

# Health and Fashion

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special  
issue

**RESTORING  
HAPPINESS  
IN RURAL  
CITIES**

**SPREADING  
AWARENESS  
TO ENSURE  
A HEALTHIER  
FUTURE**

**THE EFFECT OF MENTAL  
HEALTH AT WORK**

**AN EMBODIMENT  
OF LUXURY & CLASS**

**How to make  
Teens Eat  
Right**



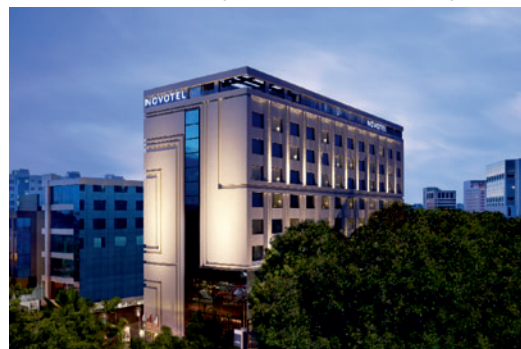
# An Embodiment Of Luxury And Class

Hospitality is the one of the few sectors which maintains a personal connection with the consumer. This is also a complex field which has so many intricate details which can break or make the client expectations. The hospitality industry has grown exponentially over the years. The segment has not only increased in sales but in the luxury quotient as well. All metros across the country have seen their share of luxury properties. The international hospitality brands have established their presence in various parts of the country. This has changed the perception of the general public and had also enhanced the expectation level. This has redefined the standards of the industry and forced all stakeholders to adapt the trend change. Hospitality groups in the city have realised this change and are establishing properties to meet the global standards. The term hospitality is a term comprising of a broader scope inclusive of décor, food, lodging, transportation and tourism. Every aspect of the segment should be treated with equal importance to keep up with the brand image and the consumer expectations.

This is an extensive industry which involves a large team of stakeholders who are essential to ensure the success of the project. The growth in this industry is not only reflected in the consumer segment but in the vendor sector as well. This development had also lead to subsequent improvements in the sub-segments and uplifted the livelihood of the vendors. This has led to the progression of the entire community. Joining this line of wonders is the **Novotel Hotel** in Chamiers



Mrs. Shweta Gupta      Mr . Ashish Gupta







Road. This property is a part of the Accor Hotels, an international hospitality group with an extensive global presence in the field of restaurants, luxury boutique, speciality stores and of course star hotel properties. The corporation has partnered with various companies with the same brand vision to establish quality hospitality products. Novotel Chennai is the latest project in the long line of portfolio which stands as a testimony to the brand image. Every aspect of the property right from infrastructure to consumer support is designed to be in line with the Accor Hotel guidelines.

This property is established in partnership with A G Hospitality Group. This business conglomerate has recently ventured into the hospitality segment after their profound success in various other sectors. The parent company, Dr Gupta & Co is into garment exports in which they have built a global presence for their produces. They have their local presences in Chennai, Bangalore and Delhi. The company creates unique dresses by deploying their unique design team based out of Delhi. The corporation has also established their presence in the real estate segment, fashion before venturing into the hospitality division with the launch of Novotel.

The company is managed by **Mr Ashish Gupta and Mrs Shweta Gupta.** Mr Ashish comes from a traditional family who are in the business of garment exports and real estate. He has a vast knowledge of the nuances of the industry and has played a vital role in establishing the company. He oversees the management of the hotel along with his wife and concentrates mostly on the export segment. He is a visionary in the arena of business and social empowerment. He greatly motivates and supports his better half in succeeding in her professional life.

**Mrs Shweta Gupta**, a degree holder in psychology, began her career in Dr Gupta & Co. She was in charge of Marketing, Research and Development. She extensively travelled across the

country in search of materials, designs and the right inspiration. She successfully partnered with major brands across the globe. She was instrumental in evolving the company into the next level. She was deeply invested in identifying the right material, creating the ideal design and developing the perfect product for her clientele. This venture also gave her the opportunity to connect with significant designers and experts across the globe. After taking a break to celebrate the joy of motherhood, she launched her new business entity in the form of an exquisite fashion boutique. Her stint in garment exports showed her the state of the local Indian designers. She wanted to create a platform for their products and offered it through her boutique. Her store which was located in T.Nagar served as a facilitator connecting the talented designers with the high-end consumer who had a penchant for these gorgeous goods. Her fashion brand was a huge success among the consumers as well as the design fraternity.

She dedicated her time in articulating the interior design of the hotel which was done by a New York designer headquartered in Thailand. Together with the design team, she has exquisitely converted the minimal work into a piece of art. Every inch of the property has been completely utilised to improve the consumer experience and add more aesthetic value to the hotel. She handles the day to day operations under the able guidance of her husband, Mr Ashish Gupta. She has a detailed promotion plan for the property and strongly believes in word of mouth marketing. She approaches the subject by concentrating on the service level and surpassing all consumer expectations. When questioned, on the secret behind the effective balance of her professional and personal life. Her answer was genuinely inspiring and provides a sense of direction to new entrepreneurs. She has mastered the art of prioritising and it has helped her to be successful in all aspects of her life. Her life is focused on her family which is followed by her work. Her social life has taken a backseat and she is quite missing from that circle, she jokes.

The property is strategically located in a centralised area which provides access to transportation and shopping. The hotel has about 110 rooms and focuses on quality rather than quantity. The services levels are exemplary and serve as the distinguishing factor compared to their peers and competitors. There are two restaurants which serve scrumptious international cuisine for the patrons. There are an outdoor pool and a rooftop terrace which can be utilised for corporate events. The hotel also houses a 24-hour fitness centre which is open to all hotel guests. They have a fully equipped business centre for meetings and press events. The rooms are equipped with the necessary elements to offer a comfortable and luxurious experience.





# THE EFFECT OF MENTAL HEALTH AT WORK



By Dr. Asgar Alam, MBBS, MD  
Consultant Psychiatrist,  
Westminster Healthcare  
Chennai

In our current generation, the world is fast moving. As doctors we see a lot of patients with problems in various domains, as declared by WHO "health is state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity," people tend to ignore the mental aspect. We carry a huge stigma on mental illnesses and it only gets worse with time and neglect.

Mental illness cost a loss of 1 trillion dollars in economy to the world and the impact on individual life is far worse. To begin with mental illness isn't just about psychosis or psychotic breakdowns as lot of people imagine it to be, to give an analogy it's like saying 'the only problem heart can have is a heart attack and only problem a car can have is punctured tyre' that's exactly how a mental illness is being perceived by lot of people. Even many barring few educated and intellectual individuals are in denial of the existence of mental health issues. The danger that we carry in denying the existence of mental illness is that we try to normalize it, which has a huge impact on not just the individual but also the people surrounding them like families and friends, their work places, resulting in performance lag and big losses for industries.

The commonly experienced event that everyone has faced or still suffers from is stress. Stress refers to a situation of frustration, conflict and threat that has adverse impact on the mind and body of the individual. Many simply do not understand its impact as they are either hoping it will just go away or paralyzed with uncertainty as to how to handle it. The major issue and this year's world mental health day theme was mental health at workplace, and common issue with work is Occupational stress which leads to reduced efficiency, deficient output, delayed response and concentration lapse which then triggers a cascade of events like family and social problems, poor eating habits, sleep disturbances, sexual problems and substance abuse which can happen in any form or order which then leads to stress related illnesses. The usual unhealthy behaviour that can happen range from smoking/ drinking too much, overeating or undereating, zoning out in front of TV/computers, withdrawing from friends, family and pleasurable activities, using pills or drugs to relax, procrastinate, filling up every minute of the day to avoid facing problems leading to avoidance behaviour and taking out your stress on others (lashing out, anger outbursts, physical violence or verbal abuse etc). The onset of few or more of these symptoms may require urgent attention to solve the issue before it leads to full blown depression, addiction or other

mental illness.

Stress related illnesses include substance use disorder or addiction as commonly known, Depression and suicide, Bipolar disorders, anxiety disorders among others that can affect an individual. Addiction can range from anything like illicit drugs, alcohol, tobacco and other substances to phones, internet and social networks, gambling, sex and various other issues. Commonly used being tobacco, cannabis and alcohol or other drugs of abuse, which has an unmeasurable physical, social and psychological consequence. Tobacco kills approximately 6 million people a year globally and alcohol kills approximately 2.5 million people a year, which might be just a tip of the iceberg, with cancer, road traffic accidents and violence being the leading causes of death as the after effect of substance abuse. Every drug used for recreation is harmful, none are safe.

Depression can affect anyone and so far, approximately 300 million suffer from depression on a global scale, these are reported one's and unreported if you can imagine this number is much higher. Depression can occur as an independent illness or as a part of Bipolar disorder or could occur along any other long-term or debilitating medical illnesses like cancer, diabetes, stroke etc. The



biggest problem the younger generation face today is Suicide which is the 2nd leading cause of death only next to cancer among younger population worldwide. A life lost to a suicide is no different than a life lost to a cancer or accidents, only difference is that it is highly preventable. In India alone, there are reported cases of approximately 1,31,000 deaths due to suicide each year. Depression is one of the major causes of suicide. Bear in mind not everyone sad is depressed and not everyone depressed is sad. Symptoms might range from waking up too early in the morning, feeling restless, losing pleasure in activities you once enjoyed, feeling exhausted with little or no effort, eating too little or too much, losing or gaining weight, disturbed sleep patterns, crying for no reason, feeling irritable, guilty without a real reason, feeling that life is not worth living and others. It is a clinical condition which needs complete evaluation and management. Hence it is advisable to seek help from a Psychiatrist if under any doubts and are suffering from unmanageable stress. Help is always available, you just have to seek. It is a treatable condition and earlier the intervention, earlier the recovery. Sharing your problems with friends and family does not mean you are weak or lack courage, as it requires a great deal of courage to express your emotions to others be it sadness or embarrassment or other mixed feelings that you may feel. Bipolar disorder does not mean mere mood swings and can be disruptive for an individual and comes at a great cost if ignored, also suicide rate is higher among bipolar individuals as depression is more severe.

Meanwhile Anxiety disorders along with depression and Bipolar disorder also have an equal impact on an individual's life and it is highly advisable to seek professional help as the consequences can be worse if ignored. They include disorders that share excessive fear and anxiety and related behavioural disturbances. Current generation is evolving and adapting and inability to adapt can lead to marital conflict, family issues, infertility and so on, which again comes under disorders like adjustment disorder and other stress induced illness. That is the reason the mental health issues needs to be sorted in a resolute manner and unequivocally among adults and children alike as it is like any illness which can occur at any age, any point of time and anywhere. So being obscured from illness makes it formidable and leaves a huge obstacle in one's path. By being aware you're not only being responsible but also will be helping society in many ways which of course leads to a better world. Seek help whenever you need and talk to others about it and if someone you know has any such issues, see the doctors nearest to you as soon as possible to help in resolving the problems at the earliest.





# How to make Teens Eat Right



By : Dharini Krishnan  
Consultant Dietitian  
Chennai

**T**een's are fussy eaters and they have a lot of hormonal changes and handling different emotions. How to focus them to eat right?

Some children especially the bikers, the runners want to have muscle and look good and hence are trying new things such as high protein diets. Some of them resort to eating 6 to 12 egg whites per day as advised by their trainers or peers. Others resort to taking hormone injections. Others take whey powder to reach high levels of protein in the diet. Those undergoing heavy training in the form of weight lifting, or taxing games such as hockey or basket ball, they need a lot more protein than the average person. Otherwise children need 50 to 60 grams of protein per day. This can be got from two different kinds of protein vegetable sources and the animal sources.

The high biological value proteins such as milk, curd, soy protein can be almost half of the required protein per day. The other half can come from dhals, whole pulses, milk and milk products in a vegetarian diet and can come from egg or chicken or fish in a non vegetarian diet.

Girls are fussy eaters because they want to attain the zero size. Some of them starve and go into deficiencies. Others over eat and if they over eat junk foods they can get into issues related to overweight. Most of the areas where dieting becomes an issue is when they eat out. They have to choose the right foods such as salads with the right kind of dressing. Salads made from cucumber, carrot, capsicum can make interesting salads with salad dressings made from lime, mustard powder. Tender fenugreek leaves with strawberry; also makes interesting salads. Lettuce, broccoli can be used to make salads which are filling and low in calories. Apple with lime and grapes are a good combination. Carrots with grapes and lime and pepper are good combinations.

An average weight of a child at 13 years is expected 47 to 50 kgs and at 17 years to be 52 to 55 kgs. Today a ten year old child weighs 80 kgs. Depending on the weight, age and height of the child one needs to design the foods to be taken at different timings. The diet of teens has to be designed carefully. Children who are obese and are still to have their growth spurt need to be tackled carefully. The foods given to them should be more of protein which will help the growth spurt and not empty calories from carbohydrates such as junk foods and maida products. We cannot design diets which are very low in calories to lose weight, because it can affect their potential height. In such situations it is very important to contact a Competent Dietitian who can help give the right inputs to the child and plan a diet related to the health condition, weight and age of the child.



tremendously which stands as a testimony to her works. She noticed that they were a considerable drop in patients due to financial constraints. This made her open a particular slot where she treats patients for free and plans to expand this base in the near future. She draws inspiration from her patients, and she claims that they keep her motivated to continue pursuing her passion.

A medical student of Thanjavur Medical College she completed both her under graduation and post-graduation in the same college. She did her masters in Annamalai University where she decided to specialise in Fertility medicine. She continued her education and training in National University Hospital, Singapore. She did her Diploma in reproductive medicine in Germany. She wanted to be the best in the sector and focused on honing her skills. She got a Masters in Reproductive Medicine from the United Kingdom. She has deployed her cumulative experience and training in her fertility centre.

When asked for a message for the readers, she advises parents to be on the lookout for fertility issues right from the adolescent age. Fertility issues begin at this stage, and it is essential to be aware of the symptoms early on in life. One of the significant causes can be obesity, and it is critical to curbing them from childhood. In today world, the risk of infertility is high for both men and women. She advises them to conduct periodic checks and prevent infertility.

**Dr. Anbuchezhian**  
**Sri Nithi Nursing Home |**  
**Viruksham Fertility Centre**  
709 D, Junction Road,  
Cuddalore, Virudhachalam, 606001.  
Ph: 04143 260 376

# Stress & Acne - Are Siamese Twins of the Century?

**M**edical Science has become a troubleshooter. Experts have investigated nearly 700 people with regard to the contraction of acne and proper modes of therapy and they grasped a lot about the experiences people have undergone. From secretive methodologies to wildest formulae, they have assimilated very many concepts and formats in treating acne and stress. And, they have underlined that stress and acne are interlocked as Siamese twins.

Those, impacted by these twin ailments, need not lose hope since mental health of close to 85% of the people has been influenced by blemishes. A point to note is that nearly 20% have remarked that stress is definitely a major factor whenever an attempt is made to heal acne. Multiple investigations have established that there is a sort of link between acne severity and stressed biosystem.

According to a recent survey one said that "My skin was at its absolute worst last school year when I was dealing with an extremely high amount of stress along with anxiety and depression." "This summer, with significantly less stress and being in a much better place with my mental health, my skin has cleared up so much."

Someone has quoted that when he got stressed, he just attempted to get out of the stress and soon after that, he got more



# SPREADING AWARENESS TO ENSURE A HEALTHIER FUTURE

**W**e live in a fast-forward world with no pause button. Our priorities pretty much decide our life and have a significant impact on our health. The modern society has mandated both men and women to join the workforce. Some people do not have a choice in the issue and embrace the inevitable. Others thrive and yearn to achieve a position for themselves in the professional world.

We are forced to balance both our personal and professional lives in the way we deem right. Time has become such a rare commodity and self-care is pushed to the bottom of the list. Either way, we end up sacrificing more regarding health than what we reap in monetary benefits and fame. The long hours, lack of physical activities, the stress and loads of other reasons contribute to the unhealthy lifestyle. This is like a domino effect where one disease can be the cause of many more illness. For instance, obesity is quite a common issue these days. Obesity could lead to diabetes, hypertension, high cholesterol levels and even fertility problems. These syndromes can affect a person also before they realize it. It is crucial to look out for all symptoms and make the right decision at the right time. Unfortunately, some people mainly from the remote areas are unaware of these warning signs and are forced to suffer from long-term consequences.

This scenario has recently combated by qualified medical professionals who are determined to make an impact in the society through their works. They have initiated hospitals with international standards in the remotest of places to offer quality health care assistance to patients from that area. This doctor duo from Swamiyarmadam has taken the most alarming concern of the past decade, infertility and is working

towards minimising it. They have launched a state of the art hospital in the town known as the **Rathna Memorial Hospital**.

It is a 90 bedded multi-speciality hospital with the latest infrastructure and amenities. Every aspect of the hospital is designed with utmost care to ensure world-class treatment to the people of our town. We have over 30 experienced doctors of varied specialties who visit and consult our patients. We have three operation theatres with all modern equipment. Our healthcare centre is equipped to treat over 250 patients at any given point and time. We have a fully functional emergency unit which is open round the clock to cater to any medical emergency. We have a dedicated team who are prepared to ensure proper treatment for the patients. We launched our Rathna Fertility Centre in 2005 with current medical advancements. We are equipped to offer diagnosis and treatments for infertility inclusive of Laparoscopic, Hysteroscopic, sperm retrievals, donar programmes, IVF, ICSI etc. Our team of surgical and clinical nurses are trained in both the developments in the medical field as well as consumer care. We have a non-medical staff team who are responsible for guiding and assisting the patients in the hospital. Our entire squad works towards a common goal, offering the best care to our patients. **Dr Shanthi**, a leading gynaecologist and in vitro fertilisation specialist manages the hospital along with her husband **Dr. Mahilan**, general & Laparoscopic surgeon and Andrologist.

**Dr. Santhi** decided to pursue medical education for the sole purpose of helping women with reproductive issues. Right at an early age, she realised that most of the diseases were

caused by lack of awareness and poor lifestyle choices. She decided to resolve this issue by joining the medical profession and helping women combat the problems. She learned various techniques from across the globe in order to provide quality treatment for the women in the rural areas. She also understood the shortage of advanced health care center's in these areas. The couples in the area were travelling to Trivandrum for seeking medical help. The long hours of travel and repetitive treatment schedules caused additional stress to the couple and had a considerable effect on the success rate. She wanted to change this scenario and launched her IVF centre to combat it. She decided to develop a unique treatment strategy with a combination of awareness creation and management techniques. This has made a positive impact on the women in the area. Dr. Santhi has attended training sessions in Germany and United Kingdom to familiarise herself with the techniques practiced on a global level. She credits her success and the hospital development to her husband, Dr. Mahilan.

With the identical vision like his vision, Dr. Mahilan brings his training and knowledge to the table. He is the managing director of the hospital and also specialises in Andrology. Male infertility issues are always considered as a sensitive subject, and the patients are highly reluctant to seek treatment for fear of embarrassment. He has made great strides in this avenue and has successfully convinced over 80% of his patients to seek proper medical care. The hospital has a decent success rate in both IVF and IUI techniques. The people of Swamiyarmadam sincerely appreciate their approach. Post completion of his master's degree, Dr. Mahilan has done various speciality



Dr.Mahilan Dr. Santhi

courses in Laparoscopic surgery, embryology training, Andrology, etc.

When we asked the doctors regarding a message for the readers, they insisted on the self-care and pre-marital checks. Maintaining a healthy lifestyle is the secret towards a healthy and peaceful life. The right approach can help both men and women to avoid unnecessary complications in the future. Some of the critical changes to be implemented include avoiding smoking and tobacco, proper diet, avoiding junk food, maintaining a fitness regime, avoiding alcohol, stress management, and regular health check-ups. These modifications in life help them to prevent obesity which is the cause of all the significant fertility and lifestyle diseases. They also recommend pre-marital check-ups for both men and women. This will help them to understand the status of their health condition and take necessary treatment right from an early stage. Most of these illnesses can be treated with ease if caught early and they take various initiatives to spread awareness. The hospital is projecting to expand its services and also in the nearby localities in the near future.

Dr.Mahilan  
Rathna Memorial Hospital  
Swamiyarmadam, Kattathurai (P.O)  
K.K District- 629 158 .Tamil Nadu  
Ph: 04651-275120



# HENCEFORTH, YOUR **WATCHWORD** WILL BE TISSOT

**P**eople are time-conscious. They know that a minute wasted will have tremendous effect on their lifestyles. A man's improvement relies on the movements of the needles. Time is an element of one's lifespan – which maintains a marvelous magnitude on his onward march to the pinnacle of glory.

Young and old, men and women, who have made a mark in their life, in terms of social reputation, always thank the three needles on their watches which always remind them what to do next. Minutes rolled by are indices of their bygone attitudes and actions. But, moments to follow speak of volumes of works waiting for their imprints and footprints. Their career graph relies on the movements of these needles. What they are today and,

more often than not, what is in store for them on their route maps, are determined by these three needles on their wrists.

Tissot launched its new boutique with Brand Ambassador **Deepika Padukone** in Chennai. Tissot, world leader in the Swiss traditional watch industry launched its new Boutique with Brand Ambassador Deepika Padukone at Phoenix Mall today. The 300sq feet boutique is Tissot's exclusive store in Chennai. On the occasion, the brand also introduced its latest line – The new Tissot PR100 Lady. It is a family of watches that bring together sporty and feminine details for a collection that is bold, romantic and ideal for the modern woman today. Its generous case size, now measuring 36mm, means it is bigger than its predecessors and makes a striking statement. Features of the watches are both robust and beautifully streamlined, as shown by the stronger bezel and simplified bracelet, making this an easy piece to wear for every day. Speaking to the media, Deepika said, "I am thrilled to be back in Chennai. And every time I visit a new Tissot boutique, it fills me with up so much pride. As for the watch, it's sporty yet chic and I'm sure it's going to get extremely popular. Committed to providing the most innovative and best in class timepieces, the new boutique at Phoenix Mall will stand true to its retail concept with illustrative graphics, unique customer experiences, striking brand ambassador visuals and will of course also house some of the latest and most



cutting-edge time pieces from Tissot's collections; Touch Collection, TSport, T-Lady, T-Classic, Heritage, T-Gold, T-Pocket and Special Collections. About Tissot The plus sign in the logo symbolises the Swiss quality and reliability Tissot has shown since 1853. The watches, sold in more than 160 countries, are authentic, accessible and use special materials, advanced functionalities and meticulous design. Tissot stands by its signature, Innovators by Tradition. The high calibre of the brand has been repeatedly recognized. Tissot has been named Official Timekeeper and Partner of many disciplines, including, basketball with the NBA and FIBA; cycling with the Tour de France and the UCI World Cycling Championships; motorsports with MotoGPTM and the FIM World Superbike Championship and rugby with the NatWest 6 Nations Championship, TOP14, the European Rugby Champions and Challenge Cups. It is also the Official Timekeeper of the World Championships of fencing and ice hockey. [www.tissotwatches.com](http://www.tissotwatches.com).





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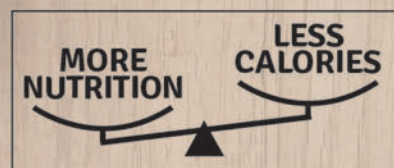
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# Working Long Shortens Health

**W**ork is a daytime activity normally and rest is at night. "Normal" hours of work generally mean a working day with sufficient hours left for recreation and rest. However, there are works with schedules either on shifts or with extended hours, which transcend the day-night work-sleep pattern.

Bakers, innkeepers, hard labourers and soldiers work on such abnormal" or extended working hours. The advent of the industrial revolution in the 17th century led many people to work for long hours until legislation was introduced to curtail the worst vicissitudes of the new factory based economy. Today, many are employed on shifts involving night work and more than 5% work at late and extended hours. Shift systems involve periods of 6–12 hours work at a time with the shift crews alternating on two, three, or four shifts in any 24-hour period. Factories and big business organisations have traditional three shifts that start at 06.00, 14.00, and 22.00 hours but there are many variations on this. Some workers only work on day shifts, some only nights, while others rotate through all three shifts.

According to a recent survey, not more than 48 hours a week averaged over a 17 week period, minimum daily rest period of 11 consecutive hours and a minimum of 20 minutes rest in a work period of

more than 6 hours, are some of the stipulations to be followed in establishments in which shifts and extended hours of work are in vogue. In addition free health assessments for night workers have also been recommended. The object of each of these measures was to limit hours worked because long or abnormal work patterns are deemed hazardous to health.

## Biological and Social Aspects

### Circadian Rhythms

One of the most important physiological problems associated with shift work and the night shift in particular, is that working, eating, and sleeping phases are altered. The circadian rhythms exist in many bodily functions of humans also operating on a 25-hour cycle mostly. Such free running cycles, which include body temperature, respiratory rate, urinary excretion, cell division, and hormone production, can be modulated by exogenous factors such as light-dark cycle, social climate, and of course, work schedules.

Under normal living conditions, body temperature peaks in the late afternoon with its lowest point occurring in the early hours of the morning. Body temperature records are often used as a surrogate measure of disruption of circadian rhythm.

### Efficiency of Performance

Human efficiency is the only efficiency whose value can increase beyond cent percent. However, human error probability is higher compared to probability of other errors and often can be cited as an important factor in work accidents. This depends on some sleep related factors and circadian rhythm. In general, efficiency of performance seems to parallel the circadian variation in body temperature. The disruption of circadian rhythm, combined with sleep deficit and fatigue, can lead to inefficiency in work. Reduction of the sleep period has also been shown to be associated with an increase in errors

and accidents particularly in transport workers. A dip after lunch has also been correlated to lowered efficiency of performance.

## Family and Social Life

Those who work long hours can experience considerable disruption of family and social activities due to their time and energy exhausted. Holiday work can preclude involvement in sporting events or religious activities or social commitments. Shift work can thus lead to social marginalization. Marital responsibilities can be severely disrupted by shift work or long hours. In addition, childcare, housework, shopping, and leaving a partner alone at night can all add fuel to fire in straining marital relations and tend to create family dysfunction.

## Health Effects

Reduction in quantity of sleeping time gives rise to

- ☞ Complaints of "fatigue"
- ☞ Anxiety, depression, and higher exhibition of neuroticism
- ☞ Adverse cardiovascular effects
- ☞ Increase in gastroenteric disorders
- ☞ higher risk of spontaneous abortion, low birth weight and prematurity.





# Doll up this Diwali with Sri Palam Silks

**W**hether it's getting into the mood of the moment or letting people capture the essence of a beautifully-draped Saree, Sri Palam Silks offers you a delightfully rich collection of both traditional and fashionable silk Sarees for this Diwali that are sure to catch your eye.

1) Copper Glow - Pure Kanchipuram silk saree with Copper Zari

For the first time ever, Sri Palam Silks are launching a range of Kanchipuram silk sarees with copper zari instead of silver or gold zari. This is the first ever experiment with copper zari in Kanchipuram. Sarees range between Rs 10,000 to Rs 30,000 in this collection. The zari is pure silver zari and it is copper plated. The sheen of the saree is unlike any other kanchipuram silk saree woven in gold zari. Kanchipuram silk saree is one with our heritage and the copper zari throws a very antique look to it – making the attire look regal like Indian Royals. Sri Palam Silks have experimented copper zari with an array of design palates – without borders, fancy borders, checks and traditional borders.

2) Pochampattu - Pure Kanchipuram silk saree with Pochampalli Border

Ikhat is one other Indian design that is extremely popular in the South and predominantly in Andhra Pradesh. Ikhat designs have been re-created on several fabrics including silk cottons, soft silk, semi silk cottons and Uppada. However, Ikhat Kanchipuram is designed in such a way where charm of a Kanchipuram is fused with Ikhat. The Body and pallu of the silk saree is every woman's dream of a traditional



Kanchipuram design and Ikhat design has been re-created only on the border in an array of popular Pochampalli patterns. We have launched this collection in more than 10 colours and designs.

3) Too Jute - Pure Kanchipuram silk sarees with jute Bhuttas and Jute Border

This is an experiment where we have fused jute silk threads in a Kanchipuram. Jute mix is a very common concept on soft silk sarees where the saree carries a rugged jute finish overlaying silk. However, this is the first ever experiment where jute threads are woven in the same loom as silk. In this collection, you will find beautiful kanchipuram silk sarees with a striking jute border and jute thread bhuttas.

4) Kanchipuram Silk Dupattas in pure zari

Sri Palam Silks very first initiative in 15 years! For the very first time, Kanchipuram silk takes the form of a dupatta and speciality of the dupatta is, it is woven with pure zari only. Though silk dupattas are common, we have come up with a design line that is unlike traditional dupattas with border and pallu. Here they have experimented dupattas with one sided borders, big bhuttas, no-pallu and without borders. They have designed the dupattas in the same way as of silk sarees – unusual and edgy. They will almost depict an actual saree. You can comfort with western tops, lehengas, kurtas which can change simple attire to an eye-turner. They will also be lining up koradupattas for this season.

Collections are available in all the 3 branches Mylapore, T Nagar & Anna Nagar



## Sheraton Grand launches Pelican Deck

Sheraton Grand Chennai Resort & Spa continues to generate a grand buzz in Chennai. The property recently announced the launch of its third food and beverage outlet called Pelican Deck, an open air Grill & Barbecue offering. With the launch of this new restaurant, the grand resort property continues to add to their extraordinary food and beverage offerings.

Pelican Deck is an open air restaurant specialized in European grills & barbecue. Its launch marks a new destination in leisure and style in the city. The inaugural event was graced by the local ECR expat community & well-known socialites from in and around Chennai like Michael Brielmaler, President & Managing Director, Ford, Andrew Crighton, Head, BNP, and Allison Alison Emoto amongst others.

"At Sheraton Grand Chennai Resort & Spa, our guests can explore a quintessential amalgamation of comfort coupled with the perfect ambience. The property has it all to make one's retreat a reinvigorating and rejuvenating one" said Shibil Malik, General Manager.

Pelican Deck now adds to Sheraton Grand Chennai Resort & Spa's existing food and beverage offering of The Reef – All day Dining & multi-cuisine restaurant and The Pintail Lounge – The Lounge Bar.

'Make Your Mark', is based on the concepts of originality, creativity and autonomy. Its muse is the strong modern woman who is not afraid to define life on her own unique terms and make her mark on the world.

Celebrate new beginnings and festivities with the newly launched capsule of fashion-forward bags, heels, flats and accessories that make the right impression in style.



## CHARLES & KEITH launches their wedding and festive collection

Whether you are a bride-to-be or a wedding guest, CHARLES & KEITH has created a bridal and festive collection that would appeal to every role and occasion. The newly-launched collection comprises of sophisticated, floral-heeled shoes in metallics, white and pastel pinks, stiletto and block heels with subtle bling, glitter accents and delicate crystal embellishments are in line with the festive spirit. The range of embellished slings, clutches and glitter cross body bags are staples to

complete the look, looking your stylish best.

CHARLES & KEITH was founded with a vision to empower women around the world to express themselves freely through fashion. The brand pushes the boundaries of modern footwear and accessories by constantly reinventing fashion with its curated collections.

The Brand's Fall Winter Campaign is inspired by bold, creative women who define their lives in unique ways, titled

