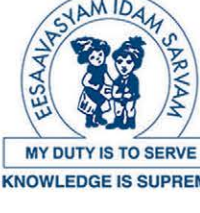




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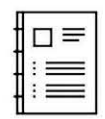
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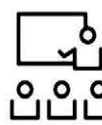
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# 1 in 28 women you know can develop Breast cancer risks!

S.David Karunakaran  
The Covai Mail

October is here and the pink-ribbons are popping up around the world denoting the importance of breast cancer awareness. You may wonder whether the breast cancer burden is really that huge.

"Almost 1 in 28 women is likely to develop breast cancer in their lifetime," says Dr. Aarthi S. Jayraj, Consultant Gynec-Oncologist at Womens Center by Motherhood, Coimbatore. After completing her training at the prestigious AIIMS- New Delhi, Dr. Aarthi has joined Womens Center under the guidance of Dr. Mirudhubashini Govindarajan, who is a renowned women's healthcare consultant in Coimbatore.

While we believed that Breast Cancer generally occurs to women in their 40s, Dr. Aarthi says that in the recent years, oncologists are seeing women in their early 30s get affected by this serious problem

Speaking to The Covai Mail, she shared much useful information related to breast cancer in connection with this World Breast Cancer Awareness Month initiative.

**Is this just an urban disease?**

No, breast cancer is not purely an urban disease. Back in the past, you would not find many people in rural areas to be obese, but times have changed, and along with it their lifestyle also. The body mass index of the rural population has been rising at a

faster rate in the recent times, and this also contributes to the breast cancer burden found in villages. Being overweight is a definite risk factor for developing breast cancer.

**Is there no way to prevent this?**

Breast cancer arising due to genetic factors is not preventable but if they are diagnosed very early, we can treat and cure it. But only 10% of breast cancer arises due to genetic issues. 90% of it occurs due to environmental factors. So, to be on the positive side, if we cut down the risk factors at a very young age, we have a good chance of preventing breast cancer.

The risk prevention strategies are all about following healthy habits, like maintaining ideal weight, being physically active, following a nutritious and healthy diet, cutting down on smoking and alcohol.

In India, only a small proportion of women have the habit of taking alcohol and smoking cigarette. This can also create breast cancer risks. So, it is better to avoid them.

**What are the ways to easily detect breast cancer?**

Women should know their breasts well- how they look, their shape, size and how firm or soft they feel. It is important to examine your breasts every month, after the end of your each menstrual periods. In case you have attained menopause, fix a day for every month for examining your breasts. If they find their breasts to look or feel any different at all, they must consult their doctor. Also, if

**...if we cut down the risk factors at a very young age, we have good chances to prevent breast cancer. The risk prevention strategies are all about following healthy habits, like maintaining ideal weight, being physically active, following a nutritious and healthy diet etc.**

there is any discharge of fluid or blood from the nipples, they must get it checked. If there is any lump in the breasts, it must not be treated lightly. Even when everything looks apparently normal, some women may harbour a small tumour that is not felt. Hence we urge women to go for a simple mammogram test from the age of 40 years or earlier if you have a family member suffering from breast cancer. It is like a specialized x-ray which can be very useful in detecting breast cancer and is done every 1-2 yearly.

**What has Womens Center by Motherhood done to help women fight this disease?**

Womens Center by Motherhood is observing World Breast Cancer Awareness Month with full vigour, and throughout this month of 'Pinktober', we are committed to make as many women aware of this potentially preventable illness, as possible. A woman can walk into Womens Center by Motherhood today and get a free clinical breast examination,

mammogram, and education regarding preventing and detecting breast cancer early. Any extra tests needed will be done at a discounted rate. All these examinations and tests will be performed by female doctors, paramedical workers and technicians, as we realize that the major deterrent to

availing these services is embarrassment and cultural barriers.

**Is there any other serious cancers women need to be aware of?**

Women are vulnerable to the threat posed by cervical cancer, uterine cancer and ovarian cancer besides breast cancer.

Cervical cancer is the second most common cancer affecting women, and it is a major cause of cancer mortality in women. For every 5 women detected with cervical cancer in the world, one is an Indian. It is caused by infection with the Human papilloma

virus (HPV). But the good news is this cancer can be prevented, if vaccinated at a very young age. As a result, in May 2018, the World Health Organization had called out to all the countries of the world to commit to prevent this cancer! If we act by vaccinating our kids, their future can be cervical cancer free. Like polio and smallpox, cervical cancer may become one of those eradicated diseases in a few decades.

However, the vaccine works well on young girls but the same cannot be said on older women, especially those who are married. So the best time to get vaccinated is prior to the 15th birthday of the girl child. For married women, a simple test called Pap smear test can quickly reveal if they are at risk or have already developed cervical cancer.

**Is Womens Center equipped to treat these cancers?**

Our hospital has launched a dedicated Gynaecologic Oncology team wherein we treat all these cancers surgically and offer chemotherapy and supportive care to those patients who need it. We have the expertise and infrastructure to treat these cancers affecting

women, but our goal is to prevent these cancers by creating awareness and offering screening services.

**What should be our focus?**

Breast cancer detected at early stage can be managed readily with simple surgeries and possibly save the breast too. When found in later stages, the cancer could have potentially spread out of the breast, and the affected women may require extensive and complex surgeries along with chemotherapy and radiation.

I urge each one of you to not just read and forget. Talk about breasts! Talk about cancer awareness! A simple conversation may save someone's life - a sister, a mother, a wife! These cancers affecting women are not going to just affect someone miles away, it could affect our neighbor, our friend, an illiterate maid working in our homes, or the women in our family.

So, create a positive impact in someone's life by sharing what you know. The threat is real and the time to act is now. Spread the word.



- Dr. Aarthi S. Jayraj,

Consultant Gynec-Oncologist, Womens Center by Motherhood



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**National Model Schools**

# Happiness through Care, Victory through Knowledge

S.David Karunakaran  
The Covai Mail

National Model Schools are among the most sought-after institutions in Coimbatore for more than 30 years. Among the 4 schools under the banner 'National Models Schools', the National Model Matriculation Higher Secondary School is the first to start in 1987.

"Our school continues to be the choice of the public for 30+ years because of the well-organized, student-centric and holistic approach which we have been following since Day 1. All the classes in our school have very limited no. of students. Not more than 30 are admitted in a class. Our correspondent Mohan Chandar is very specific with that, and we follow that as the paramount principle here. By doing that we are able to provide equal attention to all the students in a classroom in a much effective way," says R.Baby, Principal, National Model Matriculation Higher Secondary School.

The Principal mentioned that another valuable asset to the school is the Teachers, as they all are well-seasoned personalities in the field of teaching. "Most of the teachers have been teaching for 20 years, and they handle students really well. They know Happiness derived by exploring new things will make a child learn well. Hence they don't just aim to complete the academic syllabus but get students engaged with the syllabus," she adds.

"We encourage students to interact, raise questions and express opinions during the classes. Through role-play, drama, seminars and assignments, the students are made to learn the syllabus in an in-depth manner. As we have setup built-in libraries in every classroom, the students are also encouraged to read their favorite books whenever they get



**Mohan Chandar,**  
Correspondent, National Model Schools

"The current year students between 9th and 12th grade are happily returning to the school, and almost all classes are witnessing 98-99% attendance. As the government has announced that schools can open from Nov.1, 2021, when we reopen, we are not going to entirely make students take books, and follow the chalk and talk method but make them get accustomed to regular school life. They have been at home for more than one and half years. We need to first make it comfortable for students to return to school. They should find it delightful to step inside the classroom ambience, and we are focused on that."

time. Each student is provided a book to read, as per their age at different point of times. This helps in enhancing their reading habit, and this practice brings students closer to books. Our faculty notes their progress as a student, and maintain each student's individual profile"

"Our senior faculty members are made class-coordinators and subject coordinators, and they aid other teachers regarding any academics related matters."

"Apart from this, the experience of our teachers help them know whether a student is happy or sad, energetic or tired. If a student is slightly tired due to skipping breakfast, he is taken to the cafeteria, and only after he is nourished, he is sent back to class. The class teachers ensure that every child takes lunch wholly. Our attention is on their academic accomplishment as well as mental and physical well-being. This is just one aspect of the attention our teachers give to students," she adds.



**R.Baby,** Principal,  
National Model Matriculation Higher Secondary School.

The registration for admission for classes LKG to 12th std. for the year 2022-23 will open from Vijayadasami. For admission related query, Phone : 2575544, Mobile : +91 99444 91119, 78679 91119.



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# The Tourism & Travel Industry is witnessing a resurrection!

S.David Karunakaran  
The Covai Mail

Stakeholders of the Travel & Tourism industry across the globe celebrated World Tourism Day recently by taking part in tourism promotional activities besides other social welfare activities also.

But a question that remains is whether we can take this as a hint that the field is getting a new lease of life?

"Yes, the industry is getting back on its feet, and in another 6 months, I am confident that it will be as strong as before," expresses Manikandan, Managing Director, NMS Global Aviation.

"There is no doubt that the blow due to the pandemic induced lockdown was huge for all but

if you look at the stakeholders of the travel and tourism industry, their total operations were brought to a standstill. More than 60% were unable to manage the weight of the burden, and they left the industry."

"We have been in this sector for 12 years and we were making big turnovers annually, prior to the pandemic. But even we were hit hard by the lockdown. Domestic and International travelling was totally restricted. We incurred a huge loss and had to take measures to ensure a smooth flow in these one-and-half years but we didn't lose hope. At every moment of that topsy-turvy period, we believed that the industry as a whole will overcome this turmoil, and right now it is getting back on its feet"

**The pulse of domestic tourism is strong now. 80% of the business is now breathing new life... Even international tourism is slowly getting its old glow, and Dubai Expo is a testimony to that.**

Manikandan says that the domestic tourism market is seeing a positive change, and people are willing to move out more after being at home for almost 2 years. He says that whether it is business or pleasure, meeting people in person definitely has its merits.

"The pulse of domestic tourism is strong now. 80% of the business is now breathing new life. Except for Kerala and few States, others have become fit for safe travelling. Even international tourism is slowly getting its old glow, and Dubai Expo is a testimony to that. But other exotic international destinations are yet to open. We hope the scenario shifts there too," Manikandan adds.

He shared that the packages to Dubai Expo were sold out in just 4 days. He said the safety of the travellers are ensured by validating whether they are vaccinated with both doses,

followed by verification of RTPCR tests before arriving at airports here and in Dubai.

Around

100 people (50 from Coimbatore and 50 from Chennai are travelling via Cathrine)

"As a member of this industry, I should really thank our honorable Chief Minister and the Tamil Nadu Government for the proactive steps they have taken to control COVID-19 to a great extent in the State. The COVID control activities are going on war footing here. These have led to the resurrection of several industries including tourism and travel. The District Administration has taken good efforts to bring down the daily cases to smaller numbers. If the public cooperates better by getting their vaccine doses on time and adhering to COVID norms, we can reduce it even further," he shared.

When asked if he is confident that the Tourism industry will attain normalcy levels soon, Manikandan expressed that the industry will take off in the next 6 months.

"Take my company for instance. We are always optimistic about what the future is about to give us. Even during the last year, when the Indian government re-opened air travel, we started resuming

operations with hope, and we did well."

"Though it was not a big return, our positive approach brought us results. We brought ourselves back once again in that most challenging period. That is how you get back in the game; plan with your team, propose ideas and take it forward with hope. We are going to start a new venture called NMS Global Aviations, through which we are going to provide international tours, air ticket bookings and cargo services that are exclusively provided for the elite," Manikandan adds

He shared that well-groomed executives have been handpicked by the company to provide dedicated tourism and travel related support to corporate and VIP clients at NMS Global Aviations and it shall roll out services from Nov 2021.

"We found that our friends in the export business were looking for Cargo support elsewhere. Why should they depend somewhere else while we can provide them that support right here! We are planning to provide attractive pricing to them, and my team is coming up with that."

"I am sure that every hardship comes with a valuable lesson. We learned it well, and we are planning to be a sustainable company. I am very optimistic that we are going to bounce back strong in the days to come, there is absolutely no doubt about that. As for the tourism industry, I see that it is gearing up to not just walk the ground but run the marathon".

- Manikandan, MD, NMS Global Aviation

## DJAME's Corporate Connect Expert unveils opportunities in Gen. Insurance industry

The Covai Mail

D.J. Academy for Managerial Excellence recently organized an event as a part of Corporate connect which is an Industry institution Interaction Initiative, in which K.Udayasunu, Vice President, Prudent Insurance Brokers Pvt. Limited, Bengaluru interacted with DJAME students on 'General Insurance - An Industry Outlook & Career Opportunities'

Udayasunu, is an accomplished Sales professional with 15 Years of experience in Insurance domain. He has worked with various companies like ICICI Lombard, Reliance general

Insurance, United Health Group & UIB Insurance Brokers.

He started the session by detailing the risk management tools, classification in insurances and then he explained the major milestones that the insurance industry in India has achieved, its evolution and major challenges that the workforce in this industry face. He then explained the career opportunities available, along with the various professions associated with Insurance industry

The session was followed by a Q & A session. Students, faculty members of DJAME, & other institution faculties & students took part in this interaction initiative.

## Sri Krishna Sweets opens its 69th Branch!



The Covai Mail

Coimbatore's favorite sweets & savories maker Sri Krishna Sweets which is spread across the country and abroad, opened its new outlet in Edayarpalayam on Friday.

M.Vaidyanathan, CEO, Sri Krishna Sweets Pvt Ltd inaugurated the outlet. This

is the 69th branch for the company, and it is located at VRG Complex near Kavundampalayam road junction in Edayarpalayam. This is also the 25th branch to open in the City.

VRG Sivakumar, Managing Partner, The Donuts Bakes & Confectioners received the first sale at this outlet.

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**ENGINEERING** | Placement Offers - 2140  
Students Placed - 1331

**ARTS & SCIENCE** | Placement Offers - 2888  
Students Placed - 1798

INSTITUTIONAL TRANSCENDENCE  
 — Architecting Innovative Ecosystem —

47  
STUDENT START-UPS  
37 LAKHS SEED MONEY

500+  
INSTITUTE  
CORPORATE CONNECTS

15 CRORES+  
GOVERNMENT FUNDED  
RESEARCH GRANTS

17000+  
PROFESSIONAL  
MOOC CERTIFICATIONS

INTERNATIONAL COLLABORATION  
 — Credit Transfer & Semester Abroad Programs —

**DIGITAL COVERAGE - AT ITS BEST!**  
— Igniting Excellence, Accelerating Success —



Digital Interactive Immersive Learning



Corporate Training & Mentor Connects



360° Learning with E-Tools

**OUR PROUD ALUMNI**

**Subashini Iyer**  
B.E. Mechanical Engineering  
Senior Manager, CST-100  
Spacecraft Engineering Integrator, Boeing  
Backbone of NASA's Mission Artemis-I

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**NEHRU**  
INTERNATIONAL  
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Affiliation No. **1931339**

Kaliyapuram, Thirumalayampalayam, Coimbatore - 641 105.

# Vijayadashami Admissions Open-2021

Learning is **FUN**  
at **NIS**



**PRE-KG | LKG | UKG**

## Curriculum Highlights:

- Learning with Peer Interactions
- Tasks for Better Sensorial Development
- Better Conceptual Learning
- Improves Memory
- Enhances Real World Skills

## Institution Highlights:

- Green and Hygiene Environment
- FIT India School
- World Record Achievements
- Advanced Labs
- World Class Sports Arena

Spot Admissions are available with **SPECIAL FEE CONCESSION**  
Vidyarambham Pooja on **15th October, Friday** between **9.15 am & 10.15 am**

**+91 96 7771 7006 / 89 0388 7148**

[www.nehruinternationalschool.com](http://www.nehruinternationalschool.com)



## Nehru Kids Academy

Thudiyalur : 8870 9999 01  
BK Pudur : 8870 7979 99  
[www.nehrukidsacademy.org](http://www.nehrukidsacademy.org)

Feeder School  
of Nehru  
International  
School (CBSE)