

**New CRO appointed**

The Telangana government has appointed B. Bala Maya Devi as Chief Rationing Officer in place of Bharati Hollikeri, who went on maternity leave, a press release said.

**Bigger crisis awaits farmers: Kishan Reddy**

Expressing concern about the Rabi crop, BJP State president G. Kishan Reddy demanded use of 60 per cent of the MNREGA funds for agriculture-related work. - Page 6

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**BRAINWAVE!**

WITH A FRUITY TASTE, THE DRINK PROMISES TO INSTANTLY REPLENISH VITAMINS AND MINERALS IN THE BODY

# City duo brews a health drink

M. Sai Gopal

It all started with an innocent entry to a beer-making competition! The experience gained in the brewery sparked off a bright idea that got the duo of Arjun R. Krishna (25) and Damini Mahajan (24) a funding of Rs. 50 lakh from the Department of Biotechnology, Government of India.

The innovative idea of the biotechnology graduates was to 'ferment' a health drink that will provide adequate amounts of vitamins and minerals without any preservatives and sugar. The youngsters figured out a way to use the principles of fermentation and brewery and concoct a health drink with a fruity taste that promises to instantly replenish vitamins and minerals in the body.

Buoyed by the positive reception to their idea from DBT, they have also launched a start-up 'Natural Global Beverages' and are working day and night in the incubation centre of BITS Pilani, Hyderabad, to scale up production of their health drink. "We are also looking to employ experienced persons having background in industry biotechnology



Arjun R. Krishna and Damini Mahajan in the incubation centre of BITS Pilani, Hyderabad. - PHOTO: MOHAMMED YOUSUF

**THEY HAVE ALSO LAUNCHED A START-UP AND ARE WORKING IN THE INCUBATION CENTRE OF BITS PILANI, HYDERABAD, TO SCALE UP PRODUCTION OF THEIR HEALTH DRINK**

and microbiology," they say. Both point out that whatever success they have achieved, they owe it to the failures on earlier occasions. "It took a lot of energy and hard work to convince DBT.

In fact, on our first attempt, our idea was rejected because we did our research in University of Sheffield (UK) while DBT officials insisted that we should have a product suitable to Indian conditions. We returned to BITS Pilani, Hyderabad, and developed our product and presented it to DBT again. The second time, we were lucky," recalls Arjun.

In their lab, Arjun and Damini were able to produce the health drink in small quantities (1 to 2 litres). "We took our health drink to New Delhi and served it to the selection committee of DBT. They liked it and acknowledged that it has promise. With the funding of Rs. 50 lakh, which we received last month, we are trying to scale up production to at least 10 litres," says Damini.

Both met in University of Sheffield (UK), while pursuing M.Sc (Eng) Biological and Bioprocess Engineering in 2013. "We represented in University of Sheffield in AbInBev Best Beer Competition 2013. Our team in the competition helped create '114 - Sheffield Students' Beer which was named the best in the UK during the competition, narrowly losing out to the Belgian entry in the finals," they said.

So, after snagging funds worth Rs. 50 lakh under Biotechnology Ignition Grant of DBT, what's in store in coming years? "We want to scale up production to 100 litres and vie for the next level of funding from DBT for our project," they chorused.

## From 'plain Jane' to a happening star!

When she stepped into the Telugu film industry, with *Keratam* (2011), she was almost what one could term, a 'plain Jane' and when she appeared in the lead with *Venkatadri Express* in 2013, most people did not expect the buzz that she would create.

For this Punjabi 'kudi', there was *Loukyam* and *Current Theega* in 2014. The year 2015 began with *Pandaga Chesuko* and *Kick 2*. Her films may not have matched up to the maker's expectations, but she's got nothing to complain about. Rakul Preet Singh has, in just two years,



been noticed enough to be paired opposite stars of the likes of Sandeep Kishan, Gopichand, Manchu Manoj, Ram and Ravi Teja. Her most exciting project is all set for release on October 16 and that's *Bruce Lee - The Fighter*, in which she's cast opposite Ramcharan Tej. Ask her about it and she says, "I play the role of a very hyper girl with a classy and stylish look, who loves the police. Being one of my most prestigious projects in my career in Telugu films, it is very close to my heart."

Does she have an action scene in the film? "Not exact-



Actor Rakul Preet during a media interaction in the city on Thursday. - PHOTO: NAGARA GOPAL

ly, but one sequence was funny and entertaining, in which I am used as a prop and literally tossed around in the air. That's all I can tell you for now," Rakul Preet says.

### ★Nagarjuna in double role

After the success of *Manam*, actor Nagarjuna seems to have taken a fancy for plots where he gets to play multiple characters. In his latest *Soggade Chinni Naina*, the actor will play a double

role - that of the lead character as well as his grandson. Nagarjuna wrapped up his shoot recently with a song and action sequences shot in Mysuru. The movie, which also stars Ramya Krishnan and Lavanya Tripathi, is likely to be released in November. Produced by Annapurna Studios and directed by Kalyan Krishna, the movie is a family drama. - Suresh Krishnamoorthy and Rahul Devulapalli

## ISB to host medical hackathon

Special Correspondent

**HYDERABAD:** If you have a good idea on affordable medical technology related to management of diabetes, then the upcoming Hackathon this Saturday and Sunday at the Indian School of Business (ISB), Hyderabad, should be your go-to destination.

And, if the innovation impresses judges, then the Consortium of Affordable Medical Technology (CAMTech) at Massachusetts General Hospital (MGH) will support and fund the idea. "This is our fifth such event in India and we already have five to six great products in affordable healthcare being developed by talented innovators across India. This November, we will be launching an app named BabySteps, which enables parents to track their infant's development and im-

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Elizabeth Bailey  
 Director, CAMTech MGH  
 Centre for Global Health

munisation. The other innovations that have come through such hack-a-thons are under various stages of development," said Elizabeth Bailey, director, CAMTech MGH Centre for Global Health. Apart from the hackathon, CAMTech is also hosting a workshop 'Diabetes Clinical Summit: An Ecosystem Approach' at L.V. Prasad Eye Institute featuring panel discussions with public health workers, patients, physicians, nurses, ASHA workers, etc. The focus will be on 'tackling pressing clinical health challenges and barriers to diabetes care in India', CAMTech officials said.

There will be a US \$1,000 grand prize from CAMTech for the winners of the hackathon as well as an additional US \$1,000 from Marico Innovation Funds (MIF). Close to 350 participants will work round the clock to pitch healthcare problems and develop business models before presenting it to the judges.

## Children join campaign to save Indian Roller

Staff Reporter

**HYDERABAD:** Humane Society International (HSI), India chapter, launched a school awareness campaign to save Indian Rollers ('Palapittas'), the State bird of Telangana. As part of the campaign, they conducted an awareness session highlighting its beauty and ecological importance, and how religious superstition leads to cruelty inflicted upon these protected species.

Soon after, more than 300 school children wrote postcards to the Telangana Chief Minister, K. Chandrababhan Rao, urging him to protect the birds from their cruel abuse during Dussehra. They also designed posters imploring the public to celebrate a cruelty-free Dussehra.

Chemudupati Samyukta, campaign manager for wildlife, HSI India, said: "Children are naturally compassionate towards animals and nature, and it is heart-warming to see a sense of pride among them for 'Palapittas'. We hope to develop them as ambassadors

## 'KCR disrespected the Ashok Chakra'

Disrespect? The nation will be surprised and shocked to know that the Chief Minister of Telangana, K. Chandrababhan Rao, insulted the national symbol - Ashoka Chakra - by inaugurating the statue of late G. Venkata Swamy, a veteran leader of Telangana, on Tankbund. The statue stands taller than the Ashoka Chakra.

The administration of Telangana did not understand the importance of the national symbol over that of a political leader. In fact, these stone columns crowned with Ashoka Chakra were erected more than a decade back to relocate the statue of Dr. B.R. Ambedkar under the flyover.

A.B. Reddy  
 Lingampally

### NPDC recruitment form full of blunders

Online application for Telangana State NPDC recruitment is full of blunders. The creamy layer criteria status is by default shown as 'NO', which is why the application cannot be submitted. Candidates are



Students holding up placards, making a plea to people to save the 'Palapitta' at Meridian School in the city, on Thursday. - PHOTO: MOHAMMED YOUSUF

for the protection of the State bird. As harbingers of change, we hope that these children will help put an end to an age-old belief that results in the illegal trade and tremendous suffering of these birds."

According to HSI members, poachers still capture the birds a month before the festival, tie their legs with thread, trim their wings and stick them with glue to pre-

vent them from flying. The birds are often starved up till the day of Dussehra and kept in small cages for public viewing. As a result, most of these birds die in captivity or immediately after being released.

HSI India has also made its helpline number, 7674922044, available to the general public to enable the reporting of incidents of cruelty involving 'Palapittas'.

### READERS' MAIL

suffering, as NPDC does not respond when contacted. Why provide a number if they don't want to respond? Why can't this recruitment happen through TSPSC or by payment of fee online, instead of going to an AP Online centre to make the payment?

Sameer Hussain  
 Tolichowki

### Four electricity poles, but no streetlights here

The main lane of Gulshan Iqbal Colony that connects to the airport road opposite Omer Hotel, adjoining DRDL and along the left side of Shalimar Hotel, has four electricity poles but no adequate street lighting. This road is a very busy stretch and there is movement throughout the day.

One of the lampposts has a bulb which has not been working for the last six months. The GHMC is regular in collecting taxes and penalties

but do not pull up its officials when they are not working.

Dr. Mohammed Nazeemuddin  
 Babanagar

### Time for new railway terminus at Cyberabad

There are traffic jams on all roads leading to Secunderabad Railway Station. Often, passengers coming from distant parts of the city miss the train due to this.

It is time the railway authorities started a new terminus in Cyberabad to benefit passengers coming from distant areas.

S. Venkatarao  
 Motinagar

Readers can write about different problems in their locality, attach photographs and email them to [hyderabaddesk@thehindu.co.in](mailto:hyderabaddesk@thehindu.co.in) or snail mail them to The City Editor, The Hindu, Begumpet, Hyderabad - 16)

## Ankit Fadia's new book simplifies technology

Staff Reporter

**HYDERABAD:** In the age of internet social networking sites like Facebook and Twitter, using the web for a host of things may seem a part of our daily lives. But for those who are not tech savvy, things might be a tad difficult.

And to help people to accommodate technology in their everyday lives, author Ankit Fadia has written a series of three books titled 'Stretch Your Technology', which he says is a "layered" filtered expert guide to everyday technology". His latest writing features tidbits to improve aspects of online security and privacy while accessing one's email, among other things.

"It includes tips on how to 'unsend' emails and how to make digital devices work better to boost your productivity," mentioned Mr. Fadia here at the launch of his book



Ankit Fadia at the launch of his book in the city. - PHOTO: BY ARRANGEMENT

on Thursday.

Each minute, 200 million emails are sent, 6.5 lakh pieces of content are shared on Facebook and two million search queries are received on Google, claimed Mr. Fadia. "With so much data being

generated, added to that the constantly changing technology landscape, jumping on the technology bandwagon can be quite overwhelming for the average internet user," he stated.

### How to remember passwords

The author said that people end up developing a fear of technology and begin to look for ways to avoid using it. He added that his book involves tips on how to remember all of one's passwords, manage social media, how to search on the internet anonymously etc., among other things. Priced at Rs.150, his latest book will be available in Hindi and other regional languages as well, he added.

Mr. Fadia has previously authored 16 books. He was recently appointed as one of the Brand Ambassadors of the Centre's 'Digital India' initiative.

## KCR exempts Rudramadevi from entertainment tax

### Chief Minister urges filmmaker Gunasekhar to make more such historical films

Special Correspondent

**HYDERABAD:** Filmmaker Gunasekhar's dream project *Rudramadevi* that has

Anushka Shetty in the lead, on Thursday got exemption from entertainment tax. An assurance to this effect was given by Chief Minister K. Chandrababhan Rao when the director called on him a few hours ago.

Mr. Gunasekhar and his family members, accompanied by Anushka Shetty in *Rudramadevi*.

nied producer-distributor 'Dil' Raju, met Mr. Rao at his camp office and sought tax exemption, and also invited him to watch the film. It is said that Mr. Rao, who responded favourably to the request and thanked him for making a film showcasing the glory of Telangana's history, promised to see the film once it hit the screens.

Mr. Rao asked Chief Secretary Rajiv Sharma to issue a Government Order granting ET exemption as the film was to be released on Friday. The film has Anushka essaying the role of the iconic Queen Rani Rudramadevi of the Kakatiya dynasty. The other lead star is Allu Arjun who plays Gona Ganna Reddy, the ruler of 'Vaddemani' under the Kakatiya Queen and who was one of the few who supported Rudramadevi's selection as the Queen.

The Chief Minister is understood to have complimented the filmmaker for choosing the subject of Rani Rudramadevi and asked him to make more such historical films. Mr. Gunasekhar told him that he had spent time, keenly studying the history of the Kakatiyas.

He told the Chief Minister that he had included the Telangana Rashtira Samithi's Mission Kakatiya, the programme of de-silting tanks that existed during the Kakatiya rule.

Producer-director Allani Sreedhar also, in a release, expressed his gratitude to Mr. Chandrababhan Rao for exempting the film from entertainment tax.

He said it would go a long way in motivating filmmakers to make films in the backdrop of Telangana's distinct culture, history and tradition.