



From leading corporate giants to shaping culinary excellence, PAWAN SONI'S journey is a celebration of passion and innovation in the food industry, says SAKSHI PRIYA

FROM CORPORATE SUCCESS TO CULINARY STARDOM A JOURNEY INTO THE WORLD OF FOOD BLOGGING AND AWARDS

In the culinary world, where flavours tell stories and meals become cherished memories, Pawan Soni has forged an extraordinary path. A former Vice President at global giants like HSBC and GE Capital, Soni made a bold yet passionate shift from the corporate boardroom to the vibrant food scene. Driven by his love for discovering hidden gastronomic gems, he founded Indian Food Freak, a blog that has since grown into one of India's most influential food and travel platforms. His journey took a remarkable turn in 2014 when he launched The Big F Awards, a celebration of culinary excellence that has now become one of Delhi NCR's most prestigious events. Now entering its 11th year, The Big F Awards have distinguished themselves with an unwavering

commitment to transparency and integrity. Built on the principle of not imposing any financial burden on nominees, these awards have earned a reputation as a fair and respected platform for recognising excellence in the food industry. Over the past decade, they have become synonymous with culinary credibility, highlighting the region's finest dining establishments and championing new talents, including home chefs and bakers who bring fresh flavours and creativity to the table.

This year, The Big F Awards embark on an exciting new chapter by expanding their reach to encompass the entire Delhi-NCR region, reinforcing their vision of inclusivity and growth. This grand event will showcase a diverse array of culinary talent, with new categories that reflect the latest trends and celebrate the art of both dining out and home cooking. Attendees can look forward to an immersive experience where innovation, artistry, and passion are celebrated in a truly memorable way. At the heart of this celebration is a distinguished jury, featuring some of India's most renowned culinary experts, such as Chef Kunal Kapur, Chef Nita Mehta, Rocky Singh, and many others. These esteemed judges will rigorously evaluate each nominee, visiting the restaurants and sampling the dishes before casting their votes. This commitment to fairness ensures that the awards remain a beacon of trust and excellence in the food industry.

For Pawan Soni, The Big F Awards are more than just an event, they are a community and a platform for supporting genuine connections and inspiring culinary creativity. As he prepares for the upcoming awards in September, Soni envisions an evening that brings together the best of Delhi NCR's food scene, offering an opportunity to celebrate, connect and elevate the standards of culinary excellence. With a legacy of integrity and innovation, The Big F Awards continue to shine as a cornerstone of the region's vibrant food culture.

Founded in 2014, The Big F Awards have become a symbol of credibility and fairness, consistently upholding the highest standards in the industry. This year's edition promises to build on this legacy, with new surprises, new talents, and new stories to be told. Join Pawan Soni and his esteemed panel in this grand celebration of culinary brilliance, where the finest in food artistry come together to create an unforgettable experience.

A CONVERSATION WITH PAWAN SONI

Pawan Soni shares insights into his transition from corporate life to food blogging, the challenges he faced in

the early days and his commitment to transparency and excellence in The Big F Awards. He provides valuable perspectives on the growth of his blog, the influence of his corporate background and what to expect from this year's prestigious event.

You left a successful career as Vice President at MNCs like HSBC and GE Capital to follow your passion for food. What motivated this career shift, and how did your corporate experience shape your approach to food blogging and awards?

Back in our day, social media wasn't a thing. Like many, I followed the conventional route—completing an MBA and then diving into the corporate world. But food was my escape. Traveling the world, I discovered hidden culinary gems and started writing for newspapers and magazines. Eventually, I launched my own blog, Indian Food Freak. Before I knew it, my passion for food had grown into a full-blown career.

MY CORPORATE EXPERIENCE WAS THE YEAST THAT HELPED INDIAN FOOD FREAK RISE. THE BIGGEST CHALLENGE IN ORGANISING THE AWARDS WAS SECURING SPONSORS WHO BELIEVED IN THE VISION BUT DIDN'T INFLUENCE THE RESULTS.

In foodie terms, my corporate career was a recipe for success, but my love for food was the secret ingredient. I traded PowerPoint for paprika and now, I'm serving up a plate of purpose. Jokes aside, my corporate experience was invaluable. It taught me critical skills in sales, operations, and more, which I still use in my second career. Having worked with ethical companies, I've always prioritized transparency. Even after 11 years of running the food awards, I ensure there's no money exchange involved, whether for nominations, attending the awards or in any other aspect.

When you started Indian Food Freak food blogging was relatively new in India. How did you introduce the concept to an unfamiliar audience, and what strategies did you use to build your initial following?

Introducing food blogging to India was like adding a new spice to a traditional recipe—initially unfamiliar, but now indispensable. I focused on creating content that was relatable, authentic, and sprinkled

with humor. I remained honest and objective in all my reviews, even if it meant ruffling a few feathers among friends in the industry. By avoiding fancy jargon and staying true to my readers, I built trust and loyalty. My guiding principle has always been to write for my readers, not for the restaurants.

How did you address the skepticism or resistance from both the public and industry professionals during the early days of food blogging, especially when it was an emerging field?

Skeptics are like stale spices - they need to be replaced with fresh perspectives. I proved that food blogging wasn't just a flash in the pan by consistently delivering quality content and building a loyal community. Facebook played a significant role in this, as I created a space where food enthusiasts could exchange opinions and learn from each other.

What were some of the biggest challenges you faced in creating content for your blog in the early days, and how did you overcome issues related to resources, technology or audience engagement?

The early days were like cooking with limited ingredients—creativity was key. I tackled challenges by infusing my content with storytelling, leveraging social media, and engaging with my audience like a master chef. Content was never an issue because food is something we encounter daily. To improve the visual appeal, I invested in a DSLR. As the saying goes, a picture is worth a thousand words.

Indian Food Freak has grown into one of the largest food and travel blogs in India. What were some of the initial challenges you encountered when starting your blog and organising The Big F Awards, and how did your corporate experience help you navigate these obstacles?

My corporate experience was the yeast that helped Indian Food Freak rise. The biggest challenge in organizing the awards was securing sponsors who believed in the vision but didn't influence the results. My sales and marketing skills were crucial here. Convincing people of the brand visibility that our awards could offer was key, and looking back, I'm proud to say that I delivered on those promises.

This year, The Big F Awards has expanded to cover the entire Delhi-NCR region. What motivated this expansion, and what new opportunities and challenges do you anticipate?

Expanding The Big F Awards to Delhi-NCR was like adding a new course to the menu—a natural progression. Since it takes nearly six months to organize the awards, with our jury visiting each restaurant to taste the food before

delivering a verdict, venturing into other cities wasn't feasible. However, Delhi-NCR should be treated as one city, with people frequently traveling for work and pleasure. Including Delhi has given us broader and, in some cases, better choices, helping foodies make informed decisions when they dine out.

The introduction of categories for home bakers and home chefs is a unique and thoughtful addition. What inspired these new categories, and how do they reflect current trends in the food industry?

Home bakers and home chefs are the new spice merchants—they're driving innovation and shaping trends. These categories reflect the democratisation of food and the rise of culinary entrepreneurship. I'm pleased to see that home chefs and bakers are now taken seriously. Not only have their businesses expanded, but many new ventures are focused solely on this segment, helping them grow by organising pop-ups at five-star hotels, developing apps for delivery, and introducing them to wider audiences.

Winning the Best Influencer Award by BBC Good Food in 2018 is a significant achievement. How did this recognition impact your career and the growth of Indian Food Freak and The Big F Awards?

We all seek acknowledgment and appreciation. Winning the award was a validation that I was on the right path. It boosted my morale and increased confidence in the products and content I deliver.

The Big F Awards are known for their transparency and integrity. How are you ensuring these values are upheld in this year's expanded edition, especially with the addition of new categories?

Transparency and integrity are the secret ingredients in The Big F Awards' recipe. We ensure fairness by using a robust judging process, clear criteria, and a commitment to accountability. From selecting the right jury to deliberating each result, we remain steadfast in our dedication to honesty and transparency.

As you prepare for the 11th edition of The Big F Awards, what are your personal goals for the event, and what do you hope attendees and participants will take away from this year's awards?

My personal goal for The Big F Awards is to foster a culinary community that's the icing on the cake. I hope attendees and participants leave inspired, with new connections and a renewed passion for the food industry. People don't mind losing as long as they know they lost to a worthy opponent. Our aim is to be fair and just while building camaraderie among all industry professionals.



PAWAN SONI
Food critic and founder of the Big F Awards

A TRIBUTE TO TRADITION

GURU SHOVANA NARAYAN'S 75 YEARS OF KATHAK MASTERY

Sharanyam, a heartfelt tribute to the legendary Guru SHOVANA NARAYAN on her 75th birthday, beautifully celebrated her extraordinary journey in Kathak. The evening was a touching tribute to her life's work, showcasing the profound impact she has had on the art form and her disciples, says SAKSHI PRIYA



Photo: Pankaj Kumar

In the world of Indian classical dance, few names resonate with as much reverence as Padmashri Guru Shovana Narayan. Her journey is not just a tribute to her unparalleled dedication to Kathak but a living legacy that has inspired generations. As she steps into her 75th year, the Asavari Centre for Kathak honoured this icon with an evening titled "Sharanyam," a celebration as vibrant and profound as Guruji herself. Padmashri Guru Shovana Narayan is a celebrated icon in Kathak, with a remarkable career spanning over six decades. Her innovative approach and deep understanding of Indian culture have redefined the art form. With prestigious awards like the Padma Shri and Sangeet Natak Akademi Award, her influence extends beyond performance to visionary choreography, dedicated teaching, and cultural leadership. On this unforgettable evening, the Stein Auditorium at India Habitat Centre in New Delhi was transformed into a space of dance and devotion. The evening was not just an event; it was a vibrant expression of love, respect and admiration from her disciples worldwide. Each performance honoured not just Kathak but the essence of Guru Shovana Narayan - the artist, the mentor and the visionary. From the moment the lights dimmed and the

first note echoed through the auditorium, it was clear that this evening was extraordinary. The performance of "Taal Pancham Sawari" was a masterful display of rhythm and precision, perfectly embodying the discipline and expression that Guruji has always emphasised. Beyond the technical brilliance, it was the sheer emotion that captivated the audience. "Chaand" was not just a dance; it was a poetic journey that moved everyone present. Similarly, "Malika" seamlessly fused song and dance, creating a blend of beauty that felt almost otherworldly. One of the most memorable moments of the night was "Moonlight Impressionism," a performance that seemed to slow time itself. The dancers moved with such grace that the stage became a peaceful space, where the silence of moonlight was captured in every gesture and step. The soft strains of the piano added an extra layer of

elegance, making it feel as though the audience was witnessing a dream come to life. The evening was a reflection of the profound bond between Guruji and her disciples, a connection that was evident in every movement and gesture on stage. This wasn't just a series of performances; it was a living reflection of the relationships built through years of shared passion, dedication, and mutual respect. As the video presentation played, featuring heartfelt birthday messages from her students, the emotion in the auditorium was overwhelming. These messages were more than just words of



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admiration; they were living proof of the deep, enduring love and gratitude that have grown over the years - a love that extends far beyond the art of Kathak. As the evening drew to a close with the powerful performance of "Dhwani-Pratidhwani," the energy in the auditorium reached its zenith. The audience's applause was more than just appreciation; it was a collective outpouring of respect, love, and admiration for a woman who has devoted her life to the pursuit of art and the nurturing of others. In the words of Guruji's first disciple, Shruti Gupta Chandra, "Sharanyam is a small tribute from all of us who have learned so much from Shovana Didi - dance in its purest form and, with it, many life lessons. And the learning continues..." Guruji herself reflected on the evening with emotion, saying, "The air rebounded with the pure love and sublime devotion of all the disciples that touched every heart and left everyone emotional. The programme was meticulously planned and executed." As her disciples paid tribute through their performances, it was clear that Guru Shovana Narayan's influence extends far beyond the stage. She has touched lives, instilled values, and inspired a generation of dancers who carry forward her legacy with pride and reverence. For them, she is not just a guru; she is a mother, a confidante, and a guiding star. Guru Shovana Narayan represents both tradition and innovation. She embodies the continuity of creativity, demonstrating that art is not just about preserving the past but about creating a future rooted in tradition yet open to new possibilities. As we celebrate her 75th year, it's evident that Guru Shovana Narayan is much more than a dancer; she is a visionary whose life has been dedicated to Kathak. Her legacy extends beyond performances to the hearts of her students and the countless lives she has touched. She is not just a mentor and guide but an inspiring figure whose dedication continues to elevate the art form and inspire those who learn from her.

A CELEBRATION OF INDIA'S TIMELESS CRAFTSMANSHIP

Naayaab highlights India's rich craftsmanship through over 100 masterpieces by renowned artisans. This exhibition blends tradition with innovation, presenting a unique cultural celebration, writes SAKSHI PRIYA

Naayaab, a groundbreaking exhibition platform, is set to become a beacon of India's rich heritage, showcasing over 100 masterpieces by the nation's most celebrated artisans. Spanning three major cities New Delhi, Hyderabad and Mumbai. This exhibition is more than just an exhibition, it is a profound celebration of India's artistic legacy, bringing together over 40 traditional art forms under one roof.

A SHOWCASE OF INDIA'S ARTISTIC DIVERSITY

Naayaab's significance lies in its ability to bring together an extraordinary collection of art forms, each representing a unique aspect of India's cultural fabric. With works from over 70 master artists, including several Padma Shri and Shilp Guru awards, this exhibition is a rare opportunity to witness the pinnacle of Indian craftsmanship. The exhibition highlighted the exceptional craftsmanship of several renowned artisans. Sudarshan Sahoo captivated with his intricate stone carving while Jai Prakash Lakhiwal impressed with his detailed miniature paintings. Khaleel Ahmad showcased his exquisite kilim carpets and Bhuri Bai presented her vibrant Bhil art. Durga Bai Vyam contributed her intricate Gond paintings. The visionary leaders behind Naayaab were Ajay A Singh, Founder Director and Akansha Dixit, Founder & Chief Curator. One of the most captivating pieces is the Inlay Artistry Chest by



Rupan Matharu, a work that exemplifies the exhibition's ethos of blending tradition with modernity. Crafted from Indian rosewood using traditional Hoshiarpur inlay techniques, Matharu's chest replaces the historically used ivory or bone with acrylic, making it both environmentally conscious and a stunning piece of art. The intricate patterns and meticulous detailing make it a true testament to the mastery of Indian artisans. Another powerful piece is Durga Bai Vyam's Gond Painting "Climate in Crisis", which uses symbolic imagery to address the resilience of nature in the face of human activity. This painting not only showcases the intricate detailing typical of Gond art but also delivers a poignant message about environmental conservation. Jai Prakash Lakhiwal's Shrinathji in Tanjore and Miniature Fusion painting is another highlight, merging Tanjore and Pichwai styles

to create a resplendent depiction of the Hindu deity. The use of gold leaf and natural pigments elevates this piece to a new level of artistic brilliance. The Heritage Red Sozni Shawl by Bashir Ahmed Bhatt is a must-see for those interested in traditional Indian textiles. This exquisite shawl, with its intricate embroidery of 600 stitches per centimeter, took four years to complete and is a tribute to the time-honored skills of Kashmiri Sozni artisans.

MASTERPIECES OF CRAFTSMANSHIP

Among the many remarkable pieces, Shiva Kumar's Tri Panel Mythic Tales stands out as a masterpiece of wood inlay and carving. Spanning six years in the making, this wooden set depicts narratives from the lives of Lord Rama and Lord Krishna across three panels, showcasing scenes like Sri Rama Pattabishekam,



Vishwaroopa and Krishna Leela. The craftsmanship is so intricate that concealed handles reveal a hidden third panel, an engineering feat in itself. The use of different woods and seashells for vibrant hues, along with hand-carved Yali motifs on the outer frame, make this artwork a true marvel. Another notable piece is Mukesh Kumar Soni's Maharaja Brooch Pendant, a stunning example of Meenakari on gold. Inspired by the regal bearing of Rajput personages, this pendant cum brooch combines uncut diamonds, baroque freshwater pearls, glass, spinels, and gold to create a piece that is both opulent and refined. The intricate designs on both sides, along with the use of

vibrant enamel colors, reflect the rich tradition of Meenakari, an art form passed down through generations since the Mughal era. Naayaab is more than just an exhibition; it is a movement aimed at preserving and reviving India's traditional art forms. The long-term vision of making Naayaab an annual event, both in India and globally, is commendable. By doing so, the organizers hope to inspire the next generation of artisans and ensure that these invaluable skills continue to thrive. As an art enthusiast, witnessing Naayaab is both a privilege and a profound reminder of the richness of Indian heritage. The exhibition not only



Photos: Pankaj Kumar

showcases the exceptional talent of Indian artisans but also serves as a platform to elevate these crafts to the global stage, ensuring they are celebrated for generations to come. Naayaab is not just an exhibition, it is a celebration of India's artistic heritage, a platform for master artists and a beacon of hope for the future of traditional crafts. In an age where digital and mass-produced art often takes center stage, Naayaab stands as a beautiful contradiction, a reminder of the beauty of handcrafted excellence and the importance of preserving cultural legacies. For collectors, connoisseurs and art lovers alike, Naayaab offers a rare opportunity to connect with the soul of Indian culture, to witness the legacy of its artistic heritage, and to support the artisans who dedicate their lives to preserving these traditions. It is an unmissable event that promises to leave a lasting impact on anyone who values the intersection of

history, culture and creativity. Naayaab is not just an exhibition but a profound celebration of India's rich artistic heritage. By bringing together over 100 masterpieces from acclaimed artisans across the country, it offers a unique platform that honors and revives traditional crafts. The intricate works displayed, from the innovative Inlay Artistry Chest to the evocative Gond Painting, illustrate the extraordinary skill and creativity of Indian artisans. This event is a tribute to the enduring significance of these art forms and serves as an inspiring reminder of the beauty that emerges when tradition meets innovation. Naayaab stands as a pivotal moment for both art lovers and cultural enthusiasts, marking a significant step in preserving and promoting India's invaluable artistic legacy.



Threads of divinity

chain stitch and beadwork were all represented, each telling its own story through the skilled hands that crafted them. hand-painting styles like *Tanjore*, *Cheriyal*, *Kalamkari* and *Pattachitra* added another layer of depth to this rich tapestry of art and devotion.

The textile installation walk-through, led by none other than Gaurang Shah—the renowned textile revivalist and designer—was a journey into the heart of Indian craftsmanship. He shared insights into his approach to reviving ancient textile techniques, explaining, “These textiles I’ve been working with—I’ve been working with weavers for the last 24 years. The weaving technique remains the same, rooted in the region’s traditions. I’ve simply altered the design dialogue, infusing it with modern, contemporary elements and experimenting with different types of yarn.”

He elaborated on his work with Kanchipuram weavers, known primarily for their silk. “I’ve transformed Kanchipuram’s traditional silk into organza, chiffon and khadi, ensuring that weavers have work year-round. You can’t wear Kanchipuram sarees in summer, so I created lighter fabrics like chiffon and organza. It’s about evolving the craft to meet contemporary needs while preserving its essence,” he explained passionately.

When asked about the theme of the exhibition, he reflected on the divine inspiration behind it. “Shrinathji, Lord Krishna—when you usually see a panel or painting of him, it’s often done by *Nathdwara* artists, depicting cows and pastoral scenes. I’ve reimagined these themes across different Indian textiles, employing vari-



ous hand-paint techniques, weaving methods, and embroidery styles—from Rajasthan’s *gotta patti* to Hyderabad’s *aari* embroidery, Lucknow’s *chikankari* and *pattachitra* hand painting,” he said, highlighting the fusion of tradition and innovation.

Discussing the challenges he faced, he shared that convincing weavers to embrace new designs was initially a hurdle, but over time, they grew to trust his vision. “Now, most are ready to take on new challenges because they know they’ll achieve them. Handicrafts are timeless and won’t fade away; more young designers are engaging with weavers, ensuring this legacy continues. My greatest inspiration is the challenge itself—I need new things to work on every day,” he concluded with a sense of fulfillment.

In an exclusive conversation, Dr. Anita Bharat Shah, an eminent museologist, author and art historian, delved into the intricacies of the devotional art on display. “It’s all with the blessings of Krishna; it’s not easy,” she began, recounting the rigorous process of researching for her second book, now published. “I approached the archaeology department of Rajasthan, convincing the deputy director to grant me access to their museum’s storerooms, which are typically off-limits. We sat there as they opened the seals, revealing collections that are rarely seen.”

Her journey into the world of *Pushtimarga*, a rare sect that has inspired a vast array of eclectic



EVENT COVERAGE

AARTI SREENATH

As I stepped through the ornate gates of the Crafts Council of Telangana, I was immediately transported into a world where art and devotion intertwined seamlessly. The ambience was steeped in Hindu traditions, with the heady aroma of dhoop sticks wafting through the air and the vibrant hues of marigold flowers adorning every corner. Two young women greeted us at the entrance with chandan tika, a gesture that set the tone for the evening—a celebration of India’s rich cultural heritage.

The entrance was graced by a magnificent chappan bhog arrangement, a decorative tribute that added to the spiritual aura of the event. A corner resonated with the soft strains of Carnatic music, punctuated by the gentle notes of a flute, creating a serene atmosphere that was both inviting and festive.

The event, aptly named “Swaroop: A Narrative of Srinathji in Heritage Handcrafted Textile Art in India,” was a visual and sensory delight. Each fabric on display was not merely a piece of cloth but a canvas where the divine figure of Srinathji had been intricately brought to life. The exhibition showcased a rich array of Indian handicraft textiles, featuring the delicate *Jamdani* weaving traditions of Srikakulam and Venkatagiri, alongside Kashmiri embroidery that was nothing short of exquisite. Techniques such as *Katha*, *Chikan*, *Kasauti*, *Aari*, *Gara*, *Gotta Patti*, petite point,



Blending traditional & contemporary styles

Kundan jewellery making is an age-old craft of transforming uncut diamonds into exquisite jewelry originated in the Rajput and Mughal eras. In contemporary times, these stunning creations are considered essential additions to any trousseau and treasured investments for personal collections. It has always showcased intricate and beautiful designs. It was originally crafted exclusively for royal families. Ruby Raang is a brand that has kept the legacy and craft of Kundan jewellery alive.



Maakhan Raas inspired by Janmashtami

Inspired by the eternal love of Radha and Krishna and the majestic presence of Lord Balaji, the collection embodies devotion, purity and par excellence artistry. Each piece is a tribute to the divine tales that have inspired generations, reflecting the joy and reverence of this auspicious day. Each piece of jewellery curated under this collection is not just an adornment but a heartfelt expression of faith, crafted to resonate with the spiritual essence of Janmashtami, embracing the divine through our specially curated, Krishna and Balaji inspired creations.

WHAT'S NEW



SADYASKA: SOMETHING YOU NEED ON YOUR WISHLIST THIS FESTIVE SEASON

As the festive season approaches, Sadyaska offers the perfect opportunity to revamp your home with pieces that add a touch of warmth and style. Their exquisite collection is ideal for gifting or refreshing your living spaces, ensuring your home exudes a sense of luxury and comfort during this special time of year. It offers a wide range of bedding products, with a special emphasis on luxurious bedspreads.

FROM KUTCH TO COUTURE



Sangeeta Kilachand, with no formal training but driven by an insatiable curiosity for ancient art, architecture and folklore, has spent years researching and preserving the traditional craftsmanship that has slowly faded over time. Her extensive travels and decades of collecting antique textiles have deeply informed her work, resulting in timeless creations that exude elegance and luxury.



FRENCH ESSENCE PERFUMES LAUNCHES NEW MEN'S GROOMING LINE

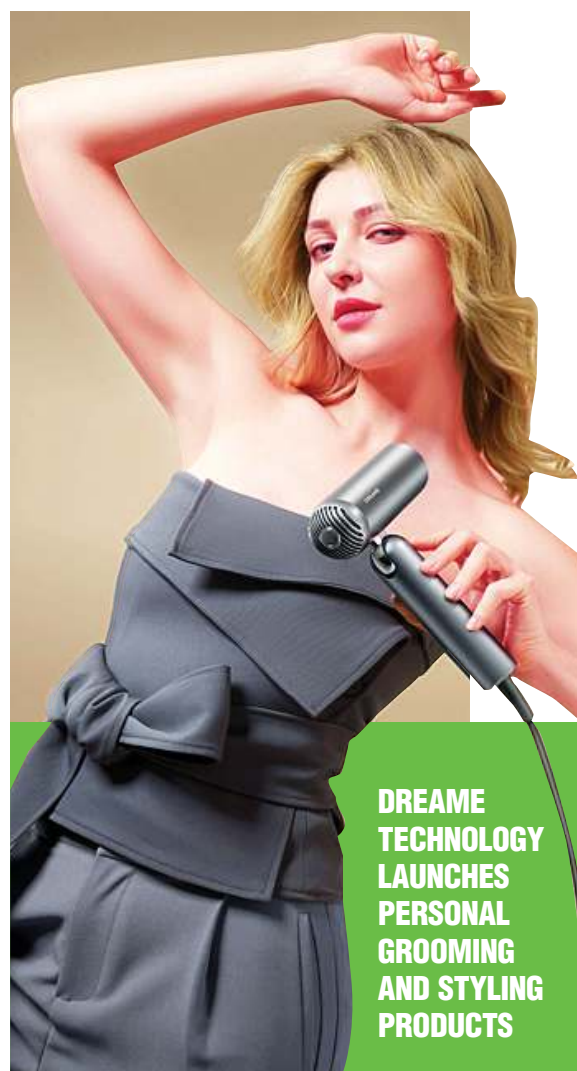
French Essence is proud to announce the launch of MENZ, a new entity dedicated to delivering premium grooming products tailored specifically for men. With this exciting expansion, French Essence Perfumes is stepping into the men's grooming market, offering a comprehensive range of products that include shaving foam, aftershave, hair spray and other essential grooming care items.

INTRODUCING VITAMIN C GLOW MOISTURIZER

Vitamin C glow boosting intense moisturiser – the latest addition to The Body Shop's vitamin C range. This new formula is a richer, more potent version of their beloved cult favourite. Designed to deliver instant

radiance, the velvety, whipped cream texture makes skin look visibly brighter and feel replenished with 48-hour moisture right from the first use.

Price - 2,249₹



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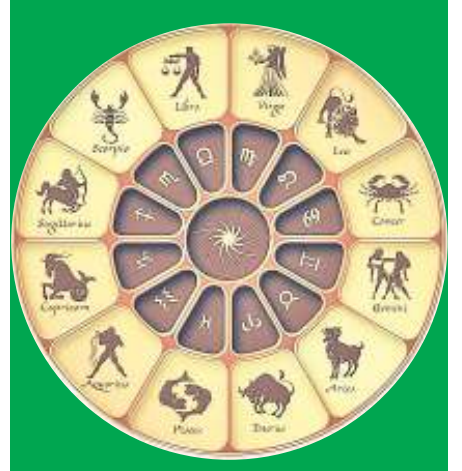


SKEYNDOR TINTED PROTECTIVE CREAM SPF 50

A multifunctional skincare product that combines the benefits of sun protection, hydration and a touch of colour for a flawless complexion. This innovative formula provides a high level of sun protection with an impressive SPF 50, ensuring that your skin remains shielded from the harmful effects of UVA and UVB rays, which can cause premature aging, sunburn, and skin damage.

Price - 3,460

The pocket high-speed hair dryer is a game-changer in personal grooming, offering a combination of portability and power. Weighing just 300g with a slim profile and foldable body, this hair dryer is ideal for travel. It features an 110,000 RPM motor that ensures quick and effective drying, even on the go. The dryer comes with versatile styling attachments, including defrizz and curling nozzles, multiple temperature and airflow settings and negative ion technology to minimise frizz and maintain hair moisture. Additionally, the intelligent temperature control system prevents overheating, ensuring a safe and professional styling experience.



WEEKLY HOROSCOPE

SEPTEMBER 1 - 6



ARIES

You will focus on moneymaking, appearing unreliable but joyful. Introspection brings peace. Kindness attracts others. Business decisions call for careful consideration.

TAURUS

Your hard work pays off, but avoid lethargy. Balance family time. Love shines, but be cautious of betrayal. Control spending and impulsiveness to avoid mistakes.

GEMINI

Joy fills you as introspection eases stress. Support from friends helps realize dreams. Balance marriage and ambition. Calm your mind. Enjoy a much-needed trip.

CANCER

Your experimentation earns praise, while meditation improves confidence. Challenges arise as a father and mood changes. Balance ego and avoid health risks.

LEO

Your warmth with siblings brings joy, but eccentricities affect your career. Balance work with rejuvenation. Success is likely, but avoid depression by taking a break.

VIRGO

Siblings reconcile. Financial worries are exaggerated. Your energy fuels productivity, turning negatives into positives. Leadership and reasoning aid success.

LIBRA

New project ideas emerge; your experimentation aids selection. Despite delays in support, persist for success. Manage insecurities and focus on your future.

SCORPIO

Your experimentation gains recognition, and support helps advance projects. Plan a journey with your kids, but manage restlessness and negative thoughts.

SAGITTARIUS

Your talent earns accolades, and your peculiarities gain your attention. Though ventures may be delayed, stay confident. Seize unexpected growth opportunities.

CAPRICORN

Your nature to experiment draws attention. Despite setbacks, rise above them confidently. Your innovative and outspoken nature will bring joy and recognition.

AQUARIUS

Avoid overestimating your abilities to prevent mistakes. Embrace beauty, relax as efforts pay off, and handle relationships with care. Consult family before decisions.

PISCES

Find a stimulating partner and be gentle with loved ones. Friends' support helps achieve dreams. Manage life's issues and rejuvenate relationships with a trip.

"If you want others to be happy, practice compassion. If you want to be happy, practice compassion"
— Dalai Lama



MOSCOW FILM FESTIVAL KICKS OFF WITH FOCUS ON INDIAN CINEMA

Laapata ladies and *Kalki* resonate with Russian audience, opening up huge possibilities for Indian cinema in Russia, writes **GYANESHWAR DAYAL**



The Moscow International Films Week, an event that has become a significant cultural bridge between Russia and the world opened up in Moscow with much fanfare at Khudozhestvenny Cinema and with people from film fraternity from around the world in attendance at the gala event. On the first day of the Film Week, screenings of both foreign and domestic films took place, including the nationwide premieres of the Indian sports drama *Field* and the philosophical-mystical drama *Alzheimer* from Iran. This year it is an Indian-themed week with focus on Indian cinema and celebrating Indian art of storytelling on celluloid. The film festival is hosting films from more than 40-countries but the flavour of the festival is completely Indian. The second day was completely dedicated to Indian cinema, with Russian artists performing on Indian songs and Indian cuisine being served at the venue with Bollywood songs playing in the background. The Indian segment of the festival is dedicated to celebrating the richness and diversity of Indian cinema, offering Russian audiences a taste of India's cinematic brilliance through a curated selection of films. Among the highlights are two remarkable Indian films, *Laapata Ladies* and *Kalki*, which have captivated the Russian audience with their unique storytelling and cultural nuances. Indian cinema has long been admired in Russia, with classics from Bollywood making their mark in the past. Ra Kapoor was a household name in Russia and 'mera joota hai Japani, an all-time hit. The Indian-themed week at the Moscow International Films Week is a testament to the enduring connection between the two cultures. This year's selection is not just about showcasing films; it's about highlighting the shared human experiences and emotions that transcend borders. As one Russian filmmaker quipped, "Indian and Russian films are made with heart, the most striking similarity between Indian and Russian films is that the songs are woven into the storyline." This is despite the fact that much is lost in translation and language barrier remains a significant impediment. But that is about to change as Swapna Dutt, the co-producer of *Kalki*, told the Pioneer that they would be releasing the film dubbed in Russian. "Indian films were once very popular in Russia, we want to open that bracket again. I am sure Indian films have a huge market here," said Swapna Dutt.

THE INDIAN SEGMENT OF THE FESTIVAL IS DEDICATED TO CELEBRATING THE RICHNESS AND DIVERSITY OF INDIAN CINEMA, OFFERING RUSSIAN AUDIENCES A TASTE OF INDIA'S CINEMATIC BRILLIANCE THROUGH A CURATED SELECTION OF FILMS. AMONG THE HIGHLIGHTS ARE TWO REMARKABLE INDIAN FILMS, "LAAPATA LADIES" AND "KALKI," WHICH HAVE CAPTIVATED THE RUSSIAN AUDIENCE WITH THEIR UNIQUE STORYTELLING AND CULTURAL NUANCES

Laapata Ladies, a film that delves into the complexities of womanhood in contemporary India, has struck a chord with Russian viewers. The film's narrative, which intertwines humor with social commentary, offers a glimpse into the challenges and aspirations of Indian women. The Russian audience, known for its appreciation of nuanced storytelling, has responded positively to the film's portrayal of universal themes such as identity, freedom, and societal expectations. *Kalki*, another standout film screened on the second day, explores themes of mythology and modernity, blending them in a way that is both thought-provoking and visually stunning. The film's exploration of Indian mythology, set against the backdrop of modern societal issues, has intrigued Russian viewers. The film's ability to weave together the old and the new, the mythical and the real, resonates deeply with a culture that values its own rich historical and cultural heritage. The success of *Laapata Ladies* and *Kalki* at the Moscow International Films Week highlights the growing appeal of Indian cinema in Russia. These films, while rooted in Indian culture, address universal themes that resonate with audiences across the world. The Russian viewers have found a connection with the characters and their stories, appreciating the films for their depth, creativity, and the way they tackle complex social issues.



The Indian-themed week has also opened doors for cultural exchange, with discussions and workshops that allow Russian audiences to engage more deeply with Indian cinema. This exchange of ideas and cultural narratives fosters a deeper understanding between the two nations, reinforcing the importance of art in bridging cultural gaps. As Indian films continue to gain popularity in Russia, the Indian-themed week at the Moscow International Films Week is likely to become a regular feature, showcasing the best of Indian cinema to Russian audiences. The success of *Laapata Ladies* and *Kalki* is not just a win for the filmmakers but also a testament to the universal appeal of Indian stories that, while deeply rooted in their own cultures, speak to the shared human experience. The Moscow International Films Week's Indian-themed week is more than just a showcase of films; it's a celebration of the cultural connections between India and Russia. The warm reception of films like *Laapata Ladies* and *Kalki* by the Russian audience is a reflection of the power of cinema to transcend borders and bring people together through the shared language of storytelling.



'Always wanted to gain respect that I've been getting from people down south'

CHAT-O-CINO

TEJAL SINHA

There's always a different kind of aura that comes around people with a 'make 'em laugh' skill. In this world of humours, laughs and comedy, there's this one gem who has got comedy in her veins! Does this bring a blurry face to your mind? Well, it's none other than Jamie Lever, who, along with her astonishingly brilliant comedy prowess, is also a great actress, which makes her an amalgam of what not.

The daughter of the legendary actor and comedian Johnny Lever is not just taking forward the 'Lever's legacy but also creating her own remark. Having been in the industry for almost 12 years now, with a lot of hard work and learning, she now has a name for herself and people know her as 'Jamie Lever' more than 'oh! She's Johnny Lever's daughter'.

"I feel some sort of satisfaction at this point and in a good phase right now," begins the comic-star in a gaily interaction with *The Pioneer*. "My intentions were always to get out from the shadow of my father. I always wanted to create my own identity and that was always my focus. I never wanted to be known as so and so's daughter. It's the privilege I have, but I always wanted to create my own identity. Today, with all the years that I have put in with all the hardwork, it's finally that people know me for my talents."

Jamie, who has already been known for her funny videos on social media or for her roles in films like *Kis Kis Ko Pyaar Karun*, where she portrayed the role of Champa or Giggly in *Housefull 4*, having her own one-woman show, *The Jamie Lever Show*, has been her biggest achievement now. "It takes a lot for a comic to have their own one-woman show. It's

such a big achievement. Wherever my dad goes, he's always complimented and told that we appreciate your daughter and we love her. I've always wanted to make my dad proud. Recently, we were performing together in a show in London and he said on stage, 'naturally and impulsively that you kept me alive. Hehehe. It was so special for me to be able to keep the legacy alive and I will be always working hard towards it'."

As we ask the *Housefull 4* fame about her growing years around her father, she enthuses, "At work, he is known for being this goofy & over the top, funny man. There are so many titles that he has acquired, like KING OF COMEDY and THE FUNNIEST MAN OF INDIA. But at home, I've always seen him to be very different, disciplined, focused. Growing up, we always felt like being mindful about that Daddy has come back from work, so let's not bother him and create a peaceful environment for him." Of course, with all the more admiration, she goes on, "He is a very protective dad; he is very particular about a lot of things. He's a bit traditional; he was very strict with studies. He goes to work, comes back home and enjoys a home-like atmosphere. He is a very basic person who enjoys *dal chawal*; a person who likes the fan and not

AC. But yes, we obviously had fun times. There were also times when he used to drop and pick us up from the school."

You mimic someone, then get ready to be criticised or trolled! However, that's not been the case with Jamie. For instance, her reel mimicking the most viral dialogue of Alamzeb from *Heeramandi* was loved and had gotten positive feedback with tremendous love. This has been something that's been very motivating for her. In fact, stalwarts like Javed Akhtar and Usha Uthup have personally appreciated her for her fun, comedy-imitating videos. "It's such a nice thing to see that people are not afraid to laugh at themselves," says the adroit star, who goes on to recall, "When Javedji complimented me, he was complimenting me with some really minor observations. But again, some people do take offense. However, I haven't had any particular situation like that. Maybe it's because I do it in a more respectful way. I try not to be personal. It's obviously in good humour."

Going ahead, talking of the love that she has received, the South doesn't stand behind! There's equal love poured in for her down South too. Overwhelmed with the love, the ace artist recalls of her humble beginning in the South: "Honestly, people here were all so happy to know that I speak the language, which is my mother tongue. People here greeted me with all smiles. I'm a Telugu girl in Mumbai, doing what I'm doing in Bollywood but at the same time really attempting to keep my roots alive. Everybody welcomed me with open arms down South, especially my lead actor of *Aa Okkati Adakku*, Allari Naresh. He was the one who actually spotted me in *Pop Kaani*? He approached me for this role. In fact, he gave a special speech for me at the press launch of the movie. My aim has always been to gain this respect and that's something that I got from people down south."

Jamie, who admires the King Khan of Bollywood, for always being so humble and down to earth, further shares that beyond a doubt, comedy comes in naturally to her and that it is her comfortzone. "It is what I love doing," opines the *Aa Okkati Adakku* actress as she goes on, "But I never want to be someone who is always put in a box. I want to really challenge myself. For instance, in *Yaatri*, I worked with Seema Pahwa and Raghubir Yadav. I had no comedy in that film. It was a very simple role of a young girl in Benaras working hard. I played that character, and

Following the path of her dad, Johnny Lever, actress and comedian Jamie Lever has been taking the legacy forward. Prospering an identity for herself, the talented star gets onboard for an exclusive tête-à-tête with *The Pioneer*, as she takes us through her humble beginnings and being a favourite of all with her humour and wit

reviews had a mention that 'Jamie did not do any comedy. We were disappointed with her. But the character was not expected to do comedy. It's also something that the audience will have to accept. I want to challenge myself in trying new things because I feel like I'd get cautious. How will I grow as a person or as an artist?'"

So as she goes on to embark on being a multi-faceted star and explore much of her prowess, she brings to us a revelation: "I am doing a project that will come out sometime in the next year. It's a beautiful character that I'm playing in the web series that you'll soon get to know about, hoping that I can impress people with it."

But again, she had to go through her own share of challenges to make things right for herself. The *Yaatri* fame goes on to recall, "Initially, when I started off 11 years ago, there were literally like just 1 or 2

comics doing big. And to see a woman doing well in a very male-dominated industry was a lot to accept. There were more jokes being made about her body and her appearance. That was the kind of humour encouraged at that time. There was certainly a time, when even I had struggled, I wouldn't get a lot of jokes to tell and the punches would be on me. There was a perception among women that they could not be funny. However, now I see how women have grown as comics. There's been so many women who have come up over the years."

Well, after a hilarious chat with her, we head towards the end of the chat as she discusses with us about what's more. "I'm already touring for my *The Jamie Lever Show*. We started in February and on an average, I'm doing at least 1 or 2 shows every month. I've been doing my shows in Mumbai and also traveling to do my shows abroad."



AC. But yes, we obviously had fun times.

TRENDING

K KAVITHA



BRS MLC K Kavitha was released from Tihar jail in New Delhi around 9.30 p.m. after the completion of legal formalities though the Supreme Court granted her bail in the afternoon on Tuesday

PAK WOMAN BEHIND FATAL CAR CRASH CAUGHT 'SMILING' ON CAMERA



A video of Pakistani woman smiling and appearing unremorseful after allegedly killing two people with her car has sparked outrage on social media.

IC 814

The Kandahar Hijack twenty-five years after an Indian Airlines flight from Kathmandu to Delhi was taken over by Islamist terrorists, Anubhav Sinha and Trishant Srivastava bring to screen the story of the longest hijack and inarguably the most ignoble blot in the history of Indian aviation.

MILLIONAIRE



Yo Yo Honey Singh is back with his latest music track *Glory* that released. The release of this new song is a special occasion as it coincides with the 10th anniversary of his iconic 2014 hit, *Desi Kalakaar*.

PARALYMPICS 2024 DECLARED OPEN



The 2024 Paralympics were opened in Paris on Thursday (IST) by French President Emmanuel Macron, firing the starting gun on 11 days of competition in a city still riding the wave of the successful Olympics.

SOOTHING RELIEF

How hydrotherapy transforms pain management

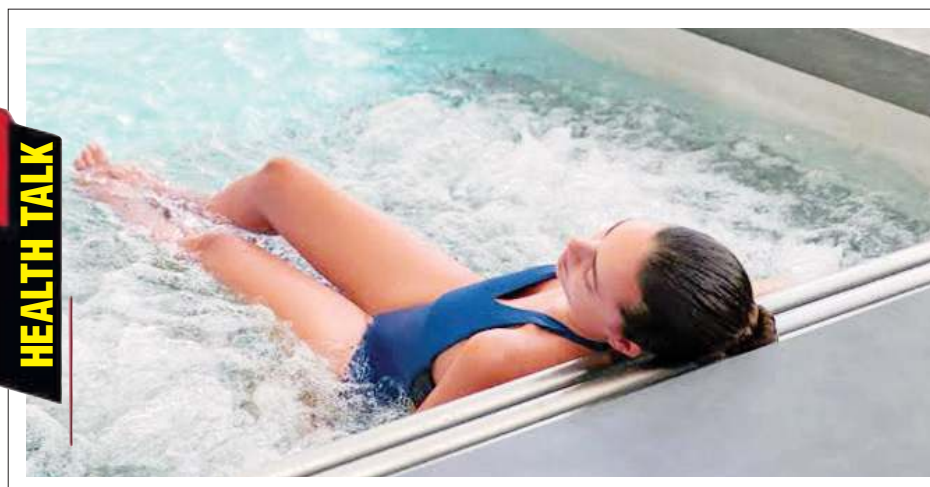
AARTI SREENATH

Hydrotherapy, often regarded as an ancient therapeutic practice, has found a renewed place in modern medicine, particularly for treating chronic conditions like rheumatoid arthritis (RA), Parkinson's disease and multiple sclerosis. This water-based therapy combines the soothing properties of water with targeted exercises, offering a unique and effective approach to managing pain, inflammation and mobility issues associated with RA and other rheumatic conditions.

According to Dr. Yathish G C, Lead Consultant, Rheumatology at Aster Whitefield Hospital, hydrotherapy is especially beneficial for patients with rheumatoid arthritis due to its supportive and warm water environment. "Hydrotherapy helps alleviate symptoms of rheumatoid arthritis, particularly the standard pain and immobility associated with the condition," he says. He explains that the buoyancy of water reduces stress on the joints, encouraging greater movement and improving circulation, which in turn aids muscle relaxation and enhances joint flexibility. Over time, patients who regularly participate in hydrotherapy sessions may experience significant improvement in symptom control and quality of life.

He also highlights the customisation potential of hydrotherapy for autoimmune diseases. "The use of warm water can significantly relieve the pain of swollen joints and sore muscles," he notes. Sessions can be tailored to focus on low-impact, resistance-based movements that not only enhance joint flexibility but also reduce inflammation. This safe, controlled environment is critical for preventing and managing complications such as muscle weakness and decreased activity, which are common in patients with autoimmune diseases. Additionally, the calming nature of water-based exercises helps in managing stress, which is crucial in controlling flare-ups of autoimmune diseases.

Hydrotherapy is increasingly being recognised as a valuable component of comprehensive treatment plans for chronic pain and joint inflammation. These sessions often involve light weights movements that do not stress the joints



HEALTH TALK

but rather improve their range of motion and decrease swelling. The aquatic environment allows patients to exercise with minimal pain, making hydrotherapy a complementary therapy alongside medication or physiotherapy, thus enhancing overall pain management.

However, he cautions that patients with severe joint damage should approach hydrotherapy with care. "Patients should begin with gentle exercises and ensure that the water temperature is neither too hot nor too cold," he advises.

Unlike land-based exercises, the low-impact nature of hydrotherapy is particularly advantageous for patients suffering from severe joint pain. Many patients report enhanced physical function and a greater sense of well-being, making hydrotherapy a valuable adjunct in a comprehensive rheumatic treatment plan.

Dr. Pramila Sharma, Head of Department, Physiotherapy, at Paras Health, says that one major concern is the risk of infections, as public pools and shared hydrotherapy equipment can harbour bacteria if not cleaned thoroughly. Common infections include folliculitis and athlete's foot, which can be particularly troublesome for individuals with weakened immune systems or open wounds. Another risk is overheating, prolonged exposure to hot water can lead to heat exhaustion, charac-

terised by dizziness and nausea and in severe cases, heat stroke. This risk is heightened for individuals with cardiovascular conditions, as hot water can increase heart rate and blood pressure. "Dehydration is also a concern, as extended periods in hot water can cause significant fluid loss, leading to symptoms like dry mouth, fatigue and dizziness," she adds. Water temperature should be regulated to avoid overheating, with sessions generally kept below 40°C (104°F).

Dr. J Karthik, Head of Therapy at Sukino Healthcare Solutions, explains that hydrotherapy, also known as water therapy, encompasses a wide range of treatments using water to address various symptoms throughout the body.

Common hydrotherapy methods offered in healthcare settings include contrast water bath therapy, sitz baths, saunas, aquatic therapy and water circuit therapy.

The future of hydrotherapy is promising, with advancements in digital and smart hydrotherapy systems, personalised protocols using AI and the integration of hydrotherapy with mental health treatments. He highlights the growing trend of combining hydrotherapy with mindfulness practices and its use in cognitive rehabilitation programs.

Dr. Subedha Rao, an expert in orthopaedic physiotherapy and sports injury rehabilitation, explains

that hydrotherapy makes use of water's physical properties, like temperature and pressure, for therapeutic purposes. This method not only promotes blood flow and alleviates symptoms of specific illnesses but also aids in cardiovascular workouts and enhances the management of pain through heightened peripheral sensory stimulation. Additionally, chilled water can help reduce swelling, while the reduction of pressure on joints improves overall mobility and supports a comprehensive rehabilitation process.

Dr. Dharmesh Shah, Founder and Director of Holistica World, has dedicated his career to exploring the profound benefits of hydrotherapy. For patients grappling with rheumatoid arthritis and other rheumatic conditions, he sees hydrotherapy as a hope of relief. "In warm water, hydrotherapy works wonders, he explains. "The heat soothes inflammation and relaxes the body, offering a reprieve from the relentless pain of arthritis. The buoyancy of the water reduces stress on the joints, facilitating greater flexibility and ease of movement."

He highlights the unique attributes of hydrotherapy in managing autoimmune diseases. "This therapy harnesses the soothing properties of warm water, essential oils and water jets to tackle the symptoms of autoimmune disorders. The reduced joint stress during exercises is crucial for these patients. The warm water alleviates inflammation, while the water's buoyancy minimises joint damage, enhancing mobility and muscle strength. Moreover, the relaxing nature of hydrotherapy helps reduce stress and anxiety, improving overall quality of life."

For patients with severe joint damage, he advises a cautious approach. "Hydrotherapy can be beneficial, but it must be carefully managed. Begin gradually and monitor for any signs of discomfort. The use of supportive devices should be approached with care to avoid exacerbating joint issues."

He compares hydrotherapy to other treatments for rheumatic conditions. "While hydrotherapy doesn't address the root causes of rheumatic diseases like medications do, it offers significant symptom relief. It improves pain management, range of motion, and muscle strength, contributing to a better quality of life. When combined with other therapies, such as physiotherapy and complementary practices like yoga, hydrotherapy can greatly enhance both physical and emotional well-being."

RAPID FIRE

Focused on harnessing

YOUTH
power

Your nickname: Saradhianna
Favourite colour: White and pink
Favourite food: Natu Kodi
Favourite movie: Dana Veera Sura Karna, particularly the dialogue of NTR on social justice
Favourite holiday destination: My village and constituency
Are you religious/spiritual: Religious but not pious
Favourite actor: Chiranjeevi and NTR
Hobbies/passions: Watching movies is my hobby. Along with my wife, I watch movies in theatres. Politics is my passion.



Seasoned politician and Andhra Pradesh's Information & Public Relations and Housing Minister Kolu Parthasarathy is keen on working for social justice and fostering leadership qualities among those representing downtrodden people. He wants to transform his constituency Nuzvid so that posterity would hail him as a tall leader.

In a conversation with C Pradeep Kumar of *The Pioneer*, Parthasarathy sheds light on his journey from a small village in Krishna district to his position as Minister in the AP Cabinet with his eyes trained on harnessing youth power.

PARENTS & SIBLINGS

I was born to Kolu Pedda Reddaiah Yadav and Kolu Samrajyam in Karatampadu village of Movva Mandal in Krishna district of Andhra Pradesh. My dad was initially an employee of the erstwhile Andhra Pradesh State Electricity Board (APSEB). He used to also take up electrical contracts and later entered politics. My dad was elected as an MLA and as an MP in his brief political career. My mother is a homemaker. We are three siblings. I am the eldest and my immediate younger brother, Dr Subba Rao, is settled in the UK and my youngest brother, Krishna Kanth Yadav, is into business and agriculture. I was more attached to my dad and mom as during our early days of struggle, I was their only child - my immediate younger brother is eight years junior to me. In those days our financial struggles were so severe that we could not save our sister through medicines when she had fallen seriously ill as a two-year-old. Besides, I still remember how my mother used to convince me whenever I asked my parents to buy me crackers to celebrate Diwali.

caught many times on the streets. Although my father did not take those occasions seriously, my mother used to scold me whenever I was caught. Once, in an effort to give a packet of peanuts to Lakshmi, I lobbed it in her direction on the first floor of our apartment block where they were staying. She could not catch it and the packet fell on the lap of my mother-in-law, who happened to be sitting in the other room.

now, he is looking after my businesses.

LOVES RUSTIC ENVIRONMENT

A politician hardly finds free time. However, whenever I get some free time, I prefer going to my village and spending time in the fields. I love the rustic environment there. My love for my village is evergreen and I still wish to spend time there whenever possible.

POLITICAL PLUNGE

My political career started when my dad was active in politics. In 1994, I had tried for a ticket to contest as MLA, but could not get one. I tried again in 1999 quite seriously but in vain. My political plunge was formalised when I contested the 2002 by-elections from the Vuyyuru constituency for the first time. But I lost in that election. Again in 2004, I contested the elections and won as an MLA for the first time.

I have met former PMs Rajiv Gandhi and PV Narasimha Rao among stalwarts in Indian politics during my political journey. I met BP Mandal in Hyderabad and was lucky to have breakfast with him. The whole day I was with him when during Intermediate second year. My dad used to host meetings of BCs. I met BSP founder Kanshiram and also Mrs Ambedkar and many leaders, which inspired me to become a politician.



QUALITY TIME

For a politician with business interests, usually spouse plays an important role when it comes to taking care of the children and the family. My wife Lakshmi does it very well. As a politician, I had to make myself available to the public always and our businesses kept me occupied otherwise. Though I was busy with my activities, my wife used to take care of my son, for which I am very happy. My son was good at studies. He is calm and composed. He is well-behaved and I feel very lucky. During my leisure, I spend time with my son, trying to know his aims and ambition. As of



MESSAGE TO YOUTH

Present-day youth are very responsible, though a few of them are getting diverted. The system is responsible for this and we should change it. Youth should be strong and not get depressed at petty things. They have ample opportunity and should aim high and achieve their goals with sincerity.

DAD ROLE MODEL

My dad is my role model and influencer in life. I grew up looking at him, admiring his hard-working nature. My father came from a very poor background, having just one acre of cultivated land. He faced many hardships before becoming a successful businessman and a good politician. So, my father's influence has been significant on me throughout my career.



HAPPIEST MOMENTS

All the moments spent with my dad and mom are memorable and happiest moments, besides marriage. I was elated when my son was born.

LOWEST MOMENTS

Following a heated argument with my dad over a small

business issue, I came out of the joint family. Initially, I faced a lot of struggles. That period was very low for me. For eight years, I did not talk to my father, though at times I used to talk to my mother during that period. The whole thing was very painful.

PLANS FOR NEXT FIVE YEARS

I have a clear-cut plan for the coming five years. I want to develop my constituency, which is a backward area and which has more BC and SC community people. We should engender leadership qualities among the downtrodden people. I want to make a mark by doing well so that they remember me as a tall leader. I want to complete the Chintalapudi project at the earliest.



EARLY CHILDHOOD UNDER GRANDPARENTS' WATCH

I spent my early childhood in Karatampadu village and I still cherish very good memories of my days at my grandparents' village. My initial schooling was at the Government Primary School, Iyanapudu in Krishna district, where I studied from Class 1 to 3. I was an active kid, but an average student. I had switched many schools and colleges before joining the Chaitanya Bharati Institute of Technology in Hyderabad.

EDUCATION IN MULTIPLE INSTITUTIONS

I have a big list of educational institutions where I had studied before finally joining CBIT Hyderabad to pursue engineering. From class 1 to 3, I was at the Government Primary School, Iyanapudu in Krishna district. I studied class 4 at Erramanzil Government High School in Hyderabad. From class 5 to 9, I studied at the Raj Bhavan High School, Hyderabad. For class 10, I was enrolled in Rama Rao Gurukulam, Chilumuru village. As for Intermediate, I had opted for MPC and did my first year at the Siddhartha College, Vijayawada. For the second year, I relocated to Hyderabad and joined St Joseph College. Later, I joined Mechanical Engineering (Production) at the Government College of Technology, Coimbatore. After completing first year of engineering there, I joined

GOALS

I wish to bring substantive changes in the system so that the administration becomes people-friendly. Officials should help the poor and not make them go round offices. I advise police to be friendly with people in pain and treat them well so as to build confidence among the common people.

CBIT. During my days at school, I was an average student. But once I entered college, I became studious. I was not much into any co-curricular or extracurricular activities. I have a good number of friends, including those whom I know from my days at school, college and university.

CHILDHOOD DREAM

I wanted to become an engineer or a good businessman like my father. My father did contractual electrical works across the country. After studies, though I wanted to develop my dad's businesses, I could not succeed. We closed that business later. Due to lingering interest in business, during my second year in CBIT, I floated a company, KS Constructions and later, after my marriage, commenced Nitin Sai Constructions as well.

CONSTANT SUPPORT FROM PARENTS

Coming from a Backward Class community (Yadav), my father did not have much support from my grandparents to go to school in those days. However, since my father was stubborn, he somehow convinced my grandparents to let him go to school. But I had very good support from my parents to study. Despite being busy with his business interests, my father kept track of my studies and encouraged me in my academic career.

MARRIAGE AND SUPPORT FROM SPOUSE

I got married in 1990 to Kamala Lakshmi; it was a love-cum-arranged marriage. The marriage ceremony was performed at Siddhartha College, Vijayawada in a grand manner. We are blessed with a son, Nithin Krishna, who is an engineer. My daughter-in-law is Amrutha Bhargavi. My son worked for an MNC for a couple of years and is now looking after our businesses.

COURTSHIP AND CAPERS

Having been in love for nine years, we got married in 1990 after convincing parents from both sides. We cherish memories of those nine years. We both were residing at Shalivan in Srinagar Colony, Hyderabad. My friends and my cousin helped us a lot to steal moments together and to go to movies etc. Of course, we were

