



TBAK Times 2k24

DEPARTMENT OF ENGLISH





ARATHI

WHITE & CREAM

DESCRIPTION: 'SHIRT (WHITE & CREAM)

- *GOLD JARI BORDER DHOTI
- *GOLD JARI BORDER TOWEL

SHIRT - WHITE & CREAM 36F TO 44F

DOUBLE DHOTI -1/2 INCH & 3/4 INCH

TOWEL -1/2 INCH & 3/4 INCH

COMPLIMENT - HANKIE W&C & PERFUME

WHITE & CREAM

- 1/2 INCH MRP-1680
- 3/4 INCH MRP-1700

JODI DOUBLE DHOTI

- 1/2 INCH MRP-2455
- 3/4 INCH MRP-2495



EDITOR MESSAGE

Our magazine serves as a beacon for sustainable progress, bringing together voices worldwide to advocate for the principles of the Sustainable Development Goals (SDGs), including eradicating life on land, promoting good health and well-being, and addressing climate change. We believe each step toward sustainability is a stride toward a better future for everyone. At the core of the SDGs is the commitment to leaving no one behind. As we embark on this path to sustainable development, we urge our readers and partners worldwide to join us in collective action, innovation, and solidarity to accelerate progress toward the SDGs. Together, we can transform the vision of sustainable development into reality, leaving a legacy of hope, resilience, and shared prosperity for generations to come. At SDG Magazine, we believe that everyone has a part to play in building a more sustainable and just world. Join us on this journey toward a brighter tomorrow for all!

I MA English

EDITORIAL BOARD

STAFF INCHARGE

Ms.B.Seeni Rahfu Nisha MA., B.Ed.,
Ms.K.Jasmin Malar MA., M.phil., B.Ed.,

CHIEF EDITORS

K.Yazhini

M.Dharshini

SUB - EDITOR

N.Nagajothi

LAYOUT DESIGNERS

M.Jasmin Banu

D.Subhiksha

PHOTOGRAPHER

A.Virgin Apoorva

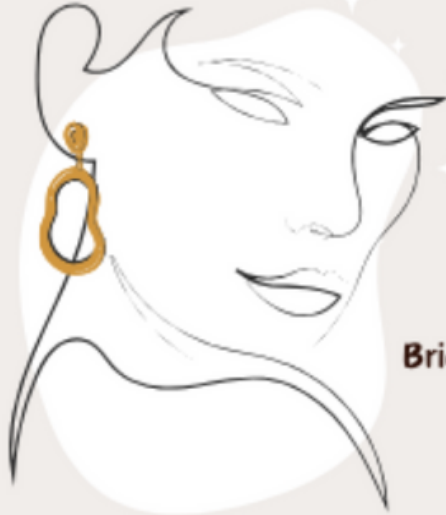
REPORTERS

P.Al Rabina

K.Sathiswari

MY FANCY SHOP

From Trinkets to Treasures, a shopping pleasure!



Bridal Collection Available here, Sales & Rent

Gold Covering Jewels , Accessories,
Home decor, Gift items & more...

MONDAY - FRIDAY 9 AM - 4PM



No. 7 R.K. Road Mylapore , Chennai -600 004



+91 98841 70993



myfancysshop@gmail.com

A.V.Balaji

Ph: 04567-229120



PRAVEEN JEWELLERS

176/19 Sri Sapthagiri Vanigavalakam,
vandikara street , Ramanathapuram.

916, KDM Exclusive Showroom

CONTENTS

1. Believe me I have a good face too	1
2. The Great Intelligent race	2
3. Conserve nature to save our Future	3-4
4. A Tale of Artistic Entrepreneur	5
5. From sweet temptation to silent threats: Battling the invisible	6-7
6. Champion keep playing until they get it right	8
7. A Touch of paradise in Landscape	9
8. Empowering Elegance	10
9. Unleashing your Potential the incredible power of super brain yoga	11
10. A Taste of delight: Black kavuni rice	12
11. Nature pharmacy: unveiling the heating Potential of herbal plant	13-15
12. Experience The Magic Of Wheels With Your Taste Buds	16
13. Exploring the Saline world in our doorsteps	17
14. Fathers and Founders of English literature	18
15. South Indian coastal area	19

NOVELTY

SHOP NOW

WIDE VARIETY OF
BAGS AVAILABLE



- SCHOOL BAGS
- TRAVEL BAGS
- HAND BAGS
- LEATHER BAGS



ph. no : 9962424791

No. 3/75 a , periyar street palavakka ,
chennai - 600041.

mhd1272@gmail.com



SRR HOLOGRAMS FANS

3D , 4K and all of animation videos and
images displaying in the fan
This technology can be used for marriage ,
meetings and any functions

A.X.Liguori Royer
7598724658 , 79904989106

I HAVE GOOD FACE TOO

Trees are a priceless natural Treasure. All living organisms benefit from it in different ways. "No tree means, no life on earth" is a lesson that people should learn.

I'm Seemai Karuvelam Tree. I'm also called prosopis juliflora.

PEOPLE HATE ME; BECAUSE I'M SELFISH ...

My roots are spreaded wider and narrower under the earth. I absorb all the rain and groundwater. So I live healthily even in dry season. It will affect the growth of other trees. I don't allow any plants and grasses to grow nearby me. I'm also one of the reasons for drought condition. I disturb agriculture too.

"IF WE HAD NO WINTER, THE SPRING WOULDN'T BE PLEASANT...."
PEOPLE PLEASE! LIKE ME; I'M UNSELFISH TOO...

My leaves and fruit pods are an excellent source of sugar, protein and rich food source for sheep goats and cattle.

My barks and twigs can be processed to create furniture and charcoal (firewood).It also helpful for bees to make hive.

My charcoal act as a bio fertilizer. it improves the quantity of soil microbes and enhance nutrients and minerals like calcium, potassium, magnesium etc., It reduces soli erosion.

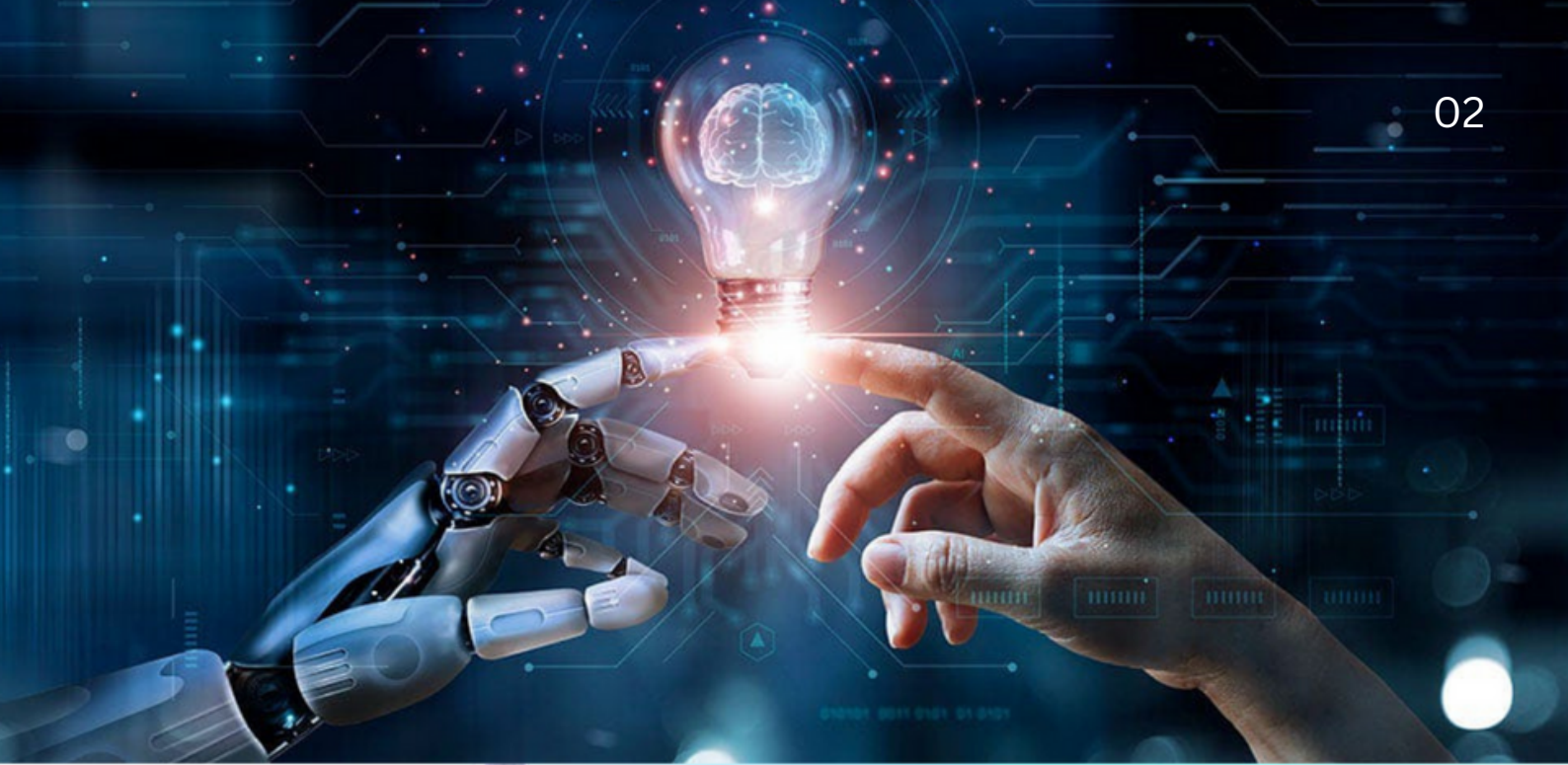


RECENT DEMANDS FOR CHARCOAL:-

Seemai Karuvelam plants are widely spreaded in few southern districts of Tamil Nadu such as Ramanathapuram, Madurai, Sivagangai, Virudhunagar, Thoothukudi. People in this region gain more financial benefits by this charcoal heap (Karimootam).

Our Ramanathapuram District is considered as 'Varanda Boomi'.But this charcoal help our region people economically. People do this as their cottage business. Employers gain profit from this business during dry season.

" I PROVIDE LIFE TO THE PEOPLE ON LAND, EVEN AFTER MY DEATH"



GREAT INTELLIGENCE

The Great Intelligence race : Human versus Machines

“AI aspires to mimic, HI strives to transcend”

Artificial Intelligence (AI) is the ability of a computer program to think and learn like humans. The main goal is to mimic humans thought process, decision-making etc... John McCarthy is considered as the father of Artificial intelligence. He was an American computer scientist and the term AI also create by himself too. AI is an umbrella term includes Machine learning, Deep learning and Natural language processing (NLP).

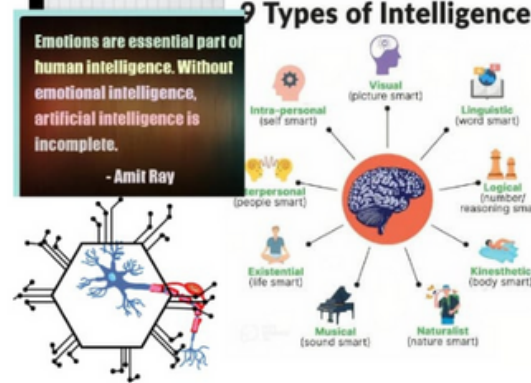
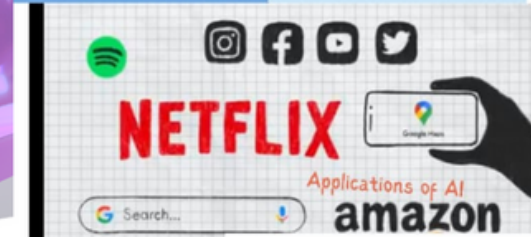
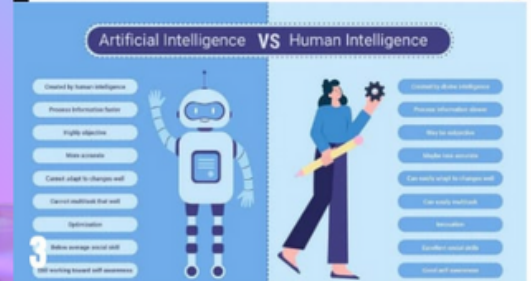
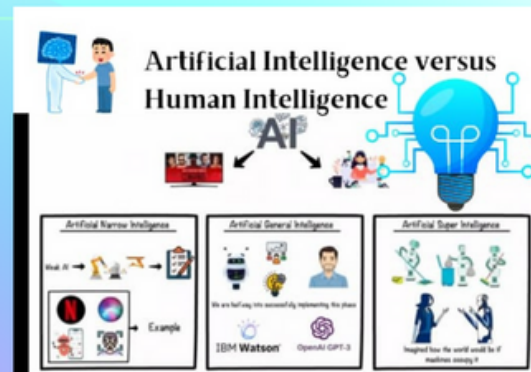
“The mind is everything. What you think become” highlights the powerful thought of human. Human Intelligence is created by nature. HI consist of the ability to learn from experience, adapt to new situation, apply logic and reason, Recognize patterns, plan, innovate, retain information and use language to communication occurred as a result of neurons interactions.

“Can AI replace Human Intelligence?”

No, AI cannot replace Human Intelligence entirely. AI can perform certain tasks more quickly and accurately than humans but it lacks general Intelligence, creativity and social understanding "which" human possess. AI is often powered by machine learning algorithms and patterns whereas human creativity is driven by intuition, inspiration and imagination. AI lacks empathy or emotional Intelligence. Thus AI can't replace human relationships or social interactions.

“ Artificial intelligence is not a substitute for human intelligence; it is a tool to amplify human creativity and ingenuity”

AI is evolutionalized thinking of humans. Fei-Fei Li was an "china born American scientist" quotes that *I believe in the future of AI Changing the world. The question is, who is changing AI? It is really important to bring diverse groups of students and future leaders into the development.*



Emotions are essential part of human intelligence. Without emotional intelligence, artificial intelligence is incomplete.
- Amit Ray

Courtesy (www.pinterest.com)

-M.Dharshini - I MA

SURYA

DIGITAL STUDIO



OUR SERVICES

- WEDDING
- MODELING
- METERNITY
- BABY SHOOT
- BIRTHDAY PARTIES
- CORPORATE EVENTS
- ALBUM SHOOT
- SHORT FLIM
- FLIM MAKING

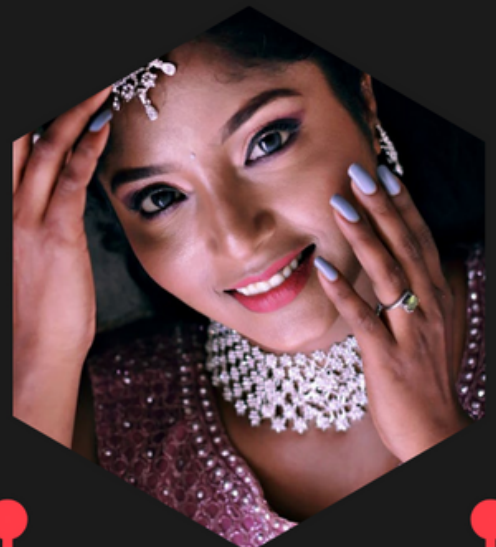


CONTACT

📞 94427 57330

✉️ abmsurya@gmail.com

📍 12/2 HINDU BAZAAR,
ABIRAMAM





Climate change, a significant challenge facing our planet, impacts weather and all life on Earth. It is closely linked to multiple Sustainable Development Goals (SDGs), reflecting its widespread effects on human well-being and environmental sustainability.

The World Health Organization attributes 150,000 annual deaths to human-induced climate change, linking changes in temperature and rainfall to health issues like heat-related illnesses and infectious diseases. Ariyalur stands out as the most at-risk district in Tamil Nadu, primarily due to its heightened sensitivity and limited ability to adapt to climate risks. Other districts facing significant vulnerability include Nagapattinam, Ramanathapuram, Thiruvarur, Thiruvallur, Thanjavur, Perambalur, Pudukottai, and Thiruvannamalai.

According to the report, Tamil Nadu ranks fourth in India experiencing worst coastal erosion after West Bengal (60.5%), Puducherry (56.2%) and Kerala (46.4%). Overall during 1990 and 2018, Tamil Nadu has lost 1,802 hectares of land due to erosion. The worst affected district is Ramanathapuram, which lost 413.37 ha, followed by Nagapattinam 283.69 ha and Kancheepuram 186.06 ha.



An international report warns that states like Tamil Nadu will face severe impacts of climate change. The Cross Dependency initiative published a thesis highlighting this concern. The research covers 2600 regions, revealing potential negative impacts of global climate change, especially in states like Tamil Nadu, Gujarat, Maharashtra, Bihar, Uttar Pradesh, Rajasthan, Assam, Punjab, and Kerala. Approximately 50% of Asia's population is expected to face adverse effects, mainly due to rising sea levels threatening coastal areas, including low-lying regions, coastal erosion, land loss, and challenges from extreme weather events and cold waves.

'THE EARTH DOES NOT BELONG TO US: WE BELONG TO THE EARTH'

SDG 13, Climate Action, integrates with other SDGs like Zero Hunger (SDG 2) and Good Health and Well-being (SDG 3). Climate change jeopardizes food security and public health, affecting agriculture and nutrition. Addressing this involves promoting sustainable agriculture, resilient food systems, and access to nutritious food (SDG 2), along with enhancing healthcare infrastructure and adaptive capacity (SDG 3) to mitigate climate impacts and build healthier communities.

We are the first generation to feel the impact of climate change and the last generation that can do something about it.

By embracing renewable energy, protecting ecosystems, and fostering awareness, we can pave the way for a sustainable future. The time to act is now, and together, we can navigate the challenges of the climate crisis.

"Sustain the Earth, Secure the Future".

COASTAL CATASTROPHE

Latest shoreline changes assessment report released on Tuesday throws up alarming facts about disappearing coastline in Tamil Nadu

ALARM

422.94

Km (42.7%) of 991.47 km of mapped Tamil Nadu coastline faces erosion

1,802

Hectares of Tamil Nadu land has been lost due to erosion between 1990 and 2018

413.37

Hectares eroded in Ramanathapuram

283.69

Hectares eroded in Nagapattinam

186.06

Hectares eroded in Kancheepuram



Solution

251 hard

anti-erosion structures in 134 km, which is 13.5% of its total coastline, have been built

Top Indian states facing erosion

West Bengal	60.5%
Puducherry	56.2%
Kerala	46.4%

Courtesy (www.google.com)

-M.JASMINE BANU - I MA

TAKE YOUR CHANCE TO BE AUTHENTIC

+91 89254 07136



A.R.V Cottons

MAADE FROM OUR OWN INDIAN LOOMS
SHIPPING ALL OVER INDIA AVAILABLE
CASH ON DELIVERY AVAILABLE

ROYAL SULTAN

BRIYANI

86086 48494
63798 91671

ECR, MAADAKOTTAN,
RAMNAD





Market Dynamics and Future Prospects

The market for customized goods and personalized gifts has witnessed a significant surge in recent years, driven by evolving consumer preferences and a growing appreciation for unique, handcrafted items. The business has positioned itself at the forefront of this trend, catering to the demands of discerning customers seeking bespoke creations. Looking ahead, a promising future is envisioned for the business, buoyed by the burgeoning market and an unwavering commitment to quality and innovation. Despite encountering occasional setbacks, such as delays in product deliveries and unforeseen cancellations, they remain undeterred in their pursuit of success.

Guidance of College

she tells that her college experience was pivotal in shaping her future. Through rigorous coursework, hands-on projects, and extracurricular activities, she gained valuable skills and knowledge. The diverse community fostered personal growth and a global perspective. With a comprehensive education and supportive network, she's prepared for future challenges and opportunities, embracing lifelong learning and leadership. the institution have even allotted her a private Working room just to help her promote her business and her to work towards the advancement of her business.

What's It

In the realm of artistic expression, there lies a passion that fuels creativity, entrepreneurship, and innovation. For one individual, this passion blossomed into a business venture that transcended boundaries and carved a niche in the world of customized designs. Meet, the visionary behind a venture born out of love for arts, painting, drawing, and calligraphy. I have interviewed a blooming Entrepreneur who is into making business in Customised gift preparation and making surprises even more unique.

The Genesis of Passion

The journey into entrepreneurship was initiated by a profound love for the arts and a keen interest in exploring various forms of creative expression. The decision to delve into the world of entrepreneurship was driven by a desire to channel this passion into something tangible and meaningful. Alongside she and her sister, a bootstrap journey was embarked upon to turn their shared vision into reality. Workshops were attended, and designing skills were honed, laying the groundwork for what was to become the business. Drawing inspiration from the rich tradition of calligraphy and the allure of personalized designs, their own path was set out in the competitive landscape of artistic entrepreneurship.

Dedication and Determination

Despite facing initial setbacks and challenges, unwavering dedication to their craft, coupled with a genuine love for what they do, propelled them forward in the face of adversity. Hobbies and interests played a pivotal role in fostering focus and confidence in their business endeavors. The joy of creating new designs and the satisfaction of seeing their vision come to life served as constant sources of motivation. As pioneers in introducing resin art to their hometown, their passion resonated with customers, gradually garnering interest and recognition in the market.



Navigating Challenges as a Female Entrepreneur

As young female entrepreneurs, their share of challenges in navigating the business landscape has been faced. From logistical hurdles to societal perceptions, obstacles have been encountered along the way. However, with the unwavering support of their family and a resilient spirit, adversity has been overcome and emerged stronger than ever.

A Vision for the Future

Looking ahead plans to register as a Micro, Small, and Medium Enterprise (MSME) and to explore opportunities for start-up recognition underscore their commitment to growth and expansion. With each passing day, efforts are made to push the boundaries of creativity, innovation, and entrepreneurship, ensuring that their journey of passion continues to inspire and resonate with others. In the realm of artistic entrepreneurship, the business stands as a testament to the transformative power of passion, dedication, and determination.



FROM SWEET TEMPTATION TO SILENT THREATS: BATTLING THE INVISIBLE

From kids to grown-ups, everyone adores cotton candy!

Chennai and Puducherry say no to cotton candy! Tamil Nadu prohibited cotton candy sales just two days after food safety officials confirmed the presence of cancer-causing chemicals in it. Guindy revealed addition of a textile dye and chemical compound Rhodamine-B. Most Restaurants rely on Rhodamine B, a vibrant red dye that easily dissolves in water, to jazz up their sugary delights and make them irresistible to kids. This same dye can also be found in rose milk, adding allure to the beverage.

Tamil Nadu's Rising Cancer Crisis

In the heart of Tamil Nadu, a silent crisis burgeons as cancer rates are on the rise, with Chennai leading the pack at 154.2 incidents per 100,000 people, followed closely by Kancheepuram, Thanjavur, Kanyakumari, and the Kongu belt. From urban hustle to industrial pollutants, each region has its own story to tell. Chennai's urban lifestyle and environmental pollutants, while the Kongu belt's textile and chemical industries add to the mix. Meanwhile, Kanyakumari's unique geographical and environmental pollutants along with farming practices play their part. And also Coimbatore emerges with the highest cancer incidence, accounting for 41% of cases in the region. Close behind, Tirupur and Erode witness moderate occurrences, unveiling a grim reality of our times. This wave disproportionately affects women, spotlighting breast and gynaecological cancers being the main concerns.

Among men, a different battle ensues against head, neck, and gastrointestinal cancers. The numbers are serious, showing that action needs to be taken right away. As we delve deeper, the story unfolds—pollution from industries in the area from Koyai to Chennai sows the seeds of this malady, contaminating water and soil. Yet, hope flickers as communities and authorities grapple with this challenge, seeking not just to heal but to prevent. Let's learn more about how cancer is affecting Tamilnadu and the efforts being made to overcome it



FIGHT AGAINST
CANCER



"From Breast to Bone: The Rise of Cancer"

Once ruled by breast and cervical cancer, a new challenger has surfaced. **What's to blame? Our modern lifestyle choices.** Fast food and sedentary habits pave the way for these cancers to flourish. No longer just a matter of genetics, they thrive amidst processed foods and sugary treats. Kidney and bone cancers, once rare, are now on the rise. It's our choices – smoking, weight gain, and unseen environmental dangers – that fuel their growth. But there's hope. By embracing healthy habits, we can turn the tide. Let's choose wellness over convenience and keep the cancer away.. It's time to rewrite the story of our health, one healthy choice at a time.

"Bridging the Health Gap: Fighting Cancer Together"

When it comes to achieving good health, not everyone gets a fair deal. Discover how some communities struggle to access cancer care. From diagnosis to treatment, individuals with lower incomes or residing in remote areas encounter significant obstacles. **But there's good news!** We can stop cancer before it starts. Learn about simple steps like getting vaccines (eg. HPV vaccine for cervical cancer prevention), lifestyle changes (e.g. tobacco control, healthy diet, physical activity or making healthy choices). Let's work together to make sure everyone can stay healthy, no matter where they live or their financial status.

CERVICAL CANCER

Facing cancer is tough but remember one thing:- Stay positive, draw strength from your will and confront each day with courage.

As Winston Churchill said, "If you are going through hell, keep going." You have got the strength to overcome this challenge.



Courtesy (www.google.com)

-D. SUBHIKSHA - I MA



SRI SOWBHAGYA *Mahal*



96559 77770
96770 77770



BYPASS MELPURAM, RTO OFF ROAD , VALLIOOR - 627 117

CHAMPIONS
KEEP
PLAYING
UNTIL THEY
GET IT RIGHT



The life journey of a young athlete

World is often divided by borders, politics, and ideologies, there exists a realm where such barriers fade away - the world of sports. It is not only competition for victory, but also possess a unique power to bring people together, fostering camaraderie, resilience, and mutual respect.

This Article deals with the impact of sports beyond the athletic women S. Sangavi, who has completed her BSc degree in Psychology and currently pursuing her first year of MSc degree in Psychology at Thassim Beevi Abdul Kader College, Kilakarai, Ramanathapuram has excelled as an athlete in Kho Kho and hurdles at both state and district levels, earning numerous awards. She has demonstrated her abilities at the Alagappa South Zone Kho Kho university-level tournament and secured a gold medal in the 100m event at an open athletic meet in Nepal. Additionally, Sangavi has competed in relay races, 100m sprints, 4X100m relay, and long jumps, and also involved in cricket at both state and district levels, as well as football. She has encountered numerous challenges along her journey as a female athlete, persevered through adversity, and emerged victorious on multiple occasions.

The institution aids

The college has backed her athletic pursuits by organizing transportation for competitions, and the staff members have been a cornerstone in her sporting journey, providing fee concessions to enable her full participation in sports, thus aiding her achievements in athletics.

Aspirations for the future

As a young woman, she encountered many obstacles, yet remained determined to pursue her dream of joining the army. Through hard work and dedication, she diligently worked towards her future goal while also pursuing her passion.

"The more difficult the victory, the greater the happiness in winning"

Achievement

- *100m hurdles
- *100m running
- *Long jump
- *Relay 4X100m
- *Khokho
- *Cricket
- *Foot ball

A touch of paradise In landscape

09

Borassus flabellifer belong to the family Arecaceae in Tamil it is called panai or karumpanai, it is called "karpaga vriksha". Palm tree have been a source of livelihood besides natural product. From the root to fruit of the tree the species is useful to mankind. Palm trees in ramanathapuram have a luxuriant growth and offer a wide range of uses palm leaves are used as roofing material and as a base for making handicraft while the Palm leaves are used to make a fences around the household in the village. The palm trees are grows on waste land without irrigation. Tamil Nadu has significant potential for the expansion and advancement of the palm products industry. In Ramanathapuram, various locations such as Sayalkudi, Rameshwaram, Kilakari, and Thondi are well-known for their palm product manufacturing. This region is particularly recognized for its production of palm sugar.

"Nature's oasis in Backyard "

The Tamil Nadu state government has launched a campaign to plant one crore palm trees, with Chief Minister MK Stalin inaugurating the drive. The Thassim Beevi Abdul Kader College for Women's Department of Home Science and Research Centre has initiated a project focusing on developing innovative palm products in South Tamil Nadu. The project aims to create value-added products from palm juice to support the livelihoods of palm workers and their families. By collaborating with thousands of palm tappers across different parts of Ramanathapuram district, the project aims to produce healthy, edible palm products.

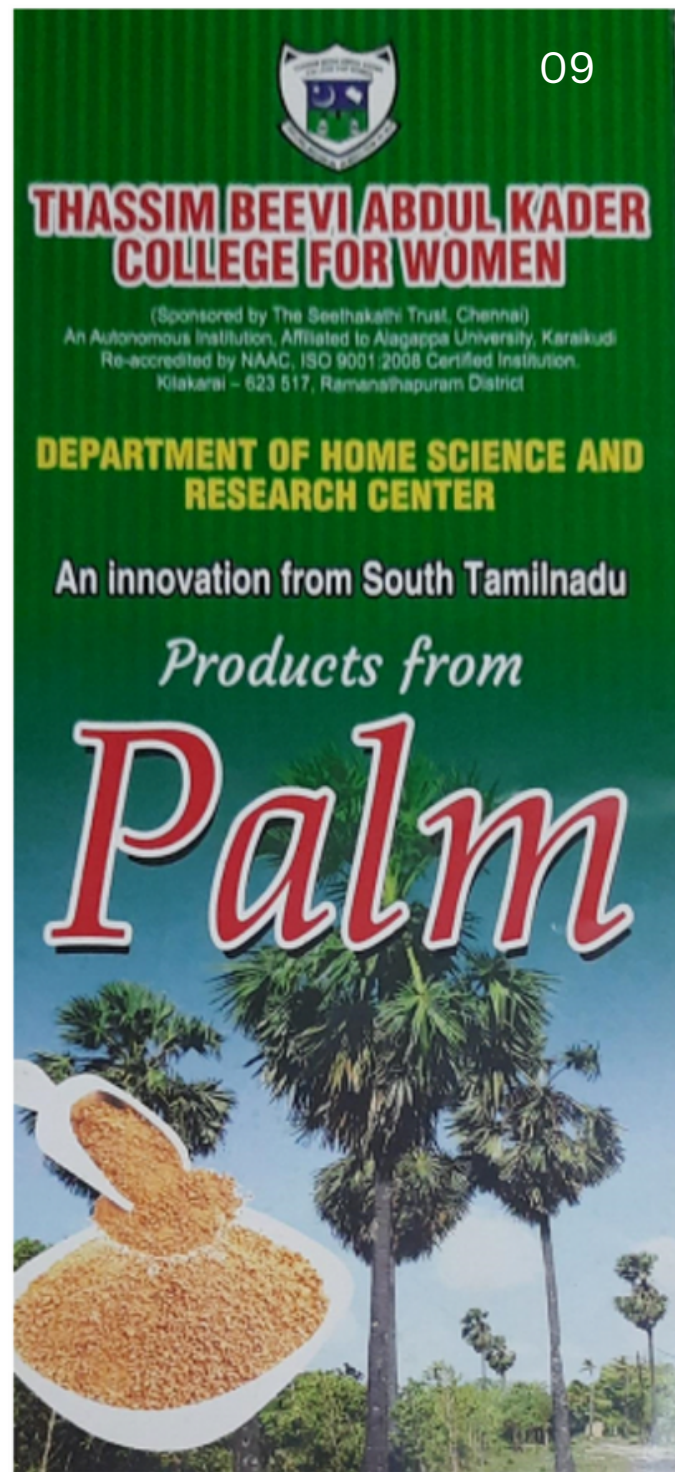
Technology that used for palm production.

The initial stages of sugar production closely resemble those of Gur. Palm sugar undergoes de-limiting, filtering, and boiling. The juice is poured into the crystallizer once it reaches a temperature of 110°C. No chemical agents or preservatives are used in this process at the plant. Utilizing this technology, a specialized machine was developed for crafting crystallized palm sugar.

Benefits of palm sugar and jaggery

Palm sugar are clean respiratory track, lungs, food pipe, stomach, intestines.

Find paradise in every palm



-A. Virgin Apoorva - IMA



ENGAGED

True love stories never have endings.



We candid studios

Property Features



- We Candid Studios
- Photography Videography
- BOOK YOUR ORDERS



@we_candid_studios



"English Vinglish," directed by Gauri Shinde, is a poignant tale that beautifully captures the journey of self-discovery and empowerment of a middle-aged Indian woman named Shashi, portrayed brilliantly by the legendary actress Sridevi. Released in 2012, the film marks Sridevi's comeback to the silver screen after a hiatus and received widespread acclaim for its touching narrative, stellar performances, and evocative direction.

The story revolves around Shashi, a dedicated wife and mother who runs a small home-based business of making and selling laddoos. Despite her proficiency in managing her household and business, Shashi faces constant ridicule and belittlement from her family, especially her husband and daughter, due to her inability to speak English fluently. The language barrier becomes a source of deep-seated insecurity for Shashi, impacting her self-esteem and confidence.

The narrative takes a transformative turn when Shashi travels to New York to attend her niece's wedding. In the bustling city, she enrolls in an English language course, determined to overcome her limitations and gain a sense of validation. Through her interactions with her fellow classmates and her compassionate English teacher, Shashi embarks on a journey of self-discovery, gradually finding her voice and reclaiming her self-worth.

One of the film's greatest strengths lies in its portrayal of Shashi as a relatable and empathetic protagonist. Sridevi's nuanced performance breathes life into the character, capturing the nuances of Shashi's emotional journey with subtlety and grace. From her moments of quiet resilience to her moments of vulnerability, Sridevi delivers a performance that resonates with audiences on a deeply human level.

Gauri Shinde's direction infuses the narrative with warmth and authenticity, effectively balancing moments of humor with moments of poignancy. The film's screenplay is thoughtfully crafted, offering insightful commentary on societal expectations, gender dynamics, and the importance of self-acceptance. Shinde skillfully navigates these themes, ensuring that they resonate with viewers long after the credits roll.

Central to the film's narrative is the theme of language as a barrier and a bridge. Through Shashi's journey, the film explores how language can be both a source of empowerment and a source of oppression. Shashi's struggle to articulate herself in English reflects the broader societal pressure to conform to Western standards of language proficiency, while her eventual mastery of the language symbolizes her reclaiming of agency and identity.

"English Vinglish" also shines in its portrayal of familial relationships and dynamics. Shashi's interactions with her husband, played by Adil Hussain, and her daughter, played by Priya Anand, are depicted with authenticity and depth. The film delves into the complexities of these relationships, highlighting the importance of empathy, communication, and mutual respect.

The supporting cast, including Mehdi Nebbou as Shashi's confidant and Amitabh Bachchan in a cameo role, delivers commendable performances, enriching the narrative with their presence.

Visually, "English Vinglish" is a treat, with cinematographer Laxman Utekar capturing the vibrancy of New York City and the intimacy of Shashi's domestic world with equal finesse. The film's music, composed by Amit Trivedi, complements the narrative beautifully, enhancing the emotional impact of key moments.

In conclusion, "English Vinglish" is a heartwarming and uplifting cinematic gem that celebrates the resilience of the human spirit and the power of self-discovery. With its endearing protagonist, engaging narrative, and stellar performances, the film continues to resonate with audiences as a timeless ode to empowerment and acceptance.



 3/2, Big Bazaar Street, Rameswaram.

 kurunji.textiles@gmail.com

 04573-221375, 97896 69111

TIN: 33915443910

ARASAN READYMADES

THE INCREDIBLE POWER OF SUPERBRAIN YOGA



In a world where the pace of life seems to accelerate with each passing day, the quest for mental clarity and cognitive enhancement has never been more pertinent. Amidst the myriad of techniques and practices aimed at sharpening the mind, one ancient tradition stands out for its simplicity and effectiveness: Superbrain Yoga.

Originating from the teachings of ancient yoga and modern science, Superbrain Yoga is a powerful yet accessible practice that promises to unlock the full potential of the human brain. At its core lies a simple series of movements designed to synchronize the left and right hemispheres of the brain, promoting enhanced cognitive function, heightened focus, and improved memory retention.

The practice of Superbrain Yoga revolves around a unique blend of physical movement, breath control, and mental focus. By combining specific postures with rhythmic breathing patterns, practitioners tap into the body's innate energy systems, stimulating neural pathways and facilitating greater mental clarity. But the benefits of Superbrain Yoga extend far beyond mere cognitive enhancement. Regular practice has been shown to alleviate stress, reduce anxiety, and promote overall well-being. As the mind becomes more balanced and centered, individuals report a heightened sense of inner peace and emotional resilience, enabling them to navigate life's challenges with greater ease and grace.

What sets Superbrain Yoga apart is its accessibility to people of all ages and fitness levels. Unlike other forms of mental training that may require years of practice or specialized equipment, Superbrain Yoga can be performed anytime, anywhere, with minimal time investment. Whether you're a busy professional looking to boost productivity or a student seeking improved academic performance, incorporating Superbrain Yoga into your daily routine can yield profound results. Moreover, the scientific evidence supporting the efficacy of Superbrain Yoga continues to grow. Studies have shown that regular practice can lead to significant improvements in cognitive function, memory retention, and emotional well-being..

From classrooms to corporate boardrooms, the transformative power of Superbrain Yoga is being embraced by individuals seeking to maximize their potential in every aspect of life. As we navigate the complexities of the modern world, cultivating a balanced and resilient mind is essential for success and fulfillment. With Superbrain Yoga, unlocking the full potential of your brain is not just a possibility - it's a reality waiting to be realized.


Embark on this transformative journey today and experience the profound benefits for yourself.



S.R. RANI
Dts

OUR SERVICES

- Event Management
- Audio system
- Lightings
- Generators

 7598724658
WWW.SRRANIDTSSRR.COM

 **K-AVT**
FRIED CHICKEN

I AM THE CRISPY

KIILAKARAI - 81484 86271
95003 16821
SAYALKUDI - 90432 54696

KLK - 17/68 A, SOUTH STREET,
KILAKARAI - 623 517
SYK - BUS STAND OPP,
SAYALKUDI - 623 120



A TASTE OF DELIGHT

-BLACK KAVUNI RICE

PROCEDURE:-

- Step 1-Start by soaking a cup of black kavuni rice the day before and clean it the next day.
- Step 2-Turn the stove on and place a cooker, boil three cups of water in a cooker and add the rice, letting it cook for 5 whistles.
- Step 3-Upon completion, unveil the cooker and Enhance the dish's taste by introducing a harmonious blend of flavours.
- Step 4-Add "1 cup of jaggery" for sweetness and "a pinch of salt" for tasteness and , "half a cup of grated coconut" for richness, "half a teaspoon of cardamom powder" for aromatic warmth, "1 tablespoon of ghee" for a buttery essence, and "10 cashew nuts" for a delightful crunch
- Step 5- After incorporating the ingredients, the flavorful black kavuni rice is ready to delight the taste buds with its delicious blend!!



INGREDIENTS:-

- *Black kavuni rice
- *Water
- *Jaggery
- *Grated coconut
- *Cardamom powder
- *Ghee
- *Salt
- *cashew nuts



BENEFITS :-

Packed with vitamins and minerals, black rice stands out for its nutritional benefits. It promotes heart health, regulates blood sugar, improves skin health, aids weight management, and offers antioxidant protection.

TIME TAKEN:- 15 to 20 minutes

ஜீவிதா
எண்டர்பிரைசஸ்
எலக்ட்ரானிக்ஸ் | ஸ்டீல்வரிகள் | டிரெஸ்ஸிங் மெஷின்கள்

Summer Sale

SHOP NOW

Contact Us:

90920 09062

No. 317/67 Main Road ,
kilakarai

S Syed Mohamed Ansari

CONTACT

97910 48494
98411 22661

ansarihotelz@gmail..com

No.4, kannadi Vappa Center
Downstairs, G.H.Road'
(Opp New Bus Stand Signal), Ramnad

Ramnad Kalyana Briyani

All Kinds Of Briyani Available
We Undertaken All Kinds Of Orders

"Nature's Pharmacy: Unveiling the Healing Potential of Herbal Plants"



Asthisamharaka :

Asthisamharaka, also known as *Cissus quadrangularis*, is a plant that is often used in traditional medicine. Some potential benefits attributed to *Asthisamharaka* include:

- **Bone Health:** It is believed to have bone-strengthening properties and is used in Ayurvedic medicine to support bone health and healing.
- **Joint Health:** Asthisamharaka is thought to have anti-inflammatory properties, which may be beneficial for joint health and arthritis.
- **Fracture Healing:** Traditional use suggests that it may aid in the healing of fractures and injuries by promoting bone regeneration.
- **Weight Management:** Some people use Asthisamharaka for weight management, as it is believed to have properties that may help in controlling weight.
- **Anti-inflammatory:** The plant is suggested to have anti-inflammatory effects, which could be helpful in managing various inflammatory conditions.

Phyllanthus amarus :

Phyllanthus amarus, also known as "Chanca Piedra," is a medicinal plant with various potential health benefits. It's often used in traditional medicine. Some reported *benefits* include:

- **Kidney Health:** Believed to support kidney health by promoting the elimination of kidney stones and reducing the risk of urinary tract infections.
- **Liver Support:** Thought to have hepatoprotective properties, supporting liver function and potentially aiding in the treatment of liver-related conditions.
- **Antioxidant Properties:** Contains compounds with antioxidant effects, which may help combat oxidative stress and inflammation in the body.
- **Anti-inflammatory Effects:** Reported to have anti-inflammatory properties, potentially beneficial for conditions involving inflammation.
- **Antiviral and Antibacterial:** Some studies suggest that *Phyllanthus amarus* may exhibit antiviral and antibacterial activities, contributing to immune system support.
- **Diabetes Management:** Preliminary research indicates that it may help regulate blood sugar levels, making it potentially beneficial for those with diabetes.
- **Gastrointestinal Health:** Used traditionally to address gastrointestinal issues, such as indigestion, ulcers, and other digestive disorders.
- **Anti-cancer Properties:** Some studies suggest potential anti-cancer properties, particularly in inhibiting the growth of certain cancer cells.



"Nithya Kalyani" commonly refers to the Henna or Mehndi plant (*Lawsonia inermis*), known for its leaves that are used to create a natural dye. While the term "Nithya Kalyani" may not be widely recognized, here are some *general benefits associated with the Henna plant*:

- **Natural Hair Conditioner:** Henna is often used as a natural hair conditioner, providing shine and strength to the hair.
- **Hair Coloring:** The plant's leaves can be ground into a paste and applied to the hair for a natural reddish-brown dye. It is a popular alternative to synthetic hair dyes.
- **Cooling Agent:** Henna is believed to have a cooling effect on the body, making it beneficial in traditional medicine for conditions related to excess heat.
- **Skin Healing:** The paste from Henna leaves is applied on the skin for its cooling and soothing properties, aiding in the healing of minor skin irritations.
- **Anti-fungal Properties:** Henna has been reported to have mild antifungal properties, making it useful in addressing certain skin conditions.
- **Traditional Medicine:** In some cultures, Henna is used in traditional medicine for its potential anti-inflammatory and analgesic effects.

Anthimantharai:

Anthimantharai, also known as Indian madder or *Rubia cordifolia*, is a medicinal plant commonly used in Ayurveda, the traditional medicine system of India. Some potential *benefits of anthimantharai include*:

- **Anti-inflammatory properties:** Anthimantharai has been traditionally used to reduce inflammation and alleviate conditions such as arthritis and joint pain.
- **Antioxidant activity:** It contains compounds that have antioxidant properties, which help in combating oxidative stress and reducing cellular damage caused by free radicals.
- **Skin health:** Anthimantharai is often used in skincare products due to its ability to promote skin health. It may help in treating various skin conditions like acne, eczema, and dermatitis.
- **Liver protection:** Some research suggests that anthimantharai may have hepatoprotective effects, meaning it could help protect the liver from damage caused by toxins or diseases.
- **Diuretic properties:** It may act as a diuretic, promoting urine production and aiding in the elimination of toxins from the body.
- **Immune system support:** Anthimantharai is believed to possess immunomodulatory properties, which may help enhance the body's natural defense mechanisms.
- **Anti-cancer potential:** Preliminary studies suggest that anthimantharai extracts may exhibit anti-cancer properties.





Ashwagandha:

Ashwagandha scientifically known as *Withania somnifera*, is a traditional herb that has been extensively used in Ayurvedic medicine for its potential health benefits.

Adaptogenic Properties: Ashwagandha is classified as an adaptogen, helping the body cope with stress and promoting overall balance. It is believed to regulate cortisol levels, the hormone associated with stress, contributing to a more resilient stress response.

- **Stress and Anxiety Reduction:** Research suggests that Ashwagandha may have anxiolytic effects, reducing symptoms of anxiety and stress. It interacts with neurotransmitters in the brain, such as serotonin and gamma-aminobutyric acid (GABA), promoting a calming effect.
- **Cognitive Function:** The herb has been studied for its potential to enhance cognitive function. Some research indicates improvements in memory, attention, and overall cognitive performance.
- **Anti-Inflammatory Properties:** Ashwagandha exhibits anti-inflammatory effects, which may contribute to managing inflammatory conditions. It may help reduce inflammation by inhibiting certain pro-inflammatory molecules.
- **Immune System Support:** Ashwagandha is believed to modulate the immune system, potentially enhancing the body's defense mechanisms against infections and illnesses.
- **Hormonal Balance:** Some studies suggest that Ashwagandha may influence hormone levels, particularly in supporting thyroid function. It may have a role in regulating thyroid hormones, making it of interest to individuals with thyroid imbalances.
- **Energy and Endurance:** Athletes and individuals seeking to improve physical performance may benefit from Ashwagandha. It is thought to enhance energy levels, stamina, and overall endurance.
- **Sleep Quality Improvement:** Preliminary research indicates that Ashwagandha may contribute to improved sleep quality. Its calming effects on the nervous system could help individuals with sleep disorders or disturbed sleep patterns.
- **Blood Sugar Regulation:** Ashwagandha has been studied for its potential in regulating blood sugar levels, making it relevant for those managing conditions like diabetes.
- **Antioxidant Properties:** Rich in antioxidants, Ashwagandha helps neutralize free radicals and reduce oxidative stress. This may contribute to its overall protective effects on cells and tissues.
- **Reproductive Health:** Ashwagandha has been traditionally used to support reproductive health in both men and women. It is believed to have positive effects on fertility and libido.
- **Joint Health:** The anti-inflammatory properties of Ashwagandha may extend to joint health, making it potentially beneficial for individuals dealing with inflammatory joint conditions.

SHINE IN STYLE WITH

ALAYA Kids Sets



COTTON





Savour the convenience and delectable delights of mobile vehicle, where every bite is an adventure. Food trucks bring culinary magic to your fingertips, offering quick, mouthwatering meals without the fuss of formal dining. With the freedom to roam and serve, they ignite the spirit of aspiring entrepreneurs while stirring curiosity with their innovative dishes cooked right on wheels.

Embark On A Culinary Journey With TAFCOFED's Mobile Food Venture!

TAFCOFED introduces an exciting initiative, 'Empowering Women, One Meal at a Time,' as part of its Integrated Co-operative Development Project. This scheme rolls out mobile vehicles for fish sales and dining, empowering women while fostering entrepreneurship. It's a flavourful fusion of livelihood enhancement and culinary innovation, brought to you by Tamilnadu State Apex Fisheries Cooperative Federation."

"one cannot think well, love well, sleep well, if one has not dined well." - Virginia woolf.

Dive Into The Delights Of Seafood: A Treasure Trove Of Health And Sustainability!

Discover the abundant benefits of seafood, packed with Omega-3 fatty acids for a healthy heart and sharp mind. With a rich supply of high-quality protein, plus vitamins D and B12, it's a powerhouse of nutrients essential for your well-being. Not only does seafood nourish your body, but it also supports both economic growth and environmental sustainability. Indulge in the goodness of seafood for a healthier you and a thriving planet!

Empowering Entrepreneurs: TBAKC's Mobile seafood Venture

At Thassim Beevi Abdul Kader College For Women in Kilakarai, students are seizing the opportunity to showcase their entrepreneurial spirit through a unique mobile seafood venture. With the chance to sell seafood in their own creative styles, students are honing their entrepreneurship skills while boosting their economic status. Through interaction with a diverse customer base, they're gaining valuable skills. What began as nervousness has transformed into confidence, thanks for support from friends and encouragement from supportive customers. This initiative not only fosters entrepreneurship but also promotes women's empowerment, inspiring students to dive into the world of business with enthusiasm."

"Cooking is all about people. Food is maybe the only universal thing that really has the power to bring everyone together.

No matter what culture, everywhere around the world, people get together to eat." - Guy Fieri



K. SATHISWARI
I-MA ENGLISH



Sri Siva

TIMBER & TILES



- ✓ BUY THE BEST
 - ✓ FROM THE BEST
- #qualityassured



Call +91 90928 87434 for more details.

Swamy vivekanandar salai (sigil raja veethi) , Ramanathapuram - 623501



Exploring saline world in our Doorsteps



Let's Think can we consume food without a pinch of salt? Are you feel salinity air near coastal areas? Have you ever taste your tears while crying? Should you Think the reason behind the different tastes of water? It's in salt, bitter, sweet and Metallic. Do you know the Holy Bible referenced salt as "Salt of the Earth" " Holy salt". Salt is culturally symbolises the purity and historically illustrate the Salt March - an act of non-violent civil disobedience Movement in 1930 led by Mohandas K. Gandhi.

Let's look into salt pans of the Ramanathapuram district regions, salt forming process, various stages, and it's benefits in our day-to-day life. Valinokkam, Naripalayam, Sayalkudi, Sambai, Uppur, Thirupullani, pathanonthal are some of the major salt-pan located regions. In our district, source of salt water is by pumping or drilling ground water into wells. The sowing period starts in the month of January harvested during Summer season. There is no proper yield and highly demanded only in the Rainy season.

"Salt and Sugar both look in similar but different tastes alike, knowledge and creativity have plays different roles in life and Education" Salt has the potential to transform ordinary into extraordinary even things and dishes.



Courtesy (www.google.com)

M. Dharshini - JMA

GSTIN : 33AADFS4391PIZP

PAN : AADFS4391P



SRI VALESWARI TEXTILES

All Varities of Textiles &
Saree

045773-221299



7, Varrthagana Stree,
Rameswaram - 623 526



भारतीय जीवन बीमा निगम
LIFE INSURANCE CORPORATION OF INDIA

K. Kannan

Code No: 0034474A

Member of Zonal Manager's Club for Agents

Life Insurance Corporation of India

Off: 33-A, Madurai Mandapam Road, Ramanadhapuram - 623 501

Ph : 04567-220582

Res : Valayarvadi, Vedalai (PO), Ramanathapuram (DT) - 623 804

Cell : 98421 02593

Fathers And Founders Of English literature



Father of English literature & Father of English language & Father of English poetry- **Geoffrey Chaucer**

Father of English prose- **King Alfred the Great**

Father of Tragedy - **Aeschylus**

First English comedy writer -**Nicholas Udall**

Child of Renaissance -**Edmund Spenser**

Father of printing- **Johannes Gutenberg**

Father of English press- **William Caxton**

Father of English essay - **Francis Bacon**

Father of English Tragedy- **Christopher Marlowe**

Father of English Drama-**William Shakespeare**

Father of English criticism - **John Dryden**

Father of Historical criticism - **William of Newbury**

Fathers of Romanticism- **S.T Coleridge & William Wordsworth**

Poet of beauty - **John Keats**

Father of English Grammar -**Lindley Mussay**

Father of English stream of conscious novel- **James Joyce**

Father of English mystery play & Father of English short story -**Edger Allan Poe**

Father of English novel- **Hendry fielding**

Father of Sonnet & Father of Humanism- **Francesec Petrarch**

Father of English Sonnet- **Sir Thomas Wyatt**





HOTEL TAIKA

BOOK NOW

FAMILY SUITE
DULEX ROOM
VIP SUITE
BALCONY ROOM

NO.49, NEAR BUS STAND
RAMESHWARAM



JP BOUTIQUE
DESIGNER & CUSTOM TAILORING



+91 8248431101

joprasath3701@gmail.com

1/113 , East Nadar Street , Kilakarai.

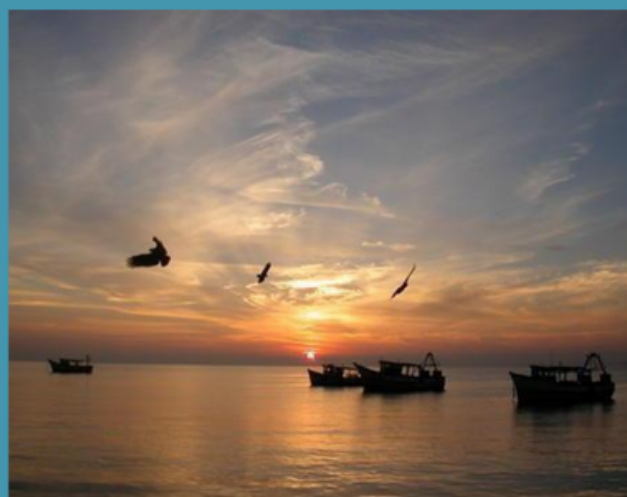
South indian coastal area:

Kilakarai



Kilakarai is surrounded with Gulf of Mannar which is located in between Rameshwaram to Thoothukudi. In this area coral rocks are mostly found. Due to the presence of these coral rocks there won't be any Tsunami attacks around this area. The 2004 Tsunami attack reached near Rappattinam which is closest to Rameshwaram but does not enter Rameshwaram and on the other side it reached places closest to Thoothukudi such as Nagercoil and Kanyakumari but does not enter Thoothukudi. The reason for this is the area consisting of Gulf of Mannar which includes coral rocks. These coral rocks act as a natural protector which protects the force of waves from entering into the land. Around Kilakarai there are numerous other types of rocks which are situated around 150 km.

These rocks are so strong that even ships can't cross it without breaking it. It acts as a natural wall of belt which will help the tsunami not get into the land. In conclusion there is no chance of distraction in Kilakarai in terms of water bodies because of the presence of coral rocks and other rocks which are situated around these one 150 km of land. Even after rainfall in Kilakarai there won't be stagnant water which is because of the slope-shaped surface of Kilakarai. The water flows into the water bodies instead of being stagnant. In ancient times the drainage system was constructed so fine that rainwater directly flows into the sea. So there has been no storm or cyclones registered in Kilakarai because of the coral rocks in the area surrounding Rameshwaram and Thoothukudi.



-N.NagaJothi - IMA

SKJ
LED WORKS



90474 68421 / 95859 24621

- LED Shine Board
- Home Interior Design

- Building ACP Elevation Work
- Vehicle LED Setting

- LED Display
- Building Electrical & Plumbing Work



Thomas - 84898 24547

Peter - 915996195



Near Krishna Theatre , Opp RTO Off ,
Paramakudi -623707

V.M.S. BALSAMY CHETTIYAR GRAND SON

DEALERS IN TIMBERS

S.P Muthu Krishnan B.A.,

M. Dinesh Kumar B.A.,

88793 30850

93445 12194



Mariamman koil Street,
Ramanathapuram - 623 501



Shop: 04567-224523



Taking care of our land helps us stay healthy and combat climate change. When we respect nature, we're investing in our well-being and the future.