax Museum at Lonavala.

YASODA CHARITABLE TRUST

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- ▶ Affiliated to Calicut University (Kerala)
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- ▶ Regular classes / Part time classes
- ▶ Eligibility Graduate with required PERCENTAGE OF MARKS as per University rule
- ▶ WRITTEN & ORAL examinations will be conducted by centre and university (objective type)
- ▶ Duration 2 years
- ▶ Placement in reputed organizations in India & abroad after assessing the students capabilities

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Other courses of Mahatma Gandhi University

B.Com with Computer Applications (3 Years), B.B.A (3 Years), B.T.S (3 Years), B.F.T (3 Years), and B. Sc Computer Science (3 Years),

Degree courses discontinued from Calicut University & Mahatma Gandhi University can also continue from our centre (Distance learning/Education) With Part II Language: Malayalam, Hindi, Arabic

After completion of eligibility test, students can join directly for Calicut University Open Degree Programme. Contact for further details in following address
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Contact for Admission (Mumbai CST)

Yasoda Trust Head Office, Aishwarya Publications Pvt Ltd, 303, 3rd Floor, Eruchshaw Bldg, OPP ICICI Bank, Next to Handloom House, D N Road, Mumbai 1

Contact for Admission

Wadala Centre (MG University) NKES Campus, Plot no 132, Indulal Bhuvu Marg, Wadala (West), Mumbai 400 031

Contact for Admission

Vasai Centre (Calicut University) Magic Point, near Sai Baba Temple Sector-6, Evershine City, Vasai East-401 208

Ph: 0250 6055544

Mr. Sreejith : 9167886867 / 9820029141,
Ms. R B Fernandez 9689919872
Website: www.yasodacollege.com
E-Mail: info@yasodacollege.com,
yasodaacademy@gmail.com

MULUND KERALA SAMAJAM

In the 60's there were around 30 Malayalee families residing in Mulund in rented and a few ownership apartments and chawls. There was a strong need for these men and women to meet and work for their common good and welfare. They met after work and helped one another in welfare activities and during times of crises. Gradually they decided to form an association that gave them a sense of pride and identity.

This was the genesis of one of the oldest Mumbai Malayalee Samajams - Mulund Kerala Samajam.

KIM Bureau

The first meeting of the Mulund Kerala Samajam was presided by KC Pillai and KM Mathews, KC Pillai and EK Nair were elected as President, Secretary and Treasurer respectively along with five other Managing Committee members. Today this 52 year old organization is actively involved in social, medical, cultural and educational activities and has a membership of over 1500 Malayalee families and 30 patron members.

Mulund Kerala Samajam has two establishments; a dispensary and Reading room at Gaurav Plaza RRT Road in Mulund West and an Ayurvedic Health Centre in Varadalaxmi in Mulund east.

The Ayurvedic Dispensary in Mulund West has a consultant Ayurvedic physician from Arya Vaidya Pharmacy (Coimbatore)Ltd and a Pharmacy.

The Ayurvedic Health centre in the East was set up with the expert guidance of Arya Vaidya Pharmacy Coimbatore to promote Ayurveda (Kerala Style). Treatments like kizhi, navarakizhi, pizhichal, general massage, Rejuvenation Therapy, treatment for arthritis, musculo-skeletal disorders, paralysis and spondylitis are offered under the guidance and supervision of qualified physicians. Apart from Malayalees, several non Malayalees have benefitted from the treatment here. The Samajam also conducts free



Ayurvedic medical camps. Special discounts are offered for members and the public during these camps.

Community service has always been one of the main aims of the Samajam. At times of calamities the Mulund Kerala Samajam has always lent a helping hand namely during the earthquake at Latur, the floods in 2005, floods in Kerala etc. Financial assistance and medical aid are given to needy and deserving people. Every year the Samajam offers cash prizes to

meritorious SSC and HSC students. They felicitate all SSC students of Mulund Vani Vidyalaya who have taken Malayalam as their second language. The Samajam conducts Malayalam classes under the Malayalam Mission Plan with qualified teachers, Vatsala G Nair and Mallika Lakshmi C. About 40 students have enrolled in the Malayalam class conducted by the Samajam.

The samajam has a well-maintained library and reading room with more than 2000 books, in Malayalam and

Committee Members



K Gopalan Nair
President



Sujata Nair
Vice President



C K Lakshminarayanan
General Secretary



Suresh Babu
Treasurer



E Ramachandran
Jt Secretary



C K K Poduwal
Jt Secretary

English and newspapers in both the languages.

Onam is celebrated in a grand manner with cultural programmes and onasadya. All the members and their families take part in the Onam celebrations.

In 2009 the samajam celebrated its golden jubilee (fifty years) with cultural programmes for three days. The then Water affairs Kerala State minister NK Premachandran inaugurated the event. Singers G Venugopal and Sujata, Mohiniattam by Madhuri Deshmukh, kathak performance by Sheela Mehta, dance programmes by lady members and the children were part of the golden jubilee celebrations. Former Presidents and Secretaries of the Samajam were felicitated during the event.

In 2011 the Mulund Kerala Samajam conducted a Childrens' Camp that was very well received by the members. About 50 children in the age group 7-13 took part in the camp that was held for two days. The camp was organised in association with St Gregorios Orthodox Jacobite Church at their school campus. Gopi Kuttikkol, Director of Sunday Theatre in Kasargode taught the children, various skills including Personality Development, literary and creative arts etc. Father Geevarghese, the office bearers of Mulund Kerala Samajam and several other members made the camp a success. Now the Samajam plans to conduct Childrens' Camp every year.

Currently the Samajam has joined hands with several other organizations to fight for more trains to Kerala from Mumbai.



Oppana by children of Samajam members as part of Onam celebrations



Western Dance performance by children of members during the Golden Jubilee celebrations of the Samajam



Ayurvedic dispensary at the Samajam Office in Mulund West.

FUTURE PLANS

The samajam has plans to felicitate an outstanding personality from social /cultural/educational or any other field every year from this year onwards with a cash prize and a memento.

It plans to set aside more funds to assist poor people who need medical help and aid deserving students to continue their education.

K Gopalan Nair is the President of the Mulund Kerala Samajam while Sujatha Nair is the Vice President. Lakshmynarayanan is the General Secretary, CKK Poduval and E Ramachandran are Jt Secretaries. P Suresh Babu is the Treasurer. Other members of the Managing Committee are G Mohan Kumar, A Radhakrishnan, P Unnikuttan Nair, K Vijayasankar, TK Rajendra Babu, Oommen Michael, K Girish Kumar, Santha Vasudevan and Santhi Lakshmynarayanan. ♦

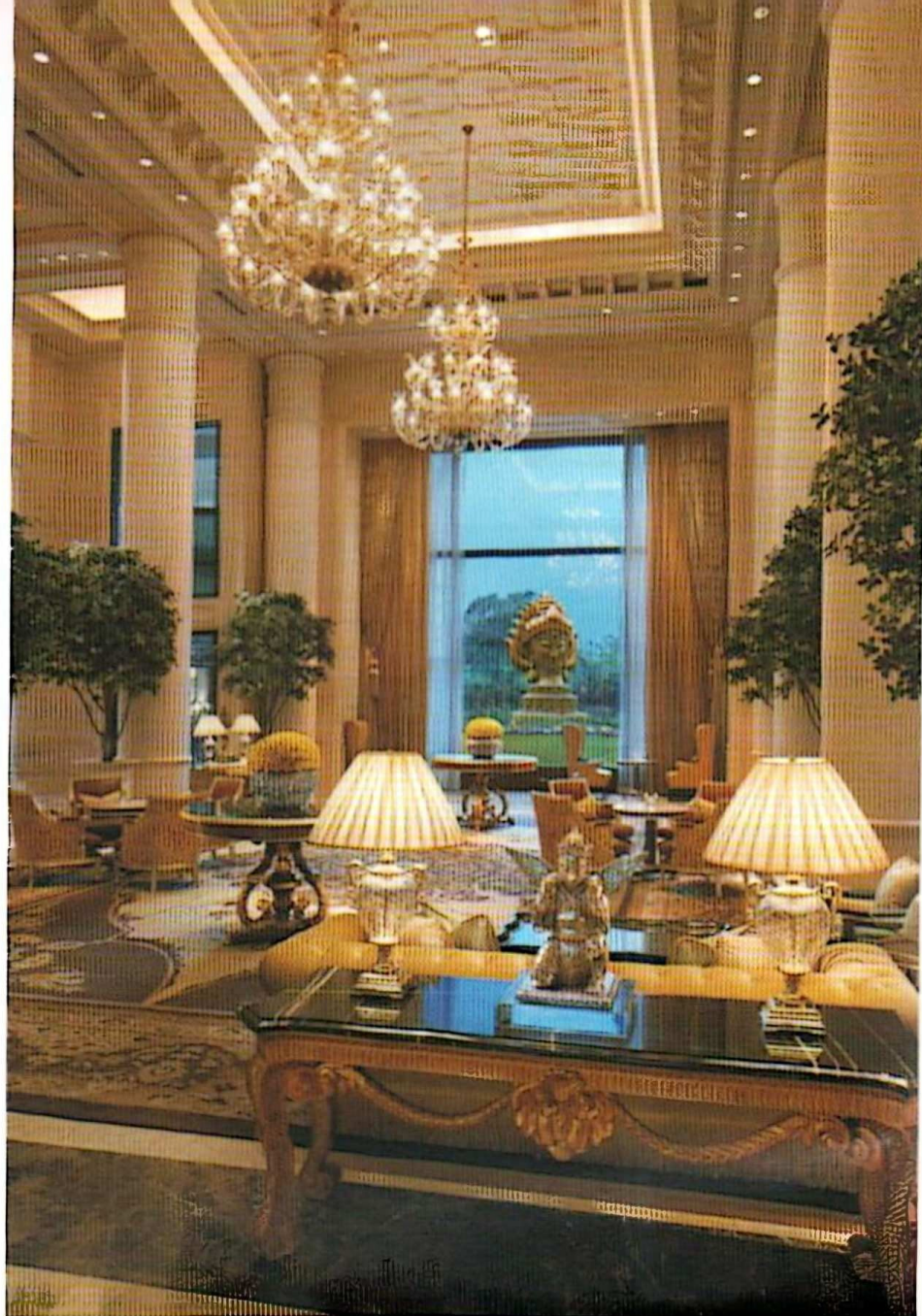


KIM News Bureau

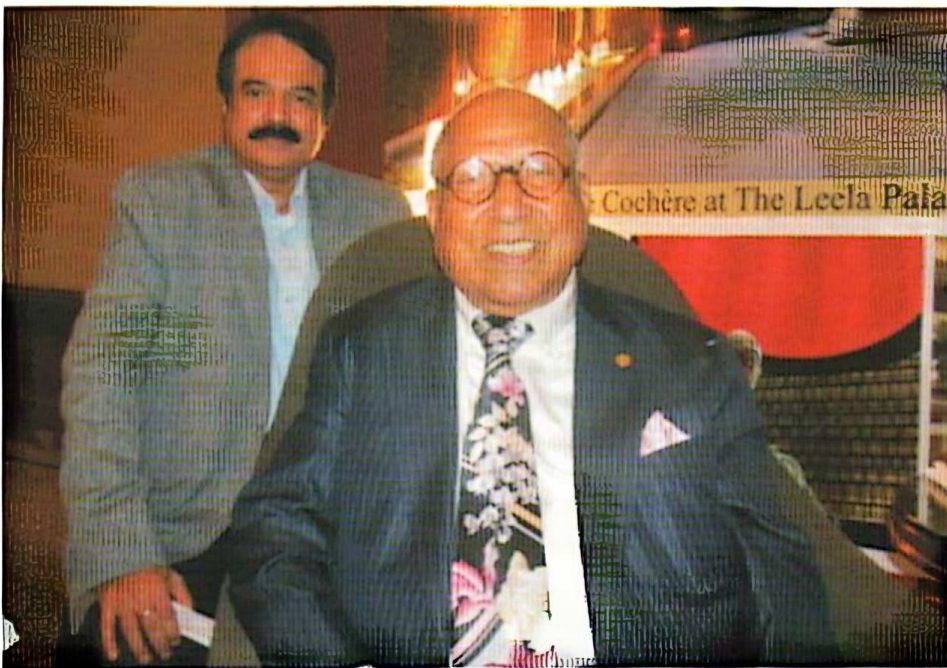
TAKING INDIAN HOSPITALITY TO GLOBAL STANDARDS

The Leela Palace in New Delhi is a world class hotel and winning the “Best of the Best” honour reaffirms our commitment towards serving the most discerning travellers and leisure seekers,” said Capt Krishnan Nair, Chairman and founder of the Leela Palaces, Hotels and Resorts.

Completing a year since it opened, the Leela Palace New Delhi has been named as one of the four “Best of the Best Hotels of the world” by Robb Report which is a definitive authority on the



The lobby at the Leela Palace in New Delhi.



Captain Krishnan Nair with Alexander Prince Vaidyan

most prestigious luxury brands around the globe. The Robb report's 24th Annual “Best of the Best” Hotels 2012, handpicked the Leela Palace for offering the finest in luxury placing the hotel among the most elite in the world.

The other winners included the Ritz Carlton in Hong Kong, Corinthia in London and Mandarin Oriental in Paris.

Located in Chanakyapuri in the Diplomatic Enclave area, the Palace Hotel is close to the Rashtrapathi Bhavan, The Prime Minister's Office, a number of embassies and historical monuments.

A striking feature of the Leela Delhi is the pair of majestic elephants, (symbolic of India's strength, according to Capt Nair), carved in sandstone from Qatar and placed strategically at the entrance, There is the 3.2m high Devi face made out of panchaloha (an alloy of gold, silver copper brass and bronze)

sculpted by the noted artist, Satish Gupta and placed prominently in the manicured garden courtyard.

The Leela Palace is a three acre luxury hotel in New Delhi with its stately domes and arches, opulent interiors, wide marble columns in the ornate lobby, statues of Hindu deities within, green niches and priceless collections of paintings, panels and carvings that adorn its walls and public areas. There are 260 spacious guest rooms and suites and a presidential suite measuring 4300 sq feet. The hotel is a blend of Lutyens' British classic architecture and local culture. An Indian dining experience (Jamavar), modern global dining and Japanese culinary delights (Le Cirque and Megu), an exclusive spa by ESPA, an infinity-edge rooftop swimming pool are some of the exquisite offerings at the hotel.

The Leela Palace New Delhi has also received the LEED (Leadership in Energy and Environmental Design) Platinum for World Class Sustainable Design and Best Green Practices.

Captain Krishnan Nair and his two sons Vivek and Dinesh were involved in the setting up of the Leela Palace New Delhi. Capt Krishnan Nair's daughter-in-law and Dinesh Nair's wife, Madhu Nair spearheaded the design of the rooms and



Entrance to the Leela Palace in New Delhi.

public spaces and creating the distinctive ambience of the Leela Palace.

The Leela Group plans to open another luxury Palace Hotel in Chennai (beach front property) in August this year which would have 400 spacious guest rooms. Other projects include a

luxury hotel in Jaipur, later this year and a resort by the Ashtamudi Lake near Kollam. Ninety year old Capt Krishnan Nair has a message to the youth of India : "Success comes to those who dare and act. Have a vision, work for it, fight for it and you can achieve your target."

MALAYALAM FOUNDATION AWARDS 2011

Mumbai based Malayalam Foundation announced their awards for 2011. Nanappan Manjappa has been nominated for his contribution to poetry, drama and media and Girija Vallabhan for his contributions to social and cultural activities besides short stories. Kattoor Murali, Mundoor Rajan and *Navakam* editor C S Panicker were nominated for the awards in the fields of journalism, book publication and journalistic activities through small scale publications respectively. A panel consisting of S Rajasekharan Nair, Dr Joseph Mathew and *Malayala Bhoomi* Sasidharan Nair declared the names of the awardees who will be presented with a plaque and a citation at a function to be held on August 19 at Sahitya Academy Hall, Thrissur.



Nanappan Manjappa



Mundoor Rajan



Kattoor Murali



BOOK ON SUDHA CHANDRAN

Pambungal Publications of Mumbai is bringing out a book of film and Television artiste Sudha Chandran soon. The book, running into 280 pages contains articles, interviews by several well known publications both in Malayalam and English and rare photographs of the artiste. Sudha Chandran is the daughter of the film/TV and drama artiste K D Chandran. The official release of the book is on Friday, Aug.10, at 7 pm at the Mysore Association in Matunga.



Sunny News 7th anniversary inauguration function

SUNNY NEWS

Anniversary Celebrations

Sunny News a fortnightly with Maharashtra Government accreditation and published from Navi Mumbai with two more editions namely, Dombivli –Kalyan and Thane celebrated its seventh Anniversary at Devi's Residency in Navi Mumbai.

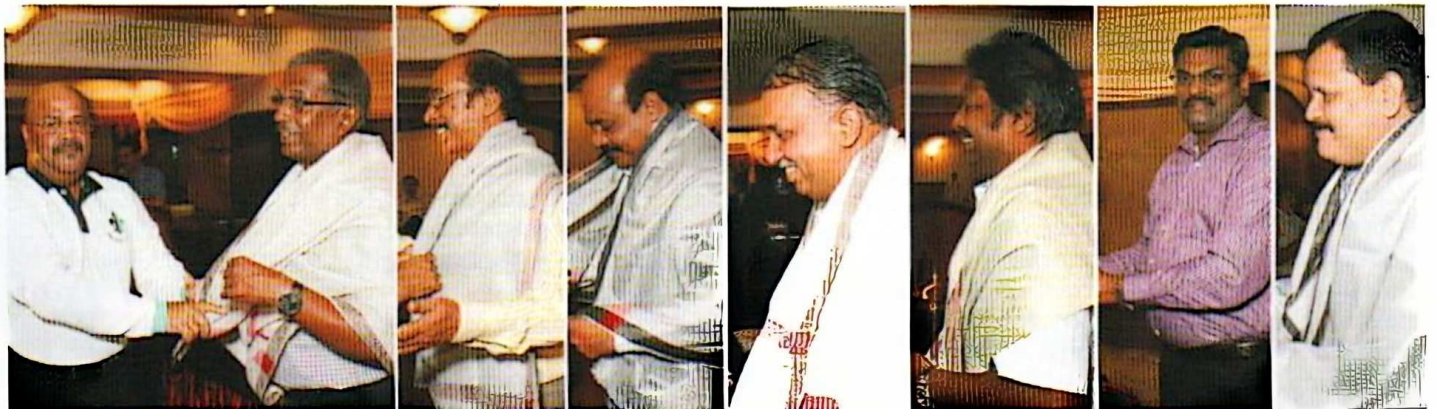
GT Varghese, the editor, printer and publisher of Sunny News welcomed the audience. He remembered his uncle Solomon Joseph who used to write for Free Press Bulletin and Blitz, and had been his inspiration to start a newspaper. His uncle used to take him to press conferences and sowed the seeds of journalism in him. His uncle always



GT Varghese addressing the gathering

used to say that knowledge should be imparted to the younger generation, and the only way to fight corruption and social evils is through the print media. Sunny News tries to promote literature, general knowledge, scientific inventions, technological advancements, socio- political events in national and international levels etc.

Several personalities from various fields were felicitated. They included AN Shaji, Director, Met Mech Radiography Inspection (P) Ltd, Upendra Menon of Upendra Therm-Ins Pvt Ltd, Pravin, Director Abhis Pharma Specialities, social activist Prakash Padikkal from Mulund, Bijoy Oommen of Holy Angels, Dombivli, N Sreejith of Mathrubhumi, noted journalist VN Gopalakrishnan, Prem Lal of Whiteline Vartha, popular drama actor Balaji and PV Vijaykumar, Managing Editor of Kerala in Mumbai.



Felicitating (from left) Prakash Padikkal, Upendra Menon, A N Shaji, N Sreejith, Pravin, Bijoy Oommen and Vijay Kumar

YATHRA SAMITHI INCREASES PRESSURE

On June 12, Azad Maidan, Mumbai witnessed a show of strength of Kerala bound railway passengers under the banner of Yathra Samithi Mumbai. It was a Dharna to protest against the illogical and arbitrary decision of Railway authorities. The Railway authorities have modified the route of Mumbai-Trivandrum Weekly Express giving more trouble to Kerala bound passengers.

Malayalees residing in Mumbai and around protested at Azad Maidan while Shiv Sena MP Anil Desai, MLAs Annie Shekhar, Eknath Shinde, Pratap Sarnaik, Rajan Vichare, former corporators Vinod Shekhar and Alice Johnson Therattil gave them moral support.

The Samithi plans to submit a memorandum with one lakh signatures during the next parliamentary session in Delhi and along with Anil Desai will hold discussions with Central Railway General Manager.

The main demands are introduction of a new train to Kerala, diversion of Thiruvananthapuram Express through Konkan rail and putting an end to the indifference of the Railway ministry towards Kerala. P P Asokan, Shrikant Nair, Simon Thomas, P R Krishnan, M Thomas, Mathew Thomas, Upendra Menon, E P Vasu, Padma Divakaran, Kumaran Nair, Rajkumar, N T Pillai, Embichi, Rajan Panicker, A M Balan,



Dharna staged by Yatra Samithi

Chandra Sekhara Varier and Devan Parappil spoke on the occasion.

Following this, the Kalyan-Dombivli Zonal Committee held a meeting at Model School in Dombivli urging the need for a separate train along the Konkan route on a daily basis. The meeting was chaired by Dr Krishnan Namboothiri, Chairman of Dombivli Malayalee Samajam.

Another point discussed was the need for increased security in trains to prevent robberies. The zonal committee includes a wide range of activists of the Dombivli-Kalyan region.



Meeting with the authorities

KIM congratulates the following meritorious students



Swathi R Menon
ICSE Xth : 95%
Pawar Public School
Bhandup



Kalarikkal
Abhishek Aravindakshan
SSC: 91.4%

Mahatma School of
Academics & Sports
New Panvel

DANCE ARANGETRAM OF ANJUSHA

Kumari Anjusha, daughter of Krishnan Nair and Jyothislakshmi, performed her Bharatanatyam Arangetram under the aegis of Geeta Nritya Vidyalaya on June 3rd at Sree Ayyappa Temple in Ulhas Nagar. She is a student of Girija U Nair founder of Geeta Nritya Vidyalaya and Vimmi Sachdev who runs then Ulhas Nagar- Kalyan Unit of Geetha Nritya Vidyalaya and is principal of Nataraja Bharata Natya Niketan.

Anjusha gave a lively performance. The guests of honour included Dr Kantararu Mohanan, Head priest of Sabarimala temple, cine/serial artiste Sarath, Ujala Ramachandran, VG Nair of VGN Group, and Mukundan Menon, Guruswami of Ayyappa Temple Ulhas Nagar.

Learning dance since the age of four, Anjusha has been training in Bharatanatyam for the past four years. She was conferred by the Kala Gaurav Award in 2008 by the Maharashtra Government. He has received several



Kumari Anjusha

prizes in dance competitions while in school and has also participated in singing and elocution competitions. Anjusha is studying in Std XII at CHM College in Ulhas Nagar.

Anjusha's parents are Krishnan Kutty Nair (Unni) who works for a private firm at Vashi and Jyothis Lakshmi who is a teacher at Holy Family Convent in Ulhas Nagar.



Kumari Anjusha



From left to right: Serial /cine artiste Sarath, Dr Kantararu Mohanan, Head priest of Sabarimala temple, Ujala Ramachandran, VG Nair of VGN Group, Rajan Nair, and Mukundan Menon, Guruswami of Ayyappa Temple Ulhas Nagar. Anjusha's father Krishnan Kutty Nair

DEMAND FOR CBI INVESTIGATION

The murder of Malayalee nurse Rosamma should be transferred to CBI, the Action Committee has demanded. It was on last May 14 that the senior nurse working for 16 years, Rosamma Antony (40) was found murdered in her flat in Anand Park Housing Society in Vasai.

There are witnesses who saw her unusually buying milk and biscuit



Rosamma

early morning after climbing down three floors of her flat indicating she had some guests on that day but police failed to identify the person. The murderer has erased all traces of blood from the bed room, dining table and on the floor of her flat besides removing her mobile phone.

Two weeks ago, the Action Council members met IG Parambeer Singh but nothing has happened despite his promises.

DISTRIBUTION OF BOOKS

■ As in the earlier years Sree Vidhyadhiraja Educational and Charitable Trust (SVECT) will distribute note books, pens, pencils, erasers, sharpeners, compass boxes etc to more than 600 poor and Adivasi children of the villages in and around Vidyadhiraja Centre, Sasna Village, in Murbad, Thane Dist. Each kit costs Rs.100/-. Those interested in contributing to this cause may please contact AM Radhakrishnan (9869009794) or Haridevan S (9820447842). The Trust also plans to distribute food grains, clothes etc during the month of Karkitaka.

YOUTH CAMP

■ AIMA will conduct a one day camp for the Youth from 14 to 24 years by the third week of July or first week of August, according to Prema Menon, General Secretary AIMA Maharashtra State Committee. The programme will involve Motivational Speeches by eminent speakers, Leadership Seminar, Workshop, Debate, Behavioral Therapy, Stress Management and Relaxation techniques by clinical Psychologist, Culture and Heritage session, Course and Career guidance, Motivational Movie presentation etc.

BOOKS AT YOUR DOORSTEP

■ Bombay Keraleeya Samajam will deliver books at the reader's doorstep on request.

Anyone who resides within or outside Mumbai can access the books if he is a member of their library. Membership is only Rs.5 along with a deposit ranging from Rs.100-500. The member can keep the book for a week and 3 weeks if the member has taken 3 books. The Samajam has around 12,000 books consisting of novels, compilation of short stories, poems and essays, reference books such as dictionaries, history, politics and biographies.



Subhita Murali's Saraswathy Kala Kendra and Research Centre presented Bharatanatyam Arangettam by Nirali Rajgor and Aparajita Manna at Thakur Auditorium, Thakur Village, Kandivli.

SWARA MANJARI MUSIC CONTEST

Swara Manjari, a Pune based organisation commenced its music contest to identify the singers and other music artistes of the year. Five contestants each were selected in the junior and senior level contests for the final rounds, out of 38 participants. The final round will be

held on September 9 at Pimpri Chinchwad Municipal Corporation Auditorium. In the primary contest, Rashmi Harish Nair, Gopidas and Narayana Poduval were the judges. In the finale, Kanjangad Ramachandran will head the jury and winners will be given cash awards.

GAZAL NITE IN MEMORY OF MEHDI HASSAN

Vagdevta of Pune has formed a Reception Committee to conduct a Gazal Nite by well known Gazal singer Pt. Ramesh Narayan on July 21. V Sankaranarayanan (Chairman), B Madhu Nair (Secretary), Ravindran Pachiran, N V Ravindran,

Raghupalan (PRO), Ranjit, Raghupati, Manoj Nath, Murali (Publicity), Dr Rajesh K Menon (Co-ordinator), T P Alexander, A K Jaffer, N G Haridas, Shamsuddin and Col A S Nair are the members of the Reception Committee.

PILGRIMAGE TO SABARIMALA

■ A batch of pilgrims from Nerul Ayyappa Temple will go to Sabarimala on November 18. Persons interested to join the team may contact on 27703966 or at Samiti office or Temple counter.

CLASSICAL DANCE CLASSES

■ Vashi Kairali Kala Mandal will conduct classes in Bharatanatyam, Mohiniattam, Kathakali etc from July 24 in association with Chandralekha Bharatanatyam Kalakendra. Students should have completed a minimum of six years. For details: 27660682, 9869411578.

AGM OF VISWAKARMA ASSOCIATION

■ Annual meeting of Keraleeya Viswakarma Association of Navi Mumbai was held on June 24 at Navi Mumbai Keraleeya Samajam Complex, in Sector 5, Nerul.

MEDICAL CAMP

■ FOMA is organising a Medical camp on July 22 at Model English High school Pandurangawadi in Dombivli East.



Goodwin Jewellers celebrated the first anniversary of its Mira Road branch on 18th June. Directors are seen in the picture along with serial and film actors from Malayalam industry during the event

OFFERINGS AT AYYAPPA TEMPLE MIRA ROAD

Mira Road Ayyappa Seva Samithi will conduct *Ashtadravya Ganapathi Homam* and *Aiswarya Pooja* on the first Friday of every Malayalam month. Devotees can book for the homam and pooja at the temple counter. Ashtadravya Ganapathy homam:

Rs.101, Aishwarya Pooja : Rs.101. Telephone: 64520418. On June 16 there was a *Namasankeerthanam (Ayyappa Virutham)* by Balu Bhagavathar and party from Kolkatta followed by annadanam

OBITUARY



DIVAKARAN

Divakaran (64) resident of Summishra Society, Keshavapada, Mulund (E) died recently. He is survived by Radhamony (wife), Rakesh (son) and Athira (daughter).

NEW OFFICE BEARERS OF JAMA-AT

■ The Dharavi branch of Bombay Kerala Jama-at elected the following as office bearers in its 8th annual general meeting. Hamza Milan is the President, Amanulla Ullanam, Gen Secretary and Hushaib Mattoor is the Treasurer in addition to a 21 – member Committee.

MUMBAI POORAM 2012

Mumbai Pooram 2012 will be held on November 9,10,11, at Dombivli MIDC Grounds, under the aegis of Mumbai

Pooram Foundation in association with the Cultural Department of Kerala.

Mumbai Pooram, as in previous years, showcases the rich cultural heritage of Kerala, with eminent and upcoming artistes of Kerala performing for Mumbai audience. The three day

programme includes *theyyam*, *kalaripayattu* and other classical and folk arts of Kerala, Malayalam dramas and painting exhibition by Mumbai

Malayalees. Elephants specially brought from Kerala, percussion artistes from Kerala to perform *Panchavadyam*, *thayambaka*, *singarimelam* are other highlights of the Pooram.

Several ministers, MPs MLAs, film actors and artistes are expected to attend this cultural event.



MUMBAI MALAYALEES ASSEMBLY MARCH



Sugathakumari inaugurates the fast

Representatives of various Malayalee organisations under the aegis of Mumbai Malayalee United Agitation Council marched to the Kerala Assembly and observed a fast on June 18. The march started around 11 am at Museum premises and moved towards Palayam Martyrs' Corner.

Sugathakumari who inaugurated

the meeting severely criticized the non-working of NORKA and demanded that the government should intervene immediately.

V S Achuthanandan who spoke later said that he would effectively address the various issues such as Pravasi Welfare Fund, the indifferent attitude of the Malayalam Mission, problems faced by nurses working in other

cities, rehabilitation of Malayalee hawkers of Mumbai, before the Chief Minister and state Assembly.

Suresh Kurup MLA, Katakampalli Surendran, James Mathew, A K Saseendran, K K Narayanan, T V Rajesh, C Krishnan, Prof V N Murali, and many leaders spoke on the occasion.

POLITICS OF MURDER

Kerala is known for political murders even before its formation in the fifties. Rarely culprits of such murders were brought to book as the governments are formed alternately by the rival political fronts. The accused often complained that he was framed due to his political affiliations. But the recent murder of T P Chandrasekharan has brought all other previous murders under a shadow.

In this particular case, the victim happened to be a deserter of CPI(M) who formed a separate party and caused the defeat of his parent party in the last assembly polls. His murder was orchestrated by CPI (M), the rivals alleged while State Secretary announced that it was a conspiracy by the ruling front. Allegations and counter allegations flew thick and fast and many persons were arrested in connection with this case from various places including Maharashtra and Karnataka. The real twist came when a District Secretary of



Murder of T P Chandrasekharan has turned Kerala politics into a turmoil

CPI(M) unabashedly proclaimed that even in the past his party had prepared a list of targets and executed the decision precisely. He even named the methods adopted in three cases of the past, in which the accused were let off for want of evidence. He even named respected past leaders like A K Gopalan who had advised what should be done against the rivals.

Criminal cases have been framed against many prominent leaders including former ministers and office bearers of the party for obstructing police from collecting evidence by pelting stones at them and also for violent threats.

Police claim that they arrested almost all suspects including one from Mumbai. Even international channels like BBC have taken up this issue probably because the other nations might not be aware of the weapons that could be used against police with impunity.

NO MOBILE UNLESS IN EMERGENCY

Government of Kerala has asked its employees not to use mobile phones for private talks during office work. The order was issued earlier also but was never adhered to. Faced with complaints from the public about employees being engrossed in conversation on their mobiles, the government issued a directive in February last year but it did not work; hence this new directive. "The



government instructs all employees to restrict private calls on mobile phones during office hours, except in unavoidable circumstances," it reads.

However, there is no penal action for not abiding by the instruction. But Chief Minister Oommen Chandy said that he did not ban use of mobile phones in office.

HC JUDGE ACTS AS MODEL IN CLEANING



Even the heavy downpour was not able to change the decision of a determined Kerala HC judge who was adamant to clean the waste and bushes in way side which was posing water logging and traffic problems. HC judge Thottathil B Radhakrishnan , gave first lesson of cleaning to the natives as he ventured into cleaning on a Sunday evening. Justice has been residing at Keerthi Nagar BTS Road in Elamakkara. Due to lack of cleaning here water logging, a regular problem during monsoon. Defying the heavy shower, he cleaned the two sides of the road with the help of chisel when neighbors looked on in awe. A few days later Mayor of Kochi Corporation called on the Justice and complimented him for setting a fine example to the youngsters.



RAVI PILLAI FOUNDATION TO IMPLEMENT MASS MARRIAGE PROJECT

Ravi Pillai Foundation will implement a mass marriage project for financially backward youth. Ravi Pillai said the marriages would be held free for any number of applicants. Ravi Pillai said that the couple will be given wedding outfits and other necessary things apart from a financial help of Rs 1.5 lakh. Besides those unemployed among the couple would be given job as per their qualifications. Interested persons can send their applications along with income certificate to the following address, Foundation office, Third Floor, Ravi's Arcade, Near Iron Bridge, Kollam-691001.

AISHWARYA RAI BACHCHAN NEW BRAND AMBASSADOR OF KALYAN JEWELLERS

Former beauty queen and leading film actress Aishwarya Rai Bachchan is the brand ambassador of Kalyan Jewellers, retail dealers of gold ornaments in India. Aishwarya earlier used to represent only world renowned brands and now has agreed to represent a retail outlet. Her popularity and starry aura are priceless to the new clients.

After a brief hiatus on account of her pregnancy and the consequent delivery, Aishwarya will face the camera for a short ad-film for Kalyan and would display the new collections before the world.

Till now for different states, Kalyan depended on film stars of that particular region. Nagarjuna, Prabhu, Siva Rajkumar and Dileep were their regional ambassadors.

Kalyan now has 34 showrooms in the four south Indian states and is geared to enter the north Indian states and also Maharashtra. They plan to have 100 showrooms in India by 2014.



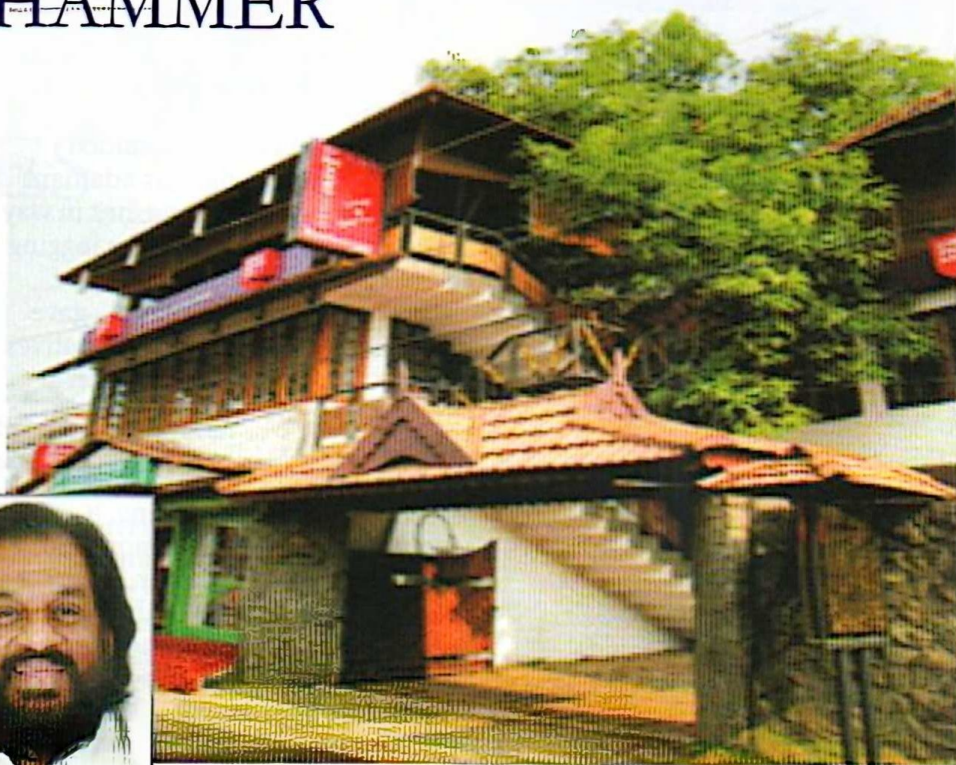
QUOTES

Fortune favours the brave .
Publius Terence.
Knowing is not enough; we must apply.
Willing is not enough; We must do.

Goethe

YESUDAS' ANCESTRAL HOME UNDER THE HAMMER

Ganagandharvan K J Yesudas' ancestral home at Fort Kochi is going under the hammer to recover the pending dues from the present owner P K Abdul Rahim. Rahim had availed of a loan against this house from the Ernakulam branch of Central Bank of India and converted the house into a hotel under the name 'House of Yesudas'. There is mango tree planted by Yesudas' mother Elizabeth and Rahim modified the house without disturbing this tree. Yesudas used to visit this house on every March 31. The unpaid amount is Rs.1.45 crore and the minimum bid of the auction fixed by the Bank is Rs.3.50 crore. Earlier there was a demand that the house be taken over by the government for preservation as a protected monument and some steps were taken in this direction but it failed.



CALL THE POLICE HOME TO FILE FIR

■ To commemorate the first anniversary of UDF Government in Kerala, the Government will introduce a system in which the senior citizens, women and the physically challenged can call their police stations and ask the police to come home to register FIRs. The police will show all details of time of calls received and the time of registering the complaint. There is also a provision to

read out the complaint taken down by them if the complainant is illiterate. The scheme is targeted at the large number of elderly people living alone in their homes, their relatives having moved out of the state.

MEDICAL NEGLIGENCE

■ On the seventh day of birth, an injection needle was found inside the anus of a new born baby. The needle was found stuck inside. Shalini gave birth to the baby on

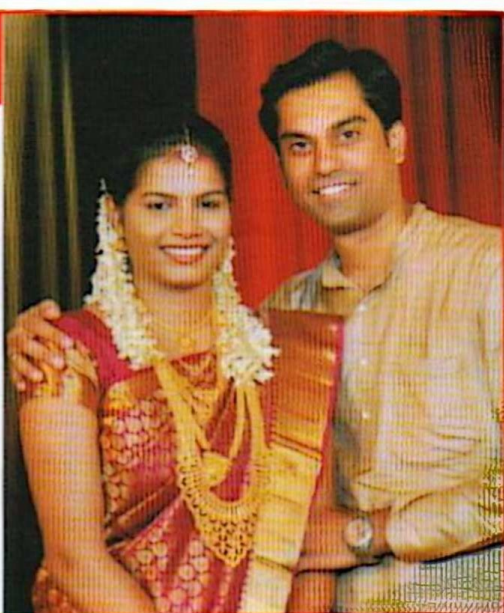
June 12 in the Government Hospital for Women and Children and was discharged on June 17. It was on June 18th that the needle was detected. After removing the needle, the parents admitted the infant at Alapuzha Medical College for further checkup. Complaints have been filed with the police and Health department for medical negligence.

ADULTERATED OIL AT GURUVAYUR TEMPLE

■ Guruvayur police arrested the supplier of til oil to be used in the walled lamps around the temple, for adulteration. A native of Chevayur, Kozhikode, M V Ashwin (32) is the supplier of oil. Nirmaldas, a devotee, had lodged a complaint with the vigilance about the adulteration and on enquiry the complaint was found valid. It was the earlier Devaswam Administration under Thottathil Ravindran, that entrusted M R Oil Mill of Kozhikode to supply oil to the temple. The Ag Mark stuck on the oil container was also found to be fake.

Wedding

SNEHA, daughter of Girija Chandran and Mundayat Chandran Nambiar married **SUNEETH**, son of M M Janardanan Nambiar and Sulekha Janardhanan on May 31 at Sadhu Kalyana Mandapam, Kannur.



HAIR CARE DURING THE MONSOONS

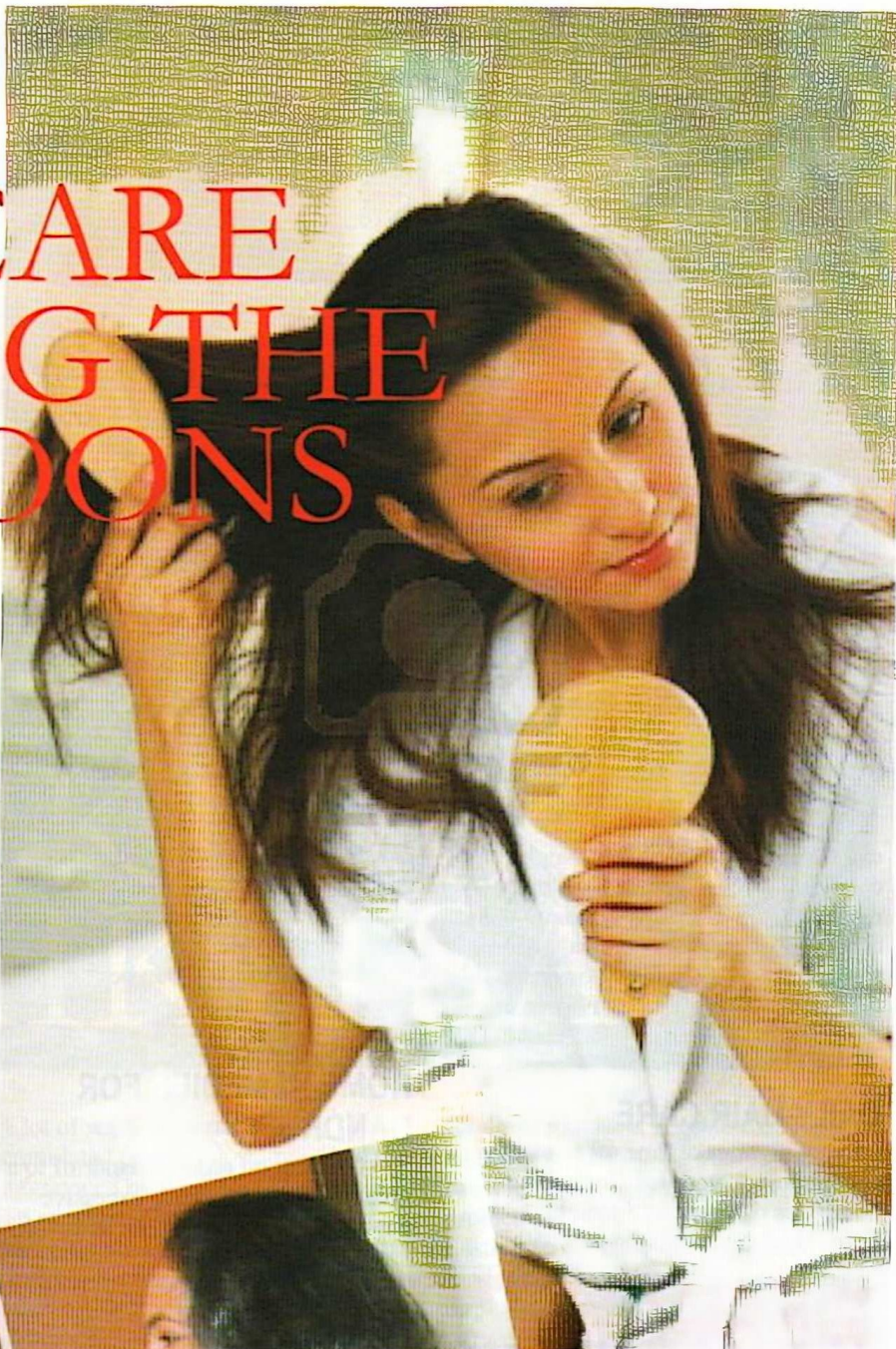
Don't let the monsoon make your hair look dull and lifeless. With these tips you can have a head of healthy hair.



Rashma Anand

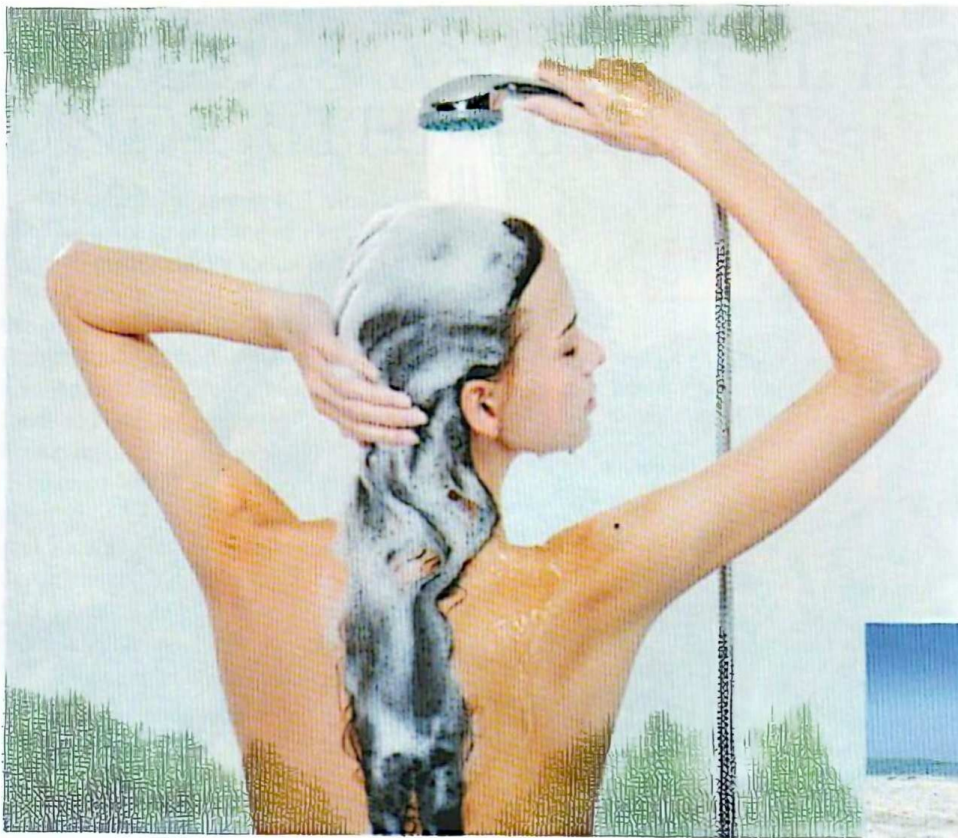
■ During the rainy season our hair tends to become sticky and dull. With a little care we can bring the shine into our hair.

Basic hair care starts with clean hair. Regular oiling and massaging the scalp, washing the hair with a mild shampoo and applying a good conditioner will go a long way in bringing a sheen to your hair. Our scalps produce an oily substance called sebum that keeps the hair shiny and soft. Strong shampoos may deprive the scalp



of its natural sebum and make it dry. A shampoo that suits our hair type, whether it is oily, dry or thin would be ideal. After shampooing, apply conditioner for giving the hair natural bounce and shine.

Never comb wet hair. Brush your hair gently. Have a balanced diet. Green leafy vegetables, less of oily stuff, no stress nor tensions - all these will help make our hair healthy. Hair requires minerals like iron, copper, zinc, and lack of it will lead to hair loss, graying, etc. Today parlours offer treatments that



shampoo, do not apply conditioner but massage coconut oil in the scalp and keep it on for half an hour and wash.

■ Soak a spoon of fenugreek (methi or menthayam) in water overnight and grind it into a fine paste in the morning. Apply it all over the scalp and rinse with water after half an hour. Do this at least once a week.

■ Warm a little baby oil, apply it on your scalp and massage it in. Wrap a towel over your hair and let the oil penetrate the scalp overnight. Wash the next morning with a mild shampoo.

■ Apply hot olive oil or til oil on the scalp at bed time. The next day half an hour before washing your hair, rub lime juice mixed with vinegar on the scalp. Rinse with water. For the last rinse, use



can make our hair curly or straight, and colour it of our choice. However too much of tampering with our natural hair and excessive use of chemicals will spoil our crowning glory. So we should take care and avoid excessive use of gel, mousse etc.

quality herbal shampoo and conditioner. This will take care of your hair during these rainy days. If your hair is very dry, warm til oil can be used.

DAILY HAIR CARE

Every night, take time off to massage coconut oil on your hair for half an hour. This can be left overnight on the head. Next day, wash the hair with a

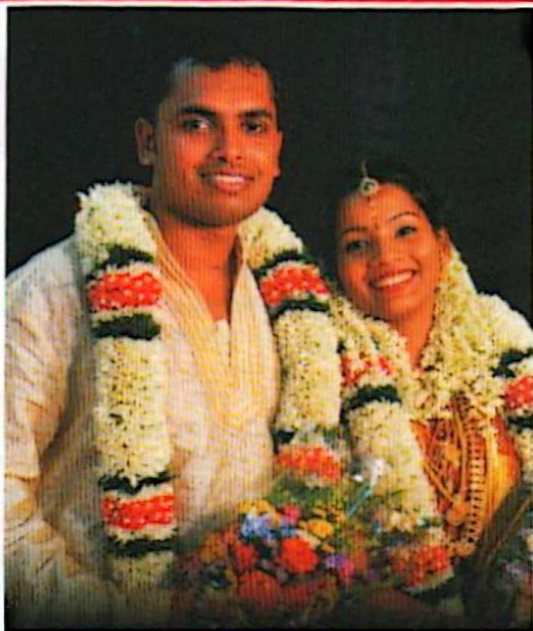
HOME REMEDIES FOR DANDRUFF

■ Coconut oil reduces dandruff to a great extent. If you have excessive dandruff, after washing the hair with

lime juice and warm water. This can be done twice a week for a period of three-six months.

■ Another home remedy is to massage a few drops of vinegar before bathing for a week or so till the dandruff disappears.

Wedding



ASHWATHY, daughter of Sunita and Kumar Das married **SUBHASH**, son of Sobhana and Balan Nair on May 13 at Sneha Auditorium, Changaramkulam, Kerala



Man to miser: Why do you always remove the batteries from the clock and keep them outside?

Miser: I want to extend the battery life and hence I put them in the clock only when I want to see the time.

Dad writes on son's Facebook wall:

"Dear Son, How are you? All are fine here. We miss you a lot. Please!! **TURN OFF THE COMPUTER AND COME DOWN FOR DINNER!!!**

Readers are welcome to send jokes. Selected jokes will be published with their names.

Karkitaka Chikitsa, an important Ayurvedic treatment carried out in the months of June, July, August is specially effective in the prevention of diseases and increases immunity. It improves blood circulation and helps relax the whole body system. Other benefits include enhancement of cell metabolism and rejuvenation of the body and longevity of life. An exclusive write up of the various features of Karkitaka Chikitsa to stay healthy during the monsoons.



KARKITAKA CHIKITSA



Dr Reshma Kunju

According to Ayurveda, the Malayalam month of Karkitaka (Cancer) is the time for preventive therapies

To realign these accumulated doshas during the monsoon and to maintain a healthy constitution, Kerala Ayurveda has designed Karkitaka Chikitsa to have clinical, mental and physical benefits.

Karkitaka chikitsa includes a complex combination of various Ayurvedic therapies that will help to eliminate the excess doshas from the body and advises a specific diet to follow.

Astanga Sangraha, one of the classical texts of Ayurveda says that Panchakarma has to be applied to remove the waste materials accumulated in the body in different seasons for preventing diseases caused by seasonal changes.

It is mentioned that waste materials accumulated in the body during winter should be eliminated in spring, those accumulated in rainy season should be cleared in autumn.

A lot of waste materials are accumulated during the summer and this is aggravated by the rains. This results in an excess of Vata (വാതം). The Vatadosha causes several diseases and can aggravate many conditions. Moreover, the rain falling into the hot summer earth increases acidity in all

food materials and vegetables. This aggravates the Pitta (പിതൃതം) dosha, causing fevers, acidity, digestive problems as well as inflammations. Lastly, the contaminated water and food with the cold weather aggravates Kapha (കഫം) dosha which in turn causes cold, cough and allergy and



skin diseases.

During the monsoons, the immunity power of our body decreases and that leads to infections and diseases. During this time, improper functioning of the digestive system occurs and leads to an accumulation of toxic substances in the body which in turn cause diseases. Ayurvedic treatments help in expelling the toxic substances from the body and also helps to maintain the health of the body and mind.

According to Ayurveda, treatments done in monsoon (Varsartu) have great importance as the monsoon affects each of the doshas in different ways.

In rural Kerala during the monsoons, there is no work for the farmers and for those who work in the fields because of the rains. The damp weather causes people to fall sick. In other words, human body becomes extremely sensitive to pathogens.

This period has always been identified as the ideal time for preventive treatments and rejuvenation therapies. This is because, during this period human body will also be receptive to Ayurveda medicines.

The major duration of Karkitaka Chikitsa is generally 14 days which mainly includes:

Choorna Swedam

A technique in which a heated cloth bag containing herbal powders are softly punched on the affected area. This therapy is aimed at curing inflammations due to arthritis, back pain, paralysis, muscular pains etc.

Patrapottala Swedam

Same as Choorna Pottala Swedam but



Shirodhara

Karkitaka Kanji

Here is the exclusive recipe to prepare the ayurvedic "Oushadha Kanji" at your home.

The ingredients are easily available from your nearest Ayurvedic store.

Bala, Attibala, Uzhinigi, Thiruthalli, boiled in Navarra ari (Rice)

OR 5gm each of

1. Malli
2. Vizhalari
3. Chrupunnayari
4. Kutakapalayari
5. Karkokilari
6. Cumin seeds
7. Aniseed
8. Ayamodakam
9. Fenugreek
10. Aashali
11. Putharichundaveru
12. Varattumanjal
13. Mustard seeds
14. Chukku
15. Sathakuppa
16. Naruneendikizhangu
17. Karimjeerakam
18. Cardamom
19. Thakkolam
20. 5gm Grambu
21. Nutmeg
22. 1 litre water
23. 250ml Cow's Milk / Coconut Milk
24. 1 tsp ghee
25. 5gm Small onion

Preparation

Boil the ingredients numbered above from 1 to 23 well in a cleaned pot for 15 minutes.

Clean the small onions and fry it well in one teaspoon of ghee.

Mix the fried onions to the prepared solution and let it cool for 10 minutes.

Consume the Oushadha Kanji on an empty stomach in the evening or as a substitute for your dinner with little salt or coconut and jaggery.

Oushadha Kanji should be consumed continuously for one week or 2 weeks, three weeks etc. for better results.

Those who suffer from high Cholesterol levels may use coconut oil in place of ghee.

Special Ayurveda packages for preventive healthcare are available in different Ayurveda hospitals and recognized treatment centres in Kerala as well as in Mumbai nowadays. Karkitakada kanji kit is available for purchase from different Ayurveda centers.



Oushadha Kanji

herbal leaves are used instead. This therapy is effective for various kinds of arthritis, spondylitis, back pain, sports injuries and for all other soft tissue inflammation especially joint pains.

Pizhichil

Continuous stream of lukewarm medicated oil is poured and simultaneously massaged on the whole

body. Extremely beneficial for arthritis, paralysis and rheumatic diseases as well as for alleviating anxiety, strain, insomnia and depression. Pizhichil is the most important and traditional technique and a speciality of Kerala.

Mathravasthy

This is best form of therapy for disorders such as constipation,

neurological ailments, paralysis, flatulence, gout and rheumatism. The results nourish and rebuild the body tissues, strengthen their activities, restore and strengthen the body immunity. This is very nutritive while removing accumulated wastes from the colon.

Kashayavasthy

This is medicated decoction enema. The speciality of this treatment is that it can be administered in both a healthy and diseased person. When a healthy person subjects himself to this, it restores energy and rejuvenates the body. By this treatment all the waste materials (Ama) from the body are flushed out.



Treatment in progress

Udwarthana

The herbal powders which are rubbed against the body for a specific period will help to cleanse the channels, reduce excess fat, reduce kaphadosha in the body, shape up the body and tone the muscles.

SarvangaKsheera Dhara: Medicated milk is poured all over the body in a specific manner. This will help to nourish all the tissues of the body, pacifies all the doshas, improves skin complexion, rejuvenates, revitalises and energises the body.

Shirodhara

Stream of warm medicated oil/decoction/milk poured on forehead

in an oscillating manner. This will help to balance the manasika (mind) doshas like raja and tama. It relaxes the mind, improves our sleep, memory and concentration.

DhanyamalaDhara: Medicated vinegar made from the dhanya (pulses and cereals) will be poured in a specific manner all over the body for a specific duration. This will help to pacify vatadosha and improve tissue level metabolism.

The treatments can be taken by people of all age groups. But it is important to undertake the therapy in consultation and under the guidance of a qualified Ayurvedic doctor who will decide what treatment to follow according to individual requirements.

Special Rice gruel (Karkataka Kanji /Oushadha Kanji):

This is a medicinal rice soup/porridge added with herbs that have medicinal value. This has a special effect to prevent monsoon fevers, increases digestive fire, clears channels, is easy to digest and nourishes all the tissues. This should be consumed continuously for minimum of one week. Karkikada kanji kit is available for purchase from different Ayurveda centers.

Special Ayurveda packages for preventive healthcare are available in different Ayurveda hospitals and recognized treatment centers in Kerala as well as in Mumbai nowadays.

QUOTES

Nothing great was ever achieved without enthusiasm.

Ralph Waldo Emerson

Do not try to strike till the iron is hot. Make it hot by striking.

William B Sprague

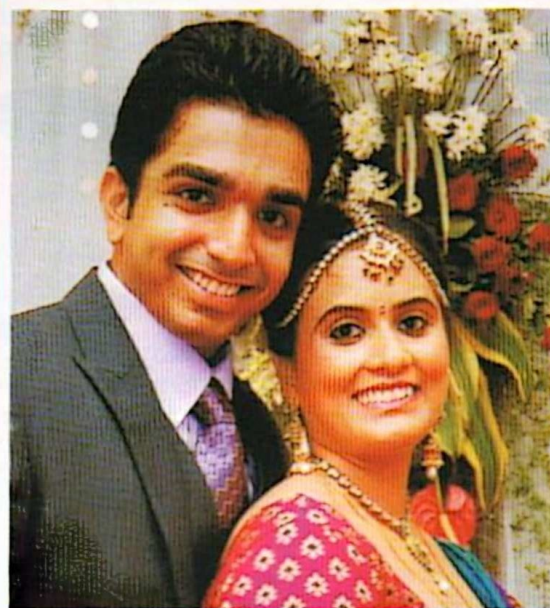
Nothing will ever be attempted if all possible objections must first be overcome.

Samuel Johnson

Far away in the sunshine are my highest aspirations. I may not reach them but I can look up and see their beauty, believe in them, and try to follow where they lead.

Louisa May Alcott

Wedding



VIMAL s/o Pushpaja and Janardhanan K P married **DEVIKA** d/o Smita and Dharamraj Nambiar on April 15, 2012. They are residents of Awesome Heights, near Ashok Nagar, Marol.

LANKADAHANAM (1971)

(ലങ്കാഭരണം)

Lyrics: Sreekumaran Thampy Music: M S Viswanathan Singer: P Jayachandran

Rohini



Sreekumaran Thampy



M S Viswanathan



P Jayachandran

തിരുവാഭരണം പാർത്തി വിടർന്നു
 തിരുവാതിരനക്ഷത്രം
 പ്രിയദർശിനീ നിൻ ജന്മദിനത്തിൽ
 ഹൃദയം തുടികൊട്ടുന്നു....
 ധനുമാസത്തിൻ ശിശിരക്കുളിരിൽ
 തളിരുകൾ മുട്ടിയുരുമ്മുമ്പേ ധർമ്മ
 മധുരമനോഹര മാധവലഹരിയിൽ
 മുഴുകാൻ ലതികകൾ വെമ്പുമ്പേ ധർമ്മ
 തളിരണിയട്ടെ നിൻ ഭാവനകൾ
 മലരണിയട്ടെ നിൻ വനികൾ
 ലാലലാലലാല ലാലാലാലല
 ഒരു ഗാനത്തിൻ മഴവിൽച്ചിറകിൽ
 പ്രിയസഖി നിന്നെയുയർത്താം ഞാൻ
 ഉദയദിവസമെന്നതിരേയുയരും
 നിഴലുകൾ ഇരുളല തേടുമ്പേ ധർമ്മ
 നിലയറിയട്ടെ നിൻമലരടികൾ
 കഥയറിയട്ടെ നിൻ മിഴികൾ
 ലാലലാലലാല ലാലാ ലാല ലാലാലല (തിരുവാഭരണം)

(തിരുവാഭരണം)

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(തിരുവാഭരണം)



Manayankathu Subrahmanian Viswanathan, whom many consider a Tamilian, was born at Elappulli in Palakkad district. When he was only four, he lost his father and the family was forced to shift to Trichy. They struggled to survive and so, his grandfather took care of him and brought him to Kannur where the former worked. MSV was enrolled in an LP School nearby.

MSV was attracted to music when he was in LP School. Everyday he could hear the music lessons imparted by Neelakanta Bhagavathar in the temple, and he learned in Ekalavya style. But he was caught red handed by Bhagavathar and the punishment meted out was compulsory attendance in the music class. His formal education was thus ended.

Interested in acting, he left for Tirupur to try his luck in Jupiter Pictures. To earn a living, he became an attendant to music director S M Subbhaiyah Naidu, to carry his harmonium around most of the time.

When Naidu failed to impress his producer with his nine tunes given to a single song,

MSV gave a new tune that impressed his master. Naidu insisted that all tunes composed by MSV would be known as that of Naidu and MSV thus became indispensable.

MSV soon shifted to Chennai and became an assistant to C R Subbaraman. During the making of *Devadas*, Subbaraman fell ill and MSV filled the vacuum. All the songs of the film, especially 'Ulake maayam vazhve maayam' sung by Ghantasala became hit but credit went to CRS.

Soon he joined with T K Ramamoorthy, a violinist, and a music duo like that of Shankar Jaikishan was born. Their first assignment was 'Panam (Money)' of MGR, in 1953. Till they got separated in 1965 with *Santhi*, the duo ruled the South Indian film music world.

MSV's first Malayalam film was 'Jenoa'(1953), an MGR starrer and the duo's only Malayalam film was *Lilly*. But MSV composed music to nearly 50 Malayalam films.



ARANGETRAM AFTER THIRTY NEVER TOO LATE

Navarasa Academy of Indian Classical Dance Nerul, presented the Bharatanatyam Arangetram of Meera Suresh Nambiar, Jayashree Mahesh Nair and Shreedevi Manivannan on 24 June 12 at Agri Koli Auditorium in Nerul. All the three performers are disciples of Sushama Gopinath who conducts the Navarasa Academy of Indian Classical Dance. All are in their past thirties and qualified professionals.

The Chief guest for the evening was noted danceuse Lata Surendra, founder of Anjali Bharatanatyam School and Research Trust.

All of them are highly accomplished ladies having established themselves in various fields but having a passion for dance which has helped them perform their arangetram. The programme was a visual treat.

The programme started with *pushpanjali* in which all the three artistes performed together and concluded with *thillana*. Except for three solo performances, the rest were group performances.

Meera presented *Shivshakti*, a dance item depicting Goddess Parvathi.

Jayashree performed *Javali*. *Javali* is pure abhinaya - a type of composition of a light and pleasing nature highlighting the teasing and gossip between two friends.

Shreedevi performed for the song *Yarakum Adangadha*, based on Goddess Kali.

The three artistes are multi-faceted personalities, having learnt dance for several years.

Meera Suresh Nambiar, daughter of Lakshmi and Narayanan Nambiar, is a graduate in Economics and has diplomas in textile designing, early childhood care and education. She is a painter, mural artiste and compere of programmes. A mother of two sons, she has learnt Mohiniattam and performed her arangettam. She is also learning Carnatic music. Her husband is Suresh Nambiar.



Jayashree, Meera and Shreedevi performing during Bharatanatyam Arangettam

Jayashree is her niece.

Jayashree, daughter of Sathidevi and Gopalakrishnan Nambiar has learnt Bharatanatyam, Mohiniattam and Carnatic music. A BCom graduate, she is Jt Director of Spear Business Academy and has her husband Mahesh Nair's support and encouragement.

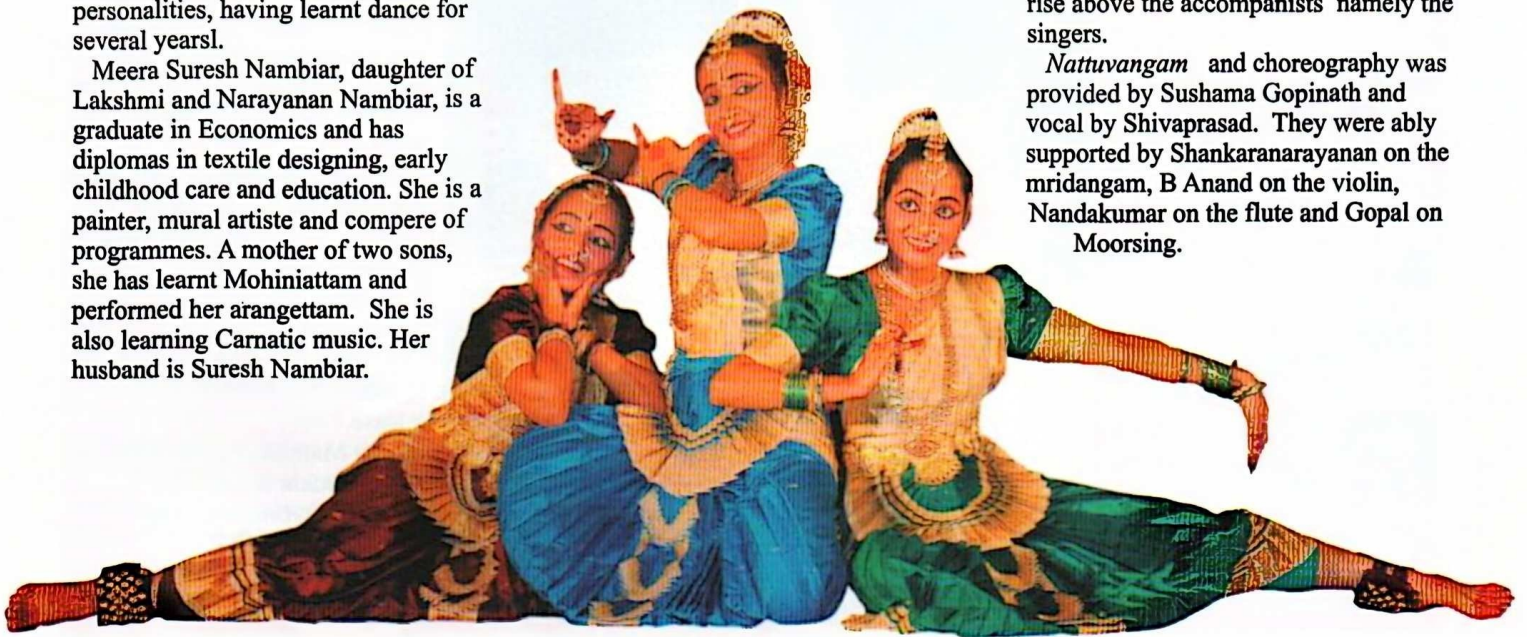
Shreedevi Manivannan is an MBA, PGDM, and currently a lecturer for MMS and a freelance consultant. She has also represented Mumbai in the All India Cricket Tournament. She is also learning Bharatanatyam and Mohiniattam from

Sushama Gopinath. Her husband is Manivannan.

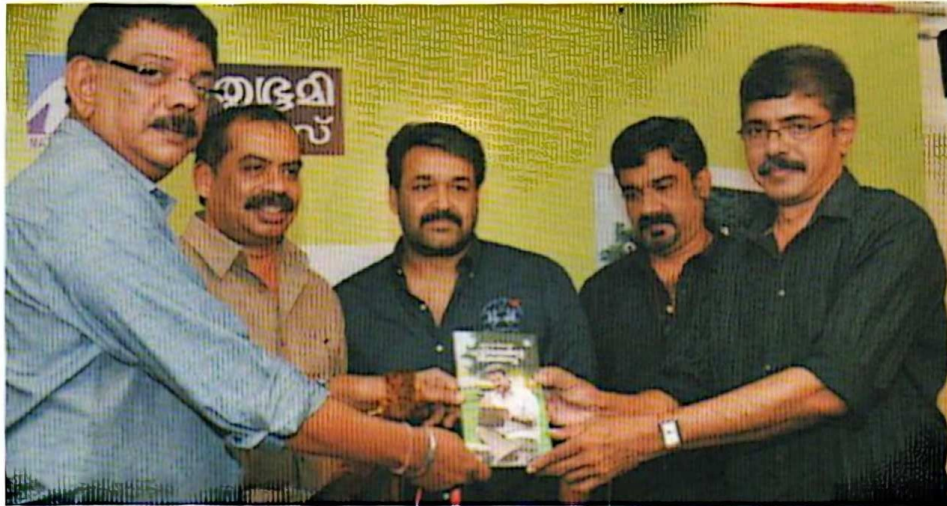
Sushama Gopinath, the founder of Navarasa Academy has been conferred with the title "Nriya Shiromani" by Shivali. A versatile dancer she has choreographed several dance ballets, and is teaching the classical dance forms to several students.

Lata Surendra complimented the performers on their dedication and sincerity in learning and performing their arangetram. She advised them to always remember that the artiste should rise above the accompanists namely the singers.

Nattuvangam and choreography was provided by Sushama Gopinath and vocal by Shivaprasad. They were ably supported by Shankaranarayanan on the mridangam, B Anand on the violin, Nandakumar on the flute and Gopal on Moorsing.



MOHANLAL BLOG IN BOOK FORM



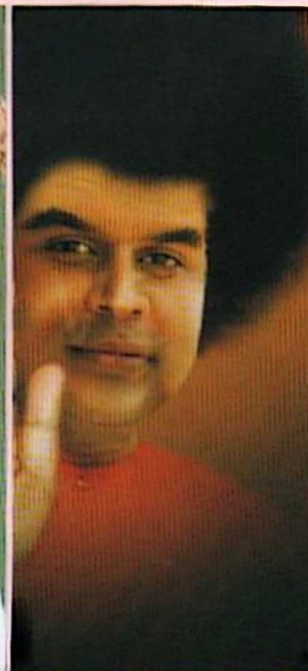
Actor and poet Balachandran Chullikad receives the first copy of the book from Priyadarsan. Sathyan Anthikad, Mohanlal, Ranjit looks on

A book 'Hrudayathinte kaioppu' (Signature of the heart) comprising the writings of actor Mohanlal in his blog during the last three years was released by Priyadarsan, director and Lal's friend at Kochi. Actor and poet Balachandran Chullikad received the first copy of the book from Priyadarsan. Lyricist and director Sathyan Anthikad presided over the function. The writings are the reactions of Mohanlal to various social happenings and they show his humane side, Priyadarsan said. The word *vismayam* had a lot of meaning in his life, Mohanlal said. One of his establishments is named *vismayam* and that event also appeared to him a *vismayam* (wonder).

DILEEP NOW AS SAIBABA

After *Kunjikkoonan*, *Chandupottu* and *Mayamohini*, Dileep the master actor of diverse roles, is now readying himself to be Baba Sathya Sai. Koti Ramakrishna, director of superhit Telugu films, was searching for an actor who could do justice to this role not only talentwise but lookwise also, and now finally zeroed on Dileep. It is said that Dileep is offered a huge amount more than any Malayalam actor has so far received and the actor signed on the dotted line. This will be his first film outside Malayalam. *Baba Sathyasai* is being produced in Telugu and Tamil but plans are afoot to dub it in Hindi as well as in

Malayalam as Sai had a huge following all over India and Dileep has a huge fan following in Kerala.



Koti Ramakrishna decided on Dileep after studying his ability to transform into any kind of roles and his body build as Sathya Sai. Using computers, Dileep was given a make over and the similarity was unique compared to other Indian actors and this factor clinched the issue for the director. Jayaprada, Sarat Babu and Sukumari are some of the other actors in the film. It will be shot in Puttaparthi, Kashmir and Himalayas. Starting the shooting in September, the film is scheduled for an early 2013 release. Earlier Mammooty acted as Dr Ambedkar in *Dr Babasaheb Ambedkar* and Mohanlal as M G Ramachandran in *Iruvar*.

MALAYALAM CHANNELS FIGHT FOR SURVIVAL

Vishnu R Pisharody

It was in the late sixties that television was introduced in our national capital. Within five years, Doordarshan spread its wings to other metropolitan cities.

Some film based programmes like Phule Khile Gulshan Gulshan, Chhayageet, Chitrahaar, and 13-episode serials were the main attractions. With the second Asian Games that India hosted in 1983, came colour TVs to our homes with much fanfare. Very soon the television arena was opened up to private players including those from abroad.

ADVENT OF CABLE CHANNELS

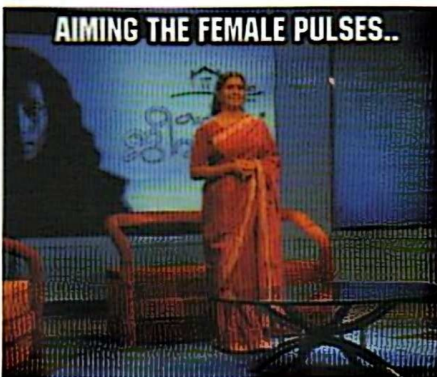
Many private players like Zee TV and Star TV came in just before the Gulf War and this opened a plethora of viewing opportunities. Watching the war from the comforts of our living rooms was something new to the uninitiated. Now we have more than 300 channels at our disposal but they are facing a dilemma of what to watch at a given time.

THE KERALA SCENE

The first channel Kerala had besides Doordarshan, was Asianet, soon to be followed by Surya, Amrita etc. Presently Kerala can boast of more than 25 channels. Businessmen, print media, political parties, religious leaders and communities are striving to capture the attention of people and to ensure their continued loyalty and allegiance to the channel.

When Asianet came on the scene, it was a general channel similar to Doordarshan but with a better colour format. So it had to show a positive difference to make the viewers move away from DD and compel them to stick with the new entrant.

One observation that always had managed to elude the genesis of change and its originators is how much people are receptive to it and ready for more. In a competitive field like media, the change is always defined in terms of its potential receptivity and comfort of its benefactors. But as the economists would tell, Malayalees have always found fun in defying the cardinal rules of economics. One basic example would be the principle of how increasing price



reduces demand. Kerala is pretty much at odds with this principle as from time to time we have displayed our great affinity for pricey branded goods.

In case of cable channels bringing so called innovative ideas into fruition through programmes, an average Malayalee mind had always somehow managed to display his/her pragmatic approach with time. The trick was always to know how soon the novelty wore off as people often moved on from it after some time.

It was Asianet that brought reality TV programmes into the psyche of its watchers and found success amongst its audience through its hit programme 'Idea Star Singer'. Ratings and sales skyrocketed to the wonder of both

competitors and the public. It had the benefit of being novel as the concept itself was borrowed from other language programmes like *Indian Idol*, which itself was borrowed from hit American programme *American Idol*. Viewers really brought the programme hook, line and sinker and other channels tried to emulate the success by coming up with their own variations and similar programmes. Some channels like Surya TV meanwhile brought variations of reality music game through titles like *Sangeethayudham* while other channels like Kairali TV brought other equations into the reality TV format like acting instead of music. Asianet itself introduced another aspect of reality show with comedy in the form of *Vodafone Comedy Stars*. Still other programmes like *Deal or No Deal* managed to adapt the concept of novelty only and established a power base of its own.

Current popular programmes of Malayalam channels

Asianet

- 1 Kungumappovu
- 2 Ammakili
- 3 Idea Star Singer
- 4 Vodafone Comedy Stars
- 5 Kodeeswaran



Surya TV

- 1 Aakashadoothu
- 2 Nilavilakku
- 3 Snehakkoodu
- 4 Chakravakam
- 5 Pattukalude Paattu



Mazhavil Manorama

- 1 Veruthe alla Bharya
- 2 Samadooram
- 3 Josco Indian Voice
- 4 Katha Ithu Vare
- 5 Kathayile Rajakumari



Amrita TV

- 1 Josco Super Dancer
- 2 Kathayallithu Jeevitham
- 3 Sandhyadeepam
- 4 Kunjyammakku
- 5 Makkalaanu
- 5 Top 10 at Ten



Kerala Top Prog Wk-21(20 May – 26 May)

	WK-20		WK-21	
	GRPS	Share	GRPS	Share
Any Channel	3393		3488	
Asianet	804	23.7	758	21.7
Others	633	18.7	689	19.8
Surya	484	14.3	543	15.6
Cable Regiona	167	4.9	192	5.5
Asianet Plus	182	5.4	191	5.5
Kiran TV	241	6.3	190	5.5
Mazhavil Manorama	157	4.6	180	5.2
Kochu TV	171	5.0	151	4.3
Sony Max	123	3.6	115	3.3
Kairali	93	2.7	97	2.8
Asianet News	75	2.2	83	2.4
Manorama News	67	2.0	68	1.9
Indiavision	44	1.3	45	1.3
We	42	1.2	34	1.0
Reporter	30	0.9	34	1.0
Star Plus	25	0.7	29	0.8
People	17	0.5	23	0.7
JAIHIND TV	22	0.6	20	0.6
Jeevan	16	0.5	16	0.5
Z Zee TV	6	0.2	9	0.3
DD National	4	0.1	7	0.2
Colors Viacom18	8	0.2	4	0.1
Star Cricket	2	0.1	3	0.1
Star Sports	4	0.1	3	0.1
Sony Entertainment TV	4	0.1	3	0.1

All figures are in lakhs Source: TAM Ratings

MOVING ON

The shows created thus proved their success with time with innovation, sales, customer satisfaction all coming fast. But as any process would attest, there are five stages to its lifecycle:

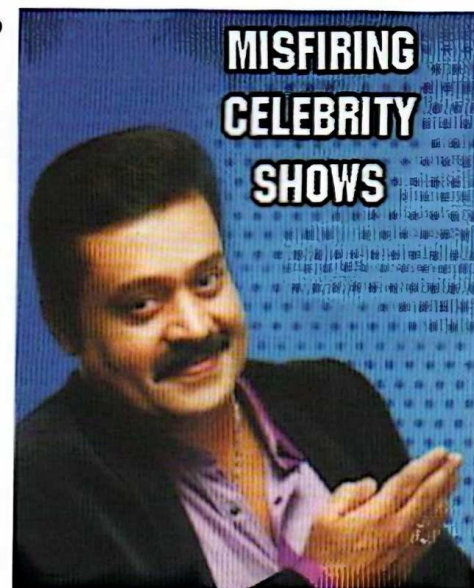
Introduction ▶ Growth ▶ Maturity ▶ Saturation ▶ Decline

The programmes which were once novel long outlasted their novelty and had reached the stage of decline. For more than one year, each of these programmes had witnessed a drastic fall in their TRP ratings and consequentially its sales. The programme *Idea Star Singer* that once commanded a strong +20 TRP (Target Rating Point) rating fell to +7 as it entered its sixth season revealing its waning influence with audiences. The condition of others was clearly no better and only *Veruthe Alla Bharya* managed to conclude with a swan song. Consequentially attempts were made to find the other hot target spot while some others continued to proceed with the same old stick.

SATURATION OF AUDIENCE

It hasn't taken much time for hot

market minds of the industry to come up with the next new circus-in-town in the form of quiz shows. Now Quiz shows aren't that new to public as reality TV shows and the makers are clearly aware of this fact. Star TV's yesteryear hit programme *Kaun Banega Crorepathi* has hence been revamped to Asianet's *Kodeeshwaran* while Surya came up with its own version of quiz show through *Kayyil Oru Kodi*. What these two programmes share aren't limited to just genre but also the colourful presence of tinsel town celebrities; Malayalam super star Suresh Gopi in the case of the former while Malayalam cine-actress Mamta Mohandas in case of the latter. Both started with lots of hype and marketing and indeed showed results for the first few weeks in case of both ratings and sales. But shocking the core of the industry, both programmes have fallen hard to -10 TRP categories in the last few weeks. The serious deterioration of audience viewership in



started to utilise so aggressively that the programmes have lost their stable core audience along with it.

Another serious issue that points to the decline of top programmes would be the wavering tastes and preferences of present day youth in Kerala. For quite some time the youth, once a significant chunk of the target audience, has diverted their interests to other arenas like social networking sites (Facebook, Twitter etc). The exposure to such networking activities consequently has resulted in an increased media



environmental awareness and globalisation that in turn has given youth an opportunity to enjoy various media programmes and movies through locally telecast foreign channels. These programmes being superior to conventional local TV programmes in every way; be it financially or qualitywise, are now giving Malayalam cable channels a run for their money. Adding insult to injury, audiences having seen the quality rich original version of a concept

CHANGING TASTES

are becoming averse to second hand adaptations of the same concept in their Malayalam channels. It seems that the combined attack of social networking sites along with foreign channels would be one *helluva* nightmare for the ever increasing cable industry to see for some time.

The hesitation to continuously updating themselves with more experimentation oriented programmes is thus costing the channels their viewership and it further deteriorates with emergence of new channels. Considering this fact, it would be interesting to see how they fight for their survival.

case of both programmes have puzzled many while it continues to point to many grave points that need urgent attention.

The latest occurrences point to those factors that were present from the days of Doordarshan itself. The appetite for change of an average Malayalee has always pushed forward the cable channels, which now effectively has reached its saturation point. To make matters worse, more and more channels are being introduced. This problem coupled with out-of-date presentation styles has provided viewers with more and more options which they have

MORE ON CONSONANTS

-Guruji

The deployment of characters in Malayalam meets the rules of logic but the long period of illiteracy in Kerala led to some aberrations in pronunciations. Though the Acharya painstakingly borrowed various characters from Sanskrit and Tamil so that Malayalees can talk with perfect intonation, people seem not very particular of doing so. In the main part of consonants, the characters given in the third column, are pronounced with a slight 'e' sound when they appear as the first character without the company of other vowel signs. This deviation has reached such a stage that it would not be possible to bring the entire Malayalee population to rectify this error. Some authors on Malayalam grammar have even suggested that it should be accepted as a fait accompli.

	Voiceless plosives		Voiced plosives		Nasal
			Non-aspirated	Aspirated	
Velar	ക	ഖ	ഘ ga	ഘ gha	ങ ña
Palatal	ച	ഛ	ജ ja ജ	ഝ jha	ഞ ña
Retroflex	ട ta	ഠ tha	ഢ da ഢ	ഢ dha	ണ ña
Dental	ത ta	ഥ tha	ദ da ദ	ധ dha	ന na
Labial	പ pa	ഫ pha	ബ ba ബ	ഭ bha	മ ma

Besides the above mentioned characters, words starting with ധ, റ, ല, ക്ഷ and റ besides ഘ also appear in this category. **Examples:** ഗജം (ഗെജം), ജട (ജെട), ഡപ്പി (ഡെപ്പി), ഭയ (ഭെയ), ബലം (ബെലം), യക്ഷി (യെക്ഷി), രക്തം (രെക്തം), ലക്ഷ്മി (ലെക്ഷ്മി), റവ (റെവ), ഘടികാരം (ഘെടികാരം) etc. The words given in brackets are aberrations. When these characters in company of vowels such as ഐ, ഔ, aberrations creep in. Eg.: ദൈവം (ദെയ്വം) and ഗൗരവം (ഗെവ്വം).

These aberrations create confusion among people of non-Malayalam origin while the Malayalees out of habit are not affected. This of course is a hindrance for those who want to learn our language. It is better students who start learning Malayalam now speak with right pronunciation and if there is a collective effort,

these aberrations could be removed over a period of time. This would be easier for those staying outside Kerala than those inside Kerala.

Samvruthokaram: In Malayalam, though all consonants are invariably used along with a vowel, they appear sometimes as the last character of certain words without a vowel. In such cases, the consonants are immediately followed by a 'semi-moon sign(~)' or *Samvruthokaram* (there is no English equivalent as they are not prevalent in it). In this case, the consonants are pronounced half way. Eg.: കതക്, മോര്, കാത്, അളവ്, ആര്, ചതിവ് etc.

Since the introduction of computers into the languages, the above sign is also used to carve out conjoints. Where diphthongs were used earlier, now more and more simple consonants are used with (~) sign to get the effect of diphthongs. This has resulted in reducing the number of Malayalam characters from 900 to about 90. However now there is a tendency to get the old form of diphthongs using computer techniques as it does not involve investment in printing presses. We shall discuss this part when we discuss diphthongs.

Another type of characters is quite unique to Malayalam and that is termed 'chillu'. It has no parallel in other languages. ണ, ഞ, റ, റ and റ belong to this category. Though they are related to ണ, ന, റ, ല and ഉ respectively, they are not even half consonants such as ണ്, ണ്, റ്, ല് and ഉ് but less than that. They sound like of abrupt stop after starting to pronounce the half consonants. Eg.: കൺമണി, പൊൻമുടി, വർണം, ആർമരം, വാൾമുന.

Answer to Quiz-1

Find the error with പണം കൊടുത്തു ഉപയോഗിക്കുന്ന കക്കൂസ്.

Correct answer: പണം കൊടുത്ത്

ഉപയോഗിക്കാവുന്ന കക്കൂസ്. In the original sign board, the meaning conveys that it is the കക്കൂസ് that is paying whereas it is meant to be paid for. Instead of ഉപയോഗിക്കാവുന്ന, it could be ഉപയോഗിക്കേണ്ട or similar meaning words. No correct answer received.

Quiz-2

Write a single sentence in Malayalam to imply: Unlike other teachers, he did not punish students. Names of correct answers will appear in our next issue.



Kerala in Mumbai

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