

ECR TIMES

ஆதம்பாக்கத்தில் சைதன்யா நடனப்பள்ளி

Tamil 63 Nayanmargal programme

 $S^{\mathrm{ri}\ \mathrm{Krish}}_{\mathrm{Bharatiya}}$ Krishna Sweets, Vidva Bhavan & Uravu Surangam will be organising Sri Krishna Sweets Tamil 63 Nayanmargal programme in Bharatiya Vidya Bhavan on 3.5.2024 at 6 pm. The Chief Guest is Munaivar Ramanujam. Welcome speech by Perasir Munaivar Ulaga Nayagi Palani. Special speech will be given by V.Yogeshkumar.

Deiva Tamil Virudhu will be given to Sri.Ramani Srinivasan, Odhuvar. All Sri Krishna Sweets programmes will be free for the public.

பள்ளிக்கரணையில் புகழ்பெற்ற சைதன்யா நடனப்பள்ளியை நிறுவி, சிறப்பாக நடத்திவரும் குரு திருமதி ராஜேஸ்வரி சுந்தரராமன் அவர்கள், சென்னை ஆதம்பாகத்தில் என்ஜிஒ காலனி முன்றாவது குறுக்குத்தெருவில் சன்ஹைன் அபார்ட்மென்டில் தனது இரண்டாவது கிளையை 23.4.2024 அன்று துவக்கினார். பாடும் பரதமும்

மேடவாக்கம்

பாடும் பரதமும் ஆசிரியர் ராம்கி சிறப்பு விருந்தினராக கலந்து கொண்டார். ஆரம்ப பூஜை



முடிந்ததும் சைதன்யா நடனப்பள்ளி மாணவிகளின் நடன நிகழ்ச்சி நடைபெற்றது. ராம்கி அவர்கள், குரு ராஜேஸ்வரி அவர்களின் சிறந்த கலை சேவை பற்றியும், மாணவிகளின் நடனத்தையும் பாராட்டி, வாழ்த்தினார். இந்நிகழ்ச்சியில் ஏராளமான நடனமாணவிகளும் பெற்றோர்களும் கலந்து கொண்டார்கள். மேலும் விவரங்களுக்கு 8056251769 / 9003051866

'Still Life' - Summer 2024 collection





 $T_{\rm presents\ 'Still\ Life'\ -}^{\rm he\ Amethyst\ Room}$ Summer 2024 collection bv Jason & Anshu. These collective creative conversations between craft, art & design on clothing are whispered across geographies and time silently. Lambadi embroidery stitches by Porgai on natural dye organic cotton, Tamil Nadu. Fine count Phuliya Khadi





from Sasha, Bengal, Mashru from Khamir, Kutch. Art by Jason Cheriyan, Design, Sewing, and upcycled patchwork collectively executed at Smallshop. Photography and Modelling by Oriole & Erica from 10.30 am to 7.30 pm till 30th, 2024 at The Amethyst Room, 106, Chamiers Road, RA Puram, Chennai. Ph: 044 43042099. Price Range: Rs.12,500/onwards





The magic of still-life paintings is that they can show us a new way of looking at the ordinary objects around us. These clothes are canvases and compositions of dreamlike drawings in thread doodled skillfully by both the machine and hand, smattered with bits of upcycled silk on handwoven textiles from different parts of India.



Velammal Nexus Celebrates Gukesh's Triumph at Candidates Tournament with Grand Airport Welcome

elammal Nexus. renowned for nurturing young talents, proudly welcomed back one of its own, Gukesh D., following his remarkable victory at the Candidates Tournament. Gukesh. a prodigious student of Velammal Vidyalaya, emerged triumphant in the prestigious chess event, showcasing his exceptional skills and determination on the global stage.

Upon Gukesh's return to the city, Velammal Nexus orchestrated a grand reception at the airport, celebratinghisremarkable achievement and recognizing his relentless pursuit of excellence. The school community, led by faculty, students, and administrators, gathered with immense pride and joy to honor Gukesh's remarkable feat.

As Gukesh continues his journey in the world of chess, Velammal Nexus stands steadfast in its support, providing him with the necessary encouragement and resources to achieve even greater milestones in the future.

Straits Laundry - Softwash Wetcleaning facility now in ECR

"Sheikh Bahu Nooruddin- CEO Straits Group his vision behind bringing "Straits Laundry - Softwash WetCleaning " to Namma Chennai ".

India's commitment to sustainability takes a new turn with Straits Laundry, pioneering the soft-wash segment in the laundry industry. This revolutionary approach not only promises exceptional cleanliness but does so with minimal environmental impact. embodying the premium laundry service ethos.

Straits Laundry's dedication goes beyond mere washing; it reinvents the laundry experience with its new technology, soft-wash approach, and bespoke services. A visit to Straits Laundry is not just about clean clothes but embracing a lifestyle choice that benefits our planet.

Building on the success of their Alwarpet branch, Straits Laundry's expansion to ECR brings their commitment to sustainable laundry solutions to a wider audience in Chennai.

Understanding SoftWash Technology SoftWash technology, a hallmark of Straits Laundry's premium laundry offerings. stands as a beacon of innovation in the fabric care industry. Developed and rigorously tested in Europe over a decade, this method is renowned for its gentle yet effective cleaning capabilities. Unlike traditional methods, SoftWash uses water pressures lower than a hundred pounds per square inch. safeguarding delicate fabrics and surfaces from damage. This approach not only ensures the thorough cleaning of sensitive areas but also eliminates a broad spectrum of contaminants, including corrosive substances and harmful germs, without a harsh impact on the environment. It's ideal for your most cherished garments like silk sarees, traditional grand lehengas, dhotis, suits, cocktail dresses, and even embroidered sherwanis

Straits Laundrv's collaboration with Alliance Laundry System LLC, USA, brings SoftWash Xtreme Care Wet Cleaning technology the forefront of to



sustainable garment care. This environmentally friendly alternative not only conserves natural resources by using less water than traditional machines but also offers superior stain removal capabilities across all fabric types, including those prone to colour bleeding.

Straits Laundry eliminates the need for solvents and chemicals with its combination of Speed Queen Equipment, Softwash Xtreme Care, and Advance steam ironing technology from Pony Italy – reducing health risks, operational costs, and environmental impact. This is a significant leap towards a greener planet!

Why Straits Laundry is the Sustainable Choice

Straits Laundry's commitment to sustainability extends its selection of to biodegradable detergents and energy-efficient steam ironing equipment from Pony Italy, emphasising cost and resource efficiency. The laundromat experience

is elevated with stateof-the-art machinery and customer-centric amenities, making Straits Laundry not just a service but a lifestyle choice for a greener planet.

Experience **Straits** Laundry's Convenience

Straits Laundry offers convenient services at their Alwarpet and ECR branches in Chennai. You can visit their branches to enjoy the full experience, and for added ease, they also offer pick-up and drop-off services, ensuring your laundry needs are met with ontime efficiency.

Choosing Straits Laundry means embracing a future where laundry services don't come at the earth's expense. It's about supporting a business that prioritises the planet's health, leading by example in the journey towards sustainable living. With Straits Laundry, customers aren't just cleaning their garments; contributing they're to a larger movement of environmental stewardship, with every wash.

FOOD SAFETY - liquid nitrogen

The liquid nitrogen (INS **1** 941) is permitted only as a processing aid, as contact freezing and colouring agents (substances that can cause rapid freezing on contact with food) as per Appendix C-S.No.9 under processing Categories in the product category Dairy based desserts - Ice Cream. The

Residual level (mg/ Kg) is as per GMP (Good Manufacturing Practice) in the final product prepared as per Appendix C of Food Safety and Standards (Food Products Standards and Food Additives) Regulation,



2011 under Table-9 in use of processing aids in Food Products. Also Nitrogen (INS-941) can be used as packing gas and freezant only as per Food Safety and Standards (Food Products

Standards and Food Additives) Regulation, 2011 Therefore as per section 38(10) of Food Safety and Standards Act. 2006 the following instruction are given, The Designated Officers and Food Safety Officers are hereby instructed to take enforcement action as per Food Safety and Standards Act 2006

against any Food Business Operator who is using Liquid Nitrogen for direct consumption along with food items like biscuit, ice creams, wafer biscuits etc. The liquid nitrogen should be fully evaporated from the food or drinks before serving.

Online News @ www.localnewspaper.in

ECR TIMES

Federal Bank, Dr.JB, Dr.AV.Anoop, Shri Agraharam Group Of Companies, Dr.Aloha K.Kumaran, Nalli, GRT, Sadgurudas Sponsored S.Sruuthi's Play "Vallamai Thaaraayoh" Inaugurated.



Jesterday "Kalai **Y** Ilamani" S.Sruuthi inaugurated her latest Social Stage "Vallamai Play titled Thaaraavoh" written bv Veteran dramatist T.V.Radhakrishnan, Dedicated to "Bharat Ratna" M.S.Subbulakshmi Amma in her own banner

"Naatya Naadha Nataka Sangamam" under the Auspices of Kartik Fine Arts during their Kartik Rajagopal 33rd Kodai Nataka Vizha at the jam-packed Sadguru Gnananananda Hall, Narada Gana Sabha, TTK Road, Alwarpet, Chennai-18 on Saturday, April 27 at 7.00 pm.

Divya Dinangal programme



Sri Krishna Sweets in VACD, Gopalapuram organized Sri Krishna Sweets Divya Dinal 108 programs including Sri Krishna Sweets

Anbe Shivam Pradosha program at Arulmiku Virupadseswarar temple in Mylapore. Shiv Vathiya Group performed Pradosha Pooja & Shiva Vathiyam. Nallor Award was presented to Shri.Sainath Prabhu by Hon'ble Justice PN Prakash, Madras High Court, Retired. Also in the film, R. Krishnamurthy, K S. Ganesh Shenoy & Prabhakar.

Ramar Ethanai Ramar programme



Sri Krishna Sweets, Kamban Kazhgam Я-Bharatiya Vidva Bhavan has organised Ramar Ethanai Ramar programme in which Dr.H.V.Hande was the chief guest. A special speech was given by M. Ramalingam. SriKrishna Sweets Kamban Semmal Virudhu was given to Prof. Munaivar N.Palanivelu by Dr.H.V.Handa. Also in the photo M.Ramalingam, Smt.Manonmani.

Nagai Mukundan Awarded "Pravachana Sudha Vani"



In the August Presence of Deccan N.Krishnamoorthy, President of Sri Thyaga Brahma Gana Sabha, Nagai Mukundan was awarded "Pravachana Sudha Vani" by the Chief Guest of that evening, Dr.Thangam Meganathan, Chairperson, Rajalakshmi Institutions. Professor Dr.Va.Ve. Su. former Principal of RKM Vivekananda College, Chennai felicitated the Awardee. The award was presented during Sri Rama Navami Festival at Vani Mahal.

 $s. shivpprasadh@gmail. \ com$

Pathippulagin Poraligal continuous programme



Sri Krishna Sweets, Uravu Surangam & Bharatiya Vidya Bhavan jointly organized Sri Krishna Sweets Pathippulagin Poraligal continuous programme in which Munaivar P. Saravanan gave a special speech. Sri Krishna Sweets Annam Virudhu was given to Munaivar N. Rajendran by Malar Magan. Also in the photo are Senthil Kumaran, Munaivar P. Saravanan, Prof.Ardhanariswarar, & Durai Lakshmipathy.

ECR TIMES

''ஸ்ரீ சந்த்ரசேகரேந்திர ஸரஸ்வதி விஸ்வமஹாவித்யாலயா நிகர்நிலைப் பல்கலைக்கழகத்துடன், டாடா கன்சல்டன்ஸி சர்வீசஸ் (TCS) புரிந்துணர்வு ஒப்பந்தம் கையெழுத்தானது''

24.04.2024 அன்று காஞ்சிபுரம், ஏனாத்தூரில் அமைந்துள்ள ஸ்ரீசந்த்ரசேகரேந்திர ஸரஸ்வதி விஸ்வமஹா வித்யாலயா நிகர்நிலைப் பல்கலைக்கழகத்துடன், டாடா கன்சல்டன்ஸி சர்வீசஸ் (TCS) இணைந்து, மூன்று மேம்படுத்தப்பட்ட பட்டப்படிப்புகளை அறிமுகப்படுத்த புரிந்துணர்வு ஒப்பந்தம் கையெழுத்திடப்பட்டது. இதன்மூலம் பாடத்திட்டம் மேன்மைப்படுத்துதல், பேராசிரியர்களுக்கான பயிற்சிப்பட்டறைகள் மாணவர்களுக்கான வேலைவாய்ப்பு பயிற்சி வகுப்புகள், ஆகியவற்றிற்கு тсѕ குழு, scsvмv



பல்கலைக்கழகத்துடன் இணைந்துள்ளதாக நிகழ்ச்சியில் பங்குகொண்ட TCS கல்வி நிறுவன தொடர்புத்துறை தலைவர், திரு.சுசீந்திரன், அவர்கள் தெரிவித்தார். (1) B. Tech CSCBS (Computer Science Engineering and Business Systems), (2) B. Com Business Process Service, (3) B.Sc. Computer Science with Cognitive Systems ஆகிய மூன்று பாடங்கள் வரும்

கல்வயாண்டு முதல் அறிமுகப் படுத்தப்பட்டுள்னன. இதன்மூலம் பட்டப்படிப்பு முடித்தவுடன், மாணவர்கள் பல்வேறு தொழில் நிறுவனங்களில் வேலைவாய்ப்பு பெறுவதுடன் பல தொழில்நுட்பங்களில் ஆற்றல் மிக்கவர்களாக விளங்குவார்கள். இந்த நிகழ்ச்சியில் தலைமை வகித்த SCSVMV பல்கலைக்கழகத் துணைவேந்தர், பேராசிரியர் முனைவர், திரு.ஜீ. ஸ்ரீநிவாஸு அவர்கள் கூறியதாவது, TCS நிறுவனத்துடன் புரிந்துணர்வு ஒப்பந்தம் மாணவர்களின் கல்வித்திறனையும் வேலைவாய்ப்பையும் அதிகப்படுத்தும் என்று கூறினார். TCS-ன் இத்தகைய முயற்சியால், SCSVMV பல்கலைக்கழகப் பாடத்திட்டத்திற்கும் வேலைவாய்ப்பிற்கும் உள்ள இடைவெளி குறைக்கப்படுவதாகத் தெரிவித்தார். இந்நிகழ்ச்சி ஏற்பாடுகளை scsvмv பல்கலைக்கழகப் பதிவாளர் பேராசிரியர் முனைவர் திரு. ஸ்ரீராம் அவர்கள் செய்திருந்தார். பல்கலைக்கமக டீன் பேராசிரியர் முனைவர்திரு. வெங்கடரமணன் அவர்களும், டீன் பேராசிரியர் முனைவர் திரு. ரத்தினகுமார் மற்றும் பல்வேறு துறைத்தலைவர்களும் கலந்துகொண்டனர். மேலும் விபரங்கள் www. kanchiuniv.ac.in இணைய தளத்தில் கிடைக்கும்.

Amethyst presents Sounds of Basant

A methyst presents 'Sounds of Basant' by Translate from 11 am to 7.30 pm from April 27th to May 3rd, 2024 at Amethyst, Whites Road, Royapettah, Chennai. Ph 044-45991630 /31. Price Range: Rs.4,000/onwards

The season of spring, after a dull winter, brings waves of positivity and enthrallment with its bright sunshine. And with this comes the quaint sounds of birds chirping, trees rustling in the wind, water trinkling down the streams, and the buzz of bees around blossoms.

The tune/ or Raaga in classical music in India, inspired by the onset of springtime is called Raaga Basant. The suave notes in Raaga Basant speak of blooming optimism and happiness. Singing the





Basant at any time of day during this season will









surely pave the way to

a colourful season as it uplifts the listener's spirit. This particular raaga has a multitude of emotions woven into it just like the multitude of colours, patterned yarns and joy that are woven into the ikats of our Sounds of Basant collection.From warm yellows, bright pinks to lush greens and turquoise, welcome the season with a burst of colours as everything all around soaks up the sun and air. Lightweight cotton yarns are tie-dyed and woven in motifs that are inspired by the harmonious raagas of springtime, and fabrics tailored in smart breezy styles keeping you cool as they delightfully warm your souls. Let Sounds of Basant be the rainbow of your ikat wardrobe.

Department of Museums request to public

The contribution of Tamizhs in the freedom struggle is great. Hon'ble Chief Minister made an announcement during the 75th Independence Day speeches that A museum will be created in memory of Tamilnadu's sacrifices and strong participation in the freedom struggle.

In Chennai, Humayun Mahal a heritage building, situated opposite to Marina Beach is identified to create a museum with 80,000 sq. Feet. In the formation of this museum contribution from people in all walks of life. General public are requested to donate voluntary objects such as Records, Manuscripts, Newspapers (of that time) Jail Tokens, Charkas, Copper Plates, INA uniforms,

INA postal stamps and

currencies as gift for this proposed Museum either in Chennai Museum or in 23 district museums. After receiving these artefacts proper acknowledgement and certificates will be provided to the donors by the Commissioner of

Museums.

If any rare objects displayed in this Museum, the name of the donor also be mentioned. Hence, General public are kindly requested to donate artefacts for this upcoming Museum of Historical Significance.

ECR TIMES

Nada Sudha Presents S.Sruuthi's Entry Free Play "Vallamai Thaaraayoh" On Saturday May, 4 At 6.30 pm.



Nada Sudha would be presenting "Kalai Ilamani" S.Sruuthi's latest Social stage play titled

"Vallamai Thaaraayoh" written by Veteran dramatist T.V.Radhakrishnan. Dedicated to "Bharat Ratna" M.S.Subbulakshmi her own Amma in banner "Naatya Naadha Nataka Sangamam" at Sri GanapathiSachchidananda Ashram Hall, Baby Nagar,

Velachery, Chennai-42.

Dramatist S.Sruuthi who is doing her MBA Course at Great Lakes Institute Of Management, "GLIM", would be enacting Sahana supported as Venkatakrishnan as hv her father Narayanan, S.Shivpprasadh as Dr.Raghunathan, Swaroop as Journalist Ranjan, Rani as Jailor, N.Singaraja as Minister Doraisingham. K.S.Pazhani as Minister's

PΑ Masilamani 8-Felix as Minister's Son Arivazhagan. Behind the Stage, Playback & Live S.Sruuthi, singing by Stage Scene backdrops designing by S.Sruuthi's R.S.Manohar's Arts & Crafts, Songs & Music is by G.N.Viishwaajay, Music coordinated by Guhaprasath, Lights & Special Effects by Mano, Stage Scene backdrops management hv Balan. Stage Properties management M.Sriram hv & MuruganandhamMake-UP by M.R.Punyakoti & M.R.Velmurugan, Photos & Video by Sri Hari.

This play is sponsored by Federal Bank, Dr.JB, Dr.A.V.Anoop, Shri Agraharam Group Of Companies, Dr.Aloha K.Kumaran, Nalli, GRT & Sadgurudas.

ALL ARE WELCOME FOR THIS THOUGHT PROVOKING & MOTIVATING ENTRY / ADMISSION FREE DRAMA PROGRAMME ON SATURDAY May, 4, at 6.30 PM.

Aloha Dr.K.Kumaran Honoured With "Bharata Chakra Award"



The popular and 📕 famous Malaysia based **RAGSSTAR** International organised a function titled "Golden Queen Award 2024" recently under the supervision of Dr. M. Ragavi Pavaneswary at Akshaya Hotel Chennai. Distinguished guests, such as Dato K. Purushothaman from Malaysia and Aloha Dr. K. Kumaran, Managing Director, Aloha Group of Companies and Institutions from Chennai, India. were Honoured

at this memorable event with the "Bharata Chakra Award." The next highlight of this function was the recognition of outstanding women 26 individually for their contributions in various walks of life. Last but not the least certificates were awarded to over 100 students who achieved world record duly а acknowledged by the RagsStar International Book Of Records, Malaysia. s.shivpprasadh@gmail.com

The 12day KFA's 33rd Kodai Nataka Vizha launched

By D.S.Rajagopalan

Kartik Fine Arts(KFA) launched its annual entry-free 12-day theatrical spectacle Kartik Rajagopal 33rd Kodai Nataka Vizha 2024. at Narada Gana Sabha Main Hall. Alwarpet, Chennai on April 22. The event generally is patronized by theatre enthusiasts of Chennai and suburbs in large numbers. The Chief guest, former Governor of Telangana E. S. L. Narasimhan lighted 'Kuthuvilakku' the and inaugurated the vizha. Sivaji Productions' Managing Director Ramakumar Ganesan, Guest of honour presented a short film (AV) titled 'Nadigar Thilagamum Nataka Ulagamum' besides offering felicitations at the function. Ramkumar

Ganesan also conveyed his intention to institute an award and a trophy in the name of Nadigar Thilagam for a Writer-Director(Story, Dialogue and direction) who excels in Kodai Nataka Vizha.

Earlier. S.N,Srikanth, President, Kartik Fine Arts welcomed the gathering and touched upon the brief activities of the sabha , Kodai Nataka Vizha and new initiatives such as outreach for senior students of music, dance etc. D.S.Rajagopalan, Secretary of the sabha proposed a vote of thanks.

The popular extravaganza has started from April 22 till May 3, daily at 7pm wherein 12 troupes inaugurate their new social plays. Thirtyodd awards, 15 trophies to be decided by a 3 member team jury are for artistes,



troupes. Cash prizes are also being given for the best reviews of each play. The award distribution event will be on June first at the same Narada Gana Sabha venue. Another promotional feature is that this edition's best play and 2nd best play will qualify for a grant of Rs 10, 000/ and Rs 5,000/- respectively, if they could stage ten shows of those plays before end March 2025.

The award-winning plays, artistes in Kodai NatakaVizha are hosted by several other art promoters in Chennai and other towns in Tamil Nadu, vouches for the popularity of Kodai Nataka Vizha of Kartik Fine Arts.

'Theatre enthusiasts are enjoying yet another edition of the summer drama festival beating the heat in a cool comfort for free' concludes this writer D S Rajagopalan. s.shivpprasadh@gmail.com



Earth day celebration by senior citizens

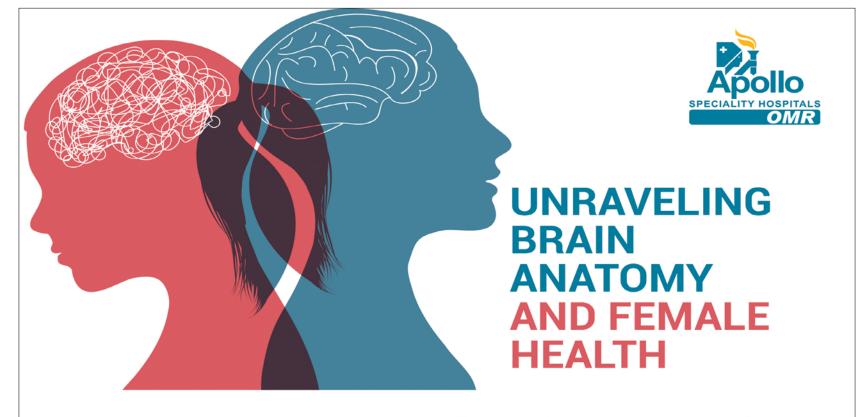


D^{ignity} Chennai Foundation Chapter celebrated Earth Day with community outreach echoing campaign this year's theme of "Say No to Plastics" and promoting sustainable practices. Chai Masti Members, along with staff, distributed reusable cloth bags at Besant Nagar beach in the morning, engaging beachgoers in conversations about Earth

significance Day's and offering practical tips to reduce their plastic Eye-catching footprint. placards with anti-plastic auotes amplified their message. The campaign



continued at Anna Nagar Tower Park in the evening, with staff and members distributing bags and utilizing public education through a captivating Earth Day-themed dance performance. This initiative effectively combined community outreach. and public education, and promoted environmental responsibility and a culture of sustainability.



Exploring the complexities of the human brain and addressing female health concerns are focal points in the work of Dr. Sathish Kumar, a distinguished neurologist. Delving into the intricate differences in brain anatomy between genders, Dr. Kumar sheds light on prevalent health issues affecting women.

Dispelling misconceptions, Dr. Kumar discusses the nuanced variations in brain structure and function between males and females. While stereotypes often depict females as more intuitive and emotionally adept, and males as more analytical, Dr. Kumar emphasizes the need to recognize individual differences within each gender, avoiding oversimplifications.

Highlighting the alarming prevalence of neurological disorders among females, Dr. Kumar draws attention to conditions such as epilepsy, migraines, and strokes. He underscores the impact of hormonal fluctuations throughout a woman's life, from puberty to menopause, on neurological health, advocating for proactive measures and precise medication management.

Addressing specific concerns like migraines and Benign Intracranial Hypertension (BIH), Dr. Kumar stresses the importance of awareness and early intervention. Furthermore, he discusses the heightened risk of stroke in women, emphasizing the significance of preventive strategies and interdisciplinary collaboration in advancing women's neurological health.

Dr. Kumar's commitment to empowering individuals through proactive care and interdisciplinary dialogue exemplifies his dedication to improving women's healthcare. Through his advocacy and tireless efforts, he continues to pave the way for equitable and personalized neurological care tailored to the unique needs of women worldwide.



Dr. Sathish Kumar V MD, DM(Neurology) PGIMER Chandigarh Head & Senior Consultant Neurophysician Incharge – Stroke Programme & Stroke Prevention Clinic

Apollo Speciality Hospitals, OMR, No: 5/639, OMR, Perungudi, Chennai - 600 096. For more details: +917305941066 / 044-40401066 @infochennai@apollohospitals.com



ublished by D.LOKESH, Printed by D.LOKESH, on behair of D.LOKESH and Printed at SEAMAN GRAPHICS, NO.65 CHELLAPPA STREET, OTTERT, CHENNAI-600012 and Published from: No.2, VELLALA STREET 1 LANE.KODAMBAKKAM, CHENNAI-600024. Editor: D.LOKESH