

## 'MAGIC OF MOTHERHOOD' HELD



KERALA CHIEF MINISTER PINARAYI VIJAYAN INAUGURATING MAGIC OF MOTHERHOOD

Kerala Chief Minister Pinarayi Vijayan inaugurated 'Magic of Motherhood' (MoM), an event held under the aegis of UNICEF and Magic Academy at KINFRA Film and Video Park at Kazhakkootam in Thiruvananthapuram recently. The magic show titled 'Magic of Motherhood' was conducted to create awareness among the viewers about the importance of first 1,000 days of a child's life as part of UNICEF's ambitious 'Golden 1000 Days' initiative. It was also aimed at sensitising pregnant women and mothers about the importance of nutritious food and vaccinations for newborns.

Speaking on the occasion, the Chief Minister shared his experience of staging a magic show during his childhood. "I was in the sixth standard when I performed a trick using a chalk and thread," he said. He also stressed the importance of the emotional bonding between parents and

children which would go a long way in building a healthy relationship.

Actress Manju Warriar, who was the celebrity guest at the event,

turned magician with Gopinath Muthukad, renowned magician and executive director, Magic Academy, and performed the show titled 'Cine

### THE EVENT WAS CONDUCTED TO CREATE AWARENESS ABOUT THE IMPORTANCE OF FIRST 1,000 DAYS OF A CHILD'S LIFE AS PART OF UNICEF'S AMBITIOUS 'GOLDEN 1000 DAYS' INITIATIVE



Magic'. In the magic act, Manju appeared as a doctor who advises a pregnant woman to drink enough water, eat vegetables and fruits. She also instructed the woman to take three doses of tetanus vaccine and to have a relaxed mind throughout the pregnancy period. The act ended with Manju presenting the UNICEF's booklet 'First 1000 days.'

The actress also performed a rope magic in the presence of the Chief Minister and renowned filmmaker Adoor Gopalakrishnan. Pinarayi Vijayan also inaugurated the MoM Centre formed by Magic Academy in association with UNICEF.

According to the organisers, those who visit Magic Planet will be given free advice and guidance on vaccinations required by newborns. "I am extremely happy to be part of such a noble initiative. I am also thankful to Gopinath Muthukad for showing the patience to train and help me learn various tricks in a short time," Manju Warriar said.

Presiding over the function, Adoor Gopalakrishnan said the social commitment and the sense of responsibility showed by Muthukad towards society was commendable.

Kadakampally Surendran, Minister for Power; Job Zachariah, Chief, UNICEF office for Tamil Nadu and Kerala and Chandrasenan Mithirmala, Director, Magic Academy also spoke on the occasion.

## KINFRA GLOBAL AYURVEDA VILLAGE: TALKS WITH ARYA VAIDYA SALA, KOTTAKKAL HELD



DR. M BEENA IAS, MD, KINFRA LEADING THE DISCUSSION WITH REPRESENTATIVES OF ARYA VAIDYA SALA, KOTTAKKAL

If things pan out as planned, leading Ayurveda group Arya Vaidya Sala, Kottakkal will associate with KINFRA to set up the prestigious Global Ayurveda Village (GAV) project in Thiruvananthapuram.

A preliminary discussion in this regard chaired by Dr. M Beena IAS, MD, KINFRA with representatives of Arya Vaidya Sala recently was fruitful, KINFRA officials said. Envisaged by KINFRA and aimed at transforming the State into the 'global capital of Ayurveda,' KINFRA's Global Ayurveda Village project (phase I), to come up at 7.48 acres of land at Thonnakkal will have a 100-bed hospital, a Research Centre, an Ayurveda Academy and a Wellness Zone.

The cost for the construction of Phase I of the project is estimated to be around Rs. 32.5 crore. KINFRA will provide basic infrastructure facilities, including compound wall, road connectivity and power and water supply.

This is for the first time that

KINFRA is associating with Arya Vaidya Sala. Once the final decision is taken, KINFRA will enter into an MoU (Memorandum of Understanding) with Arya Vaidya Sala for the project. As part of the agreement, Arya Vaidya Sala will take the land on lease for 30 years, which can be extended to 90 years. The plan is to complete the work within a year from the signing of the agreement. KINFRA has also decided to seek financial support of the Union Ministry of Ayush for the project.

K S Money IAS (Rtd.), General Manager, Arya Vaidya Sala, Kottakkal; Dr. P M Varier, Chief Superintendent, Ayurveda Hospital and Research Centre, Kottakkal; P S Murali, Chief (Technical Services), Arya Vaidya Sala, Kottakkal; T Venugopalan, Chief Manager (Legal), Arya Vaidya Sala, Kottakkal; K Sudhakaran, General Manager, KINFRA and Dr. J Muralidharan, Special Officer, Global Ayurveda Village attended the meeting.