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Initiative By ठाणेवैभव

# KYT

## Know Your Town

With an overall experience of 12 years, Dr Supriya Deshmukh heads Dermatology and Cosmetology divisions at I-Perfect. She believes in the empathetic management of all skin, hair and nail disorders and has successfully treated over 15000 patients at I-Perfect.

# PERFECTION DELIVERED

**Dr Supriya Deshmukh**  
Founder : I-Perfect



## Editor's Note



Best Wishes,

**Miilind Ballal**

Editor, Know Your Town

# WHERE THERE'S ROAD, THERE'S A JAM!

The Thane Municipal Corporation, along with the Traffic Police Department, has taken up a joint venture to solve the perennial traffic congestion issue. Although this is a welcome move, the efforts met with resistance from shop owners and citizens, after which the remedial measure planned had to be dropped. This could have been avoided had the said authorities taken the people into confidence.

The right turns on major roads, particularly the Ghodbunder road, resulted in smooth traffic movement. Getting encouraged, the ploy was used on other roads, which met with some resistance. One objection citizens raised was installing dividers on roads that were either not broad or had become narrow due to illegal parking. The citizens had asked the authorities to pay attention to illegal parking and clear the roads for smooth flow.

While admitting that the authorities' intentions are sincere, their new concepts, like regulating signal timings, changing the routes, making some roads one-way etc., may have a positive impact. Still, at the same time, efforts must be put in to address the bottlenecks created by garages and tea stalls near signals or

bridges. The authorities are jeopardising their efforts by turning Nelson's eye to the habitual offenders who squat the roads and violate by driving in the opposite direction. Their efforts will yield better results if these new concepts are exercised with some strict coercive action.

The citizens expected relief from the chronic traffic congestion after flyover bridges on Agra Road were constructed. Unfortunately, that has turned out to be a failure as the estimated vehicle population has overstepped their projection, or they have miscalculated the actual usage of bridges, which are sometimes empty, and jams continue to rule under them. Teen Petrol Pump, Teen Hath Naka, Khopat, and Nitin Signal continue to be headaches both for the drivers and the police. The traffic wardens are on the job, but they are often defied. The paucity of police force is an excuse that has been doing the rounds for over two decades, but no efforts have been put to resolve the issue.

Excuses galore, violations occurring at the drop of a hat, and road widening have drawn flak due to blatant illegal parking making matters worse. It's time that the citizenry join hands with the authorities, and to achieve this, a dialogue is necessary between the various stakeholders.



On July 15, the audience gathered in large numbers at Dr Kashinath Ghanekar Natyagraha's main auditorium to attend the Arangetaram of Anushree Gurumoorthy and Riya Nasir, who put up an enthralling show. Trained under guru Smt Nitya Ramanathan and Smt Hemamalini Chari, the girls performed to perfection, winning the audience's hearts. Dr Rajesh Srinivasan (Mridangam Vidwan) and Shri P.H. Ramani (Sangeetha Vidwan) were felicitated with lifetime achievement awards.

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# PERFECTION DELIVERED

## Niikhil Ballal and Juili Kulkarni

**D**r Supriya Deshmukh, a purebred Thaneite and founder of I-Perfect Dermatology and Aesthetics, is one of the rare dermatologists to hold a prestigious fellowship in Dermatotomy through ACSI (Association of Cutaneous Surgeons of India) and a Gold medallist at the university level MD exam.

She says, "When I was studying in the eighth standard at SES High School and Junior College, Panchpakhadi, Thane, I decided to become a doctor. Following my passion, I pursued my education in medicine at JJ Hospital and Grant Medical College in Mumbai. During my under graduation, I was attracted towards Dermatology as I found it very interesting. JJ has arguably the best skin department. Watching it from close quarters, I understood its scope and realised there was a huge opportunity. Skin is the largest organ in our body, and quite intriguingly, it is one of the few organs we can see in front of us. So whatever changes happen in our skin, we understand them at the drop of a hat."

After completing her MD from Dr D.Y. Patil Medical College, Pune, Dr Supriya started practising in Thane as a consultant at various hospitals. After gaining five years of invaluable work experience, she was confident of her prowess and started her own hair and skin care clinic. She states, "I always wanted to be self-employed. To realise this dream, I started I-Perfect in January 2018 in Thane. After a successful start to this venture over the next six months, where we established a strong foundation, I backed myself to start my second clinic in Kalyan in October 2018."



**Dr Supriya Deshmukh and Dr Veera Deshmukh**

**DR SUPRIYA HAS AN ABLE PARTNER IN HER SISTER-IN-LAW, DR VEERA DESHMUKH. SHE ASSISTS DR SUPRIYA IN PROCEDURES AND HANDLES CONSULTATIONS AND TREATMENTS FOR COSMETOLOGY AT THE KALYAN CLINIC.**

She adds, "I-Perfect was started with a vision to create a one-stop solution for all dermatology, hair care and anti-ageing treatments with the latest cutting-edge technology. It is a spacious 4,000 square-foot area with an in-house operation theatre for cosmetic surgeries. We aim to provide personalised and high-quality care to all patients and believe that offering patients a hygienic and pleasing environment is the need of the hour."

Dr Supriya has an able partner in her sister-in-law, Dr Veera Deshmukh. She assists Dr Supriya in procedures and handles consultations and treatments for Cosmetology at the Kalyan clinic.

Hair and skin problems are a few concerns that people, irrespective of their age group, economic class and social milieu, can encounter. These problems can give rise to societal stigma, making the affected person depressed. For instance, if a professional working in an MNC has a few patches on his hands, he may feel awkward during a handshake. Though such an ailment is not contagious, people around him feel uncomfortable, which can make that person edgy. Here the role of a skin specialist is paramount. Besides, people in their marriageable age are more conscious about their skin and hair. Any shortcomings tend to dent their confidence.

Dr Supriya emphasises, "Counselling and communicating with the patients are critical. I always see to it that we tick both these boxes. I have had some psoriasis patients who came to me dejected. They thought their disease would never get cured. Successful counselling of these



**Dr Supriya examining patient in detail**



Plush waiting area at Thane clinic



Dr Supriya and Dr Veera with Kalyan clinic staff



Plush waiting area at Thane clinic



- WITH AN OVERALL EXPERIENCE OF 12 YEARS, DR SUPRIYA DESHMUKH HEADS DERMATOLOGY AND COSMETOLOGY DIVISIONS AT I-PERFECT.
- SHE BELIEVES IN THE EMPATHETIC MANAGEMENT OF ALL SKIN, HAIR AND NAIL DISORDERS AND HAS SUCCESSFULLY TREATED OVER 15000 PATIENTS AT I-PERFECT.
- THOUGH COVID-19 HIT AFTER A COUPLE OF YEARS OF THE CLINIC'S INCEPTION, SHE ENSURED THAT SHE CONTINUED TO SERVE WITHOUT ANY HIATUS.

patients cannot be done without breaking a sweat. Fortunately, with my experience, I can understand what can be fixed and what can't be. I ensure that I understand the patients' history and the root cause of their problems. Once I have gathered thorough knowledge, only then I prescribe medicines and perform treatments."

One of the glaring issues that Dr Supriya has observed among her patients is the metabolic problem. She shares, "Many parents come to us and complain that their child's neck has got tanned. That's not tanning but signs of metabolic syndrome. I ask them to get their child's blood insulin level tested, and they are sometimes shocked to see

**I-PERFECT WAS STARTED WITH A VISION TO CREATE A ONE-STOP SOLUTION FOR ALL DERMATOLOGY, HAIR CARE AND ANTI-AGEING TREATMENTS WITH THE LATEST CUTTING-EDGE TECHNOLOGY. IT IS A SPACIOUS 4,000 SQUARE-FOOT AREA WITH AN IN-HOUSE OPERATION THEATRE FOR COSMETIC SURGERIES.**

the results. They start worrying about their child having diabetes. However, that is not always the case. Junk food is the biggest culprit since it promotes insulin resistance, thereby causing increased thickness in the skin." Besides children, adults can also get affected. Women with irregular menstrual cycles and men with poor lifestyles are highly vulnerable to contracting skin and hair problems. It is typically observed that people in the age group of five to 50 are facing skin and hair problems. On the other hand, older people are better off, thanks to the proper home-cooked diet and good sleep routine they followed when they were young.



Dr Supriya felicitated for addressing general doctors of Thane on various skin diseases



Dr Supriya with her latest equipment while handling patients during COVID pandemic



Felicitations of Dr Supriya by famous actress Anita Date for Naari Shakti Sanman



Thane clinic's staff



Dr Supriya recalls a case of a patient whose skin was entirely torn due to the side effects of consuming medicines that didn't suit her. Dr Surpriya says, "The patient was unable to walk and was lifted by her husband and brought to our clinic. I treated her, and within a week, she could walk. I vividly remember her walking properly to our clinic."

While skin and hair problems may be inevitable parts of life, there are a few tips that Dr Supriya offers to keep these woes at bay. She insists, "Junk food is a big NO. We Indians are not used to maida, which is predominantly used in junk food. Instead, we should consume home-cooked food and preferably eat it hot. Besides, exercising three to four days a week is paramount. You can either hit the gym or go for walks. Any form of exercise is advisable."

Globalisation has made people more aware of aesthetics. People feel confident if they look good. Also, dermatology has evolved over a period of



time. There have been plenty of advancements in treatments and medicines. While steroid was the only solution in the past for psoriasis and leukoderma, today, safe treatments are available to treat the said problems. Dr Supriya mentions, "I have never been keen on using steroids unless for life-saving, since there are side effects associated with them."

With an overall experience of 12 years, Dr Supriya Deshmukh heads Dermatology and Cosmetology divisions at I-Perfect. She believes in the empathetic management of all skin, hair and nail disorders and has successfully treated over 15000 patients at I-Perfect. Though COVID-19 hit after a couple of years of the clinic's inception, she ensured that she continued to serve without any hiatus.

Dr Supriya Deshmukh was bestowed with the Young Woman Entrepreneur award at the Nari Shakti Samman Festival in 2018 to commemorate her success.

## Happy Patients

6 I highly recommend this clinic for skin-related issues because the doctor is humble and patient. She had heard about the allergy that I had in the past and checked the previous prescriptions before making the decision. She suggested the right medicines which were effective and affordable.

- Shashank Saxena

6 I had taken a full-body hair reduction treatment here. All eight sessions were done with care and safety. The therapists were skilled. Dr Veera and Dr Supriya constantly gave their input, and my treatment was done under their supervision.

- Gautami Mohit

6 I got my foot corn surgically removed at the I-Perfect clinic from Dr Deshmukh. She is very warm, patient, and approachable. She addressed all my apprehensions and got me through the process successfully. Her staff and pharmacists are highly competent.

- Arti Wagh

6 Dr Supriya Deshmukh of I-Perfect clinic is the best dermatologist in the world. I have been visiting her for the last two years. She understands the patient's problems properly. I was suggested a Hydra facial, and after getting the facial done, I felt my skin was glowing more. Dr Supriya has also solved my hair fall problems. Her fees and medicines are affordable.

- Nandini Thanekar

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# Rutu Life celebrates its first anniversary!

**H**ave you come across any real estate developers who have started a dedicated newsletter for all the residents who have invested in their projects? While it is often seen that the developers, after selling homes to their customers, do not go that extra mile to be a part of their lives, Rutu Group of Companies is undoubtedly an anomaly.

In June 2022, the Rutu Group of Companies started a newsletter that features the happenings of Rutu societies and attracts contributions from Rutu residents. It aims at bringing together all the Rutu residents across Thane and Kalyan and imbuing a sense of belonging amongst them.

To commemorate Rutu Life's first anniversary, a cultural programme was organised under the banner of Rutu Group of Companies at Dr Kashinath Ghanekar Natyagraha in Thane on July 2. Mr Jitendra Karanjekar was the programme compère. The fun-filled event saw melodic singing and instrumental performances and beautiful solo and group dances, judged by choreographers

**Mr Mukund Patel, Chairman of Rutu Group of Companies, Mrs Sangeeta Patel, Director of Rutu Group of Companies, and Mr Milind Ballal, Editor of Thanevaibhav and Know Your Town, graced the programme with their esteemed presence. Besides, Mr Nikhil Ballal, Managing Editor of Thanevaibhav and Know Your Town and Mrs Jullii Kulkarni, Associate Editor of Know Your Town and Editor of Rutu Life, left no stone unturned in pulling off a fantastic event.**

and dance professionals Mr Namit Sehgal and Ms Shraddha Pimpale. It concluded with awarding the winners of the dance competitions and felicitating the meritorious students of 10th and 12th standards, most active contributors and most active societies in Rutu Life, and extraordinary achievers.

Mr Mukund Patel appreciated Rutu residents' contributions to Rutu Life over the last year and

said, "Every month, I eagerly wait for Rutu Life to read about you. I am impressed with the kind of talent we have in our Rutu societies. More power to you, and I hope you continue excelling in whatever you do. I am indeed proud to be associated with all of you." Later, Mrs Sangeeta Patel declared the green initiative of the Rutu Group of Companies and, to mark its beginning, offered a Tulsi plant to every Rutu household.

Despite being a Sunday morning, the event garnered an overwhelming response from the Rutu residents. In the end, many of them expressed gratitude towards Rutu Life and Rutu Group of Companies and insisted on having more such programmes.

During the programme, Ms Grihitha Vichare was among the five extraordinary achievers' awards recipients. Grihitha is an eight-year-old mountaineer who has many records to her name. To offer support for her future endeavours, Mr Mukund Patel presented her with a cheque of ₹3,40,000 on July 13.



# Meet Thane's chess grandmaster Nipun Dangche

**N**ipun Dangche, a resident of Rutu Estate in Thane, is a national-level chess player, having represented India once in Western Asia Chess Championship in Delhi in 2019. Whether playing blindfolded or against multiple players simultaneously, Nipun has the expertise to do it all. In a candid conversation with Nipun, the editorial team of KYT explores Nipun's love for the game.

## Since when are you playing chess?

I started playing chess when I was in the third standard. My father inspired me to play the game. As a kid, I played with him just for fun. Gradually, I developed an interest and love for the game. It has been more than seven years since I have been practising the sport. My first three tournaments were at Universal School in Brahmand. They were held on weekends. I scored three points in each of the three competitions.

## Who is your coach?

While my father was my first coach, I later sought formal training. I have been trained under Vivek Rane, Abhijit Joshi, and Arun Vaidya. At present, Vikramaditya Kulkarni is my coach.

## How many hours do you practise daily?

Before the outbreak of the COVID-19 pandemic, when I was actively participating in different chess competitions, I practised for around three hours daily. Since the lockdown, the practice hours have reduced as I have not played any tournament for the last three years. With things back to normal, I am again geared up and practising for two hours daily. My next target is the U19 state tournament in Vasai, followed by nationals in Gujarat in August.

## What are the different tournaments in which you have participated?

Before COVID-19, I played in the Asian Youth Games, two nationals (U11 and U13), and other competitions organised in different districts and states of India. I also won the DSO tournament twice.

## Has chess helped you in your academics?

**In your recently completed 10th standard exam, you scored 86.6%, which is excellent.**

I was not so good at academics. But my academic graph saw an upward trend when I started playing chess professionally. My abilities to calculate and remember things have improved tremendously. I can also play chess blindfolded. Even if my eyes are covered, I can play since I can imagine the chess board in my mind and the moves made by my opponent. Similarly, when I close my eyes during the exam, I can recollect the content in the textbooks with their page numbers.

## Can you tell us how one can play chess blindfold?

A chess board has alphabets from 'a' to 'h' and numbers from '1' to '8'. Every move is represented by these alphabets and numbers, for instance, a5, d3, etc. Though my eyes are



Nipun with Vishwanathan Anand



Nipun with Scottish chess grandmaster Jacob Aagaard



Nipun with Peru's chess grandmaster Rodrigo

closed, I can hear these alpha numerals. Once I hear that, I can imagine the same on the chess board and then plan my move. Blindfold chess is challenging as it requires a lot of concentration.

**Besides playing blindfold chess, you can also play against multiple opponents simultaneously. What does it take to play such a game of chess?**

When you are playing against multiple players simultaneously, you need to visualise every chess board you are playing on repeatedly. It is hard to memorise the numerous boards, anticipate your opponents' moves and make

calculations based on the gameplay. On the other hand, when it is one-on-one, it is comparatively easier.

**According to you, what are the qualities of a good chess player?**

A good chess player needs to have a lot of focus and patience, be a proactive decision-maker, and be an excellent observer. Besides, he/she should be able to concentrate on multiple things and think out of the box if needed.

**Who is your favourite chess player?**

I like Vishwanathan Anand and Magnus Carlsen.



# JKSC RANKHOLDERS



## J.K. Shah Classes celebrates its 40th anniversary with its illustrious alumni

On July 23, J.K. Shah Classes, founded by Prof CA Jitendra Kantil Shah, celebrated its 40th anniversary. A grand alumni meet was organised at the Jio World Convention Centre. Piyush Goyal, Commerce and Industry Minister of India, was the Chief Guest for the event and addressed the august gathering virtually. Around 2000 alumni attended the meeting.

The programme started with seeking the blessing of Lord Ganesha through a soul-touching dance performance. Later, J.K. Shah welcomed all the guests with his heartwarming speech, which was followed by a couple of eloquent talks from JKSC alumnus Nilesh Shah, Managing Director of Kotak Mutual Fund, and Suresh Kalpathi, CEO of Veranda Learning. Before the felicitation of



meritorious students of JKSC, there was an engaging panel discussion with five eminent former students of J.K. Shah.

The event culminated with a sumptuous dinner. Every attendee was presented with a memento bag containing a diary and a 12-pager

newsletter featuring the noteworthy journey of J.K. Shah Classes over the last 40 years and heartfelt testimonials from its former and current batches of students. The newsletter was conceptualised and designed by team Thanevaibhav and KYT.



# JKSC RANKHOLDERS



# Get the best medical test reports at the 24\*7-functioning NABL-accredited Radiance Clinical Diagnostic Centre

**D**r Smita Ranveer, the founder of NABL (National Accreditation Board of Testing and Calibration) accredited Radiance Clinical Diagnostic Centre, has been in the service of providing transparent, accurate, and quality medical reports in Thane and MMR. She is an MBBS and an MD pathologist, having completed her education from Sion Hospital and worked in several tertiary care institutions. She answers questions about her lab...

## Which tests are done at Radiance Clinical Diagnostic Centre?

All kinds of blood, urine, and body fluid examinations, along with special tests like vitamin, thyroid levels, kidney and liver functions, cancer markers, and infertility markers, to name a few, are done here. The conduction of tests and

preparation of reports are done under my supervision. We also offer medical, preventive and wellness packages.

## What are the key features of your lab?

Our lab functions 24 hours a day for all 12 months of the year. It is fully automated and equipped with the latest technology. We can generate timely reports without any human errors. We do the control check thrice a day as per NABL norms to avoid technical malfunctions and errors.

## How is your lab unique?

Since this is a NABL-accredited lab owned by an MD pathologist herself, the quality of reporting is rest assured. Besides, fine needle aspiration cytology (FNAC) and histopathology are our areas of expertise. After completing my postgraduation, I



acquired specialised knowledge in these fields from Lilavati Hospital. FNAC test determines the type of tumour and checks for cancer cells. Moreover, we provide home testing without any extra charge from Mulund to Badlapur.

## Did you come across any emergency case?

Yes, I recall a case when I

received a phone call at 2 am. The patient suffered from chest pain and wanted someone urgently to do the blood test at home. Since our lab functions 24\*7, we could send our staff to the patient's home. Within an hour, we provided the blood test report. The patient was diagnosed to have suffered from a major heart attack. After getting his angioplasty done, three or four days later, the same patient came to our lab and thanked me for saving his life. We could provide emergency service to him at his home during odd hours when no one could.



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# Say Goodbye to glasses and contact lenses with Lasik

**Dr Prajakta Deshpande is a Medical Director and Cataract & Refractive Consultant at Shree Ramkrishna Netralaya. She has a vast experience of over 15 years in performing laser vision correction and complicated cataract surgeries. She answers questions about Lasik and more...**

## What is Lasik?

Lasik is the laser procedure for correcting the minus number (myopia), plus number (hypermetropia), and cylindrical number (astigmatism) of glasses or contact lenses. With meticulous pre-Lasik workup and a surgeon's skill, Lasik is a safe, permanent, and painless way to get rid of glasses and contact lenses.

## Who is eligible for Lasik?

- Eligibility criteria:
- Patient's age >18 years
  - Spectacle power should be stable for atleast six months to one year
  - The patient should not be pregnant or



- breastfeeding
- The patient should not have any other eye pathology or corneal problems
- The corneal map and thickness should fall within normal limits

## What is Contoura Lasik?

Contoura is a customised form of Lasik surgery that treats all the cornea's

irregularities and imperfections along with treating the spectacle power. The quality of vision, depth perception, and contrast sensitivity are better with Contoura Lasik than with conventional Lasik.

## What is touchless Lasik?

Touchless Lasik or Streamlight Lasik is the latest form of Lasik surgery. It is performed on those who have less corneal thickness or dry eyes. In this procedure, there is no flap creation as in conventional Lasik. The upper layer of the cornea is removed with a laser, corneal reshaping is done, and a contact lens is placed over the cornea, under which this layer grows back naturally.

## What is bladeless Lasik?

The basic step in Lasik is the flap creation of the cornea. In conventional Lasik, the flap is created with an instrument called a microkeratome which contains a blade. But, in bladeless Lasik, the flap is created with a laser. So, the precision and safety of flap creation are great.

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

# 50-year-old **Anil Eye Hospital** is NOW in Thane !

**Dr Anagha Heroor, Director of Anil Eye Hospital, answers questions about the hospital, LASIK, and much more.**

## **T**ell us about Anil Eye Hospital.

Anil Eye Hospital is an ISO 9001:2015, NABH (National Accreditation Board for Hospitals), and ASNH-accredited hospital. Having established ourselves in Dombivli, Kalyan, and Palava, we have opened our new branch in Thane. We are a state-of-the-art eye care centre where we provide affordable treatments for all eye problems. We have a well-trained and experienced medical staff.

## **W**hat are the problems with contact lenses and eyeglasses?

There are several problems associated with the use of contact lenses and eyeglasses. For instance, if you are wearing contact lenses, you must take extra care when a strong wind blows or in case of dust particles in the air. Regarding eyeglasses, there is always a chance of you forgetting them, an accidental breaking of glasses, or a change in their power.

## **C**an you tell us about cataract and the modern methods to treat it?

A cataract is a medical condition in which the eye's lens becomes progressively opaque, resulting in blurred vision. You can quickly improve your vision with modern treatments. Nowadays, advanced phacoemulsification - 'No injection, No Stitch, No Eye Pad,' is used.

## **L**ASIK has been gaining popularity in recent times. Please throw some light on it.

The eyes are one of the most important sensory organs of the body, given to us by God to experience the beauties of nature. Hence, it is the duty of all of us to take proper care of these eyes throughout our lives. One of the most integral parts of eye care is the regular check-up. Based on your requirements, visiting your ophthalmologist once a year or once in six months can do wonders. Speaking about ophthalmologists, Thane is blessed to have Anil Eye Hospital in the city.



LASIK laser treatment has become very popular in the last few years. It is used to get rid of glasses and contact lenses permanently. The results of LASIK laser surgery are excellent. The latest technology available in the field of LASIK has produced better results and made the treatment more reliable.

## **G**enerally, who opts for LASIK treatment?

LASIK treatment is preferred by those who want to permanently say goodbye to their eyeglasses and contact lenses, aspirants for the armed forces, air hostesses, sportspersons, photographers, and even prospective brides.

## **H**ow long does LASIK laser treatment take? Is the procedure painful?

LASIK is a very safe treatment and does not cause any particular discomfort. The entire procedure does not take more than 10 minutes.

## **W**hat are the different eye care services provided by Anil Eye Hospital?

Retinal services, diabetic retinopathy, macular degeneration, glaucoma clinic, cornea clinic, paediatric ophthalmology, squint and oculoplasty clinic, cataract clinic, bladeless Lasik, Lasik surgery, and PHAKIC IOL surgery.

## **I**s myopia serious in children?

There has been an increase in myopic cases among children due to excessive usage of computers, television, etc. The screen time of children has seen an upward trend, especially post-COVID-19. At Anil

Anil Eye Hospital is fully equipped with state-of-the-art machines required for eye treatments. Over the last 50 years, the hospital, founded by Dr Uma Heroor, has cured many eye-related problems of lakhs of patients in and around Dombivli and Kalyan. With its new branch in Thane, the Thanekars can also avail of its impeccable services.

Eye Hospital, we offer paediatric eye care services and treat myopia in children.

## **D**ry Eyes have become common. What are the modern treatments for treating dry eyes?

A person of any age can face the problem of dry eyes. It is more common among computer users, people with diabetes, high blood pressure, thyroid, and women after hitting menopause. Eye drops are given to the patients. At Anil Eye Hospital, we treat dry eyes with the latest Italian methods, including Intense Pulse Light (IPL) treatment.

## **W**hat are the unique services at Thane Centre?

We have a unique cornea clinic which specialises in various disorders of the cornea like keratoconus, corneal infections, corneal transplant, speciality contact lenses, etc. Dr Deepali Singhal, the Medical Director and Chief Consultant at Anil Eye Hospital, Thane branch, is a well-trained and skilled cornea, cataract and refractive surgeon.



# Modas Touch



**A**arti Matkar and Purvi Mehta introduced their jewellery brand "Modas" in 2018. Aarti and Purvi quit their lucrative jobs after 15 years of service to start their business. Their passion for jewellery was the driving force behind starting Modas.

During COVID-19, Aarti and Purvi reached out to many people through Facebook Live. After the lockdown, when things returned to normal, they participated in different exhibitions in Mumbai, Pune and Nashik to popularise their brand.

A woman's beauty is more visible in jewellery.

But something new and different was needed. Therefore, breaking the trend of Western or imported jewellery, Modas was started. Modas is famous for making attractive jewellery using other bases (Clay, Bamboo, MDF, Fabric, Marble). The confluence of culture and modernity can be seen in Modas' jewellery.



About 20 women artisans from all over India work for Modas. Modas opened a jewellery studio in collaboration last year in Vile Parle. Currently, Modas has temple jewellery, brass jewellery, and AD (American Diamond) stone jewellery in the Aabhushan jewellery segment, along with handmade jewellery.

# Let's recycle, reduce, reuse, and renew at Creative Fashion Studio



**V**aishali Pethe was born in Girgaon, Mumbai, to a typical Marathi household. Vaishali has been interested in art since her childhood. She completed her education in fashion design and, as a side business, started making handmade bags, recycling old sarees, recycling jeans, etc. Eventually, 'Creative Fashion Studio'



was born. Over the years, Vaishali has taken part in various exhibitions.

At Creative Fashion Studio, Vaishali has given employment to many homemakers. She also started

with training classes. While doing this, SDVTI (Savitri Devi Vocational Training Institute) approached her to be a teacher at its institute. Being a teacher was very satisfying; after joining SDVTI, she became a training partner.

While working on waste management, Vaishali felt that there should be more awareness of plastic pollution, so she approached various schools and colleges for the same. She has also worked closely on many CSR projects.

**Vaishali Pethe -7498546556**

# I.Q. Kidswear brings a smile on your kid's face



**T**he husband-wife duo of Sameer Pisat and Neha Pisat started their venture I.Q.Kidswear on February 14, 2016. With no business background as such, Sameer and Neha took a leap of faith and set out on their exciting entrepreneurial journey.

Through I.Q.Kidswear, Sameer and Neha cater to the clothing needs of newborns and children up to 14 years of age. Soft

and non-itchy clothing for the young ones makes them stand apart from their peers. Not just this, they offer trendy designs for weddings, birthday parties, and other social gatherings. Besides, I.Q.Kidswear offers educational toys as return gifts.

Sameer and Neha live by their tagline, 'Fashion with Comfort'. Over the years, they have garnered immense trust and belief from their loyal customers.

# Enjoy the bliss of family shopping at **Saarthak Creations**

**N**etra Mandpe started Saarthak Creations in 2019. Saarthak Creations houses ladies', gents', and kids' wear. The traditional outfits and party dresses available here are unique. From kurtas and Modi jackets to Nauvari sarees and one-piece, Saarthak Creations has it all.

Over the last 22 years, Netra, who has a diploma in fashion design from IITC, has understood the pulse of the customers and offered apparel that suits their tastes and needs. Besides catering to the local clientele, Netra is involved in exports. The US, England, Japan, and Canada people love her designs. The exports see an uptick during Ganpati, Diwali, and other functions.

From childhood, Netra was passionate about designs and creating something of her own. She says, "My grandfather and father took a keen interest in the creative field. We had a Ganpati idol making factory. Besides, all three of us are fond of painting. Carrying forward their legacy, I continue painting and impart knowledge through my classes."



Netra also excels in making rangoli. In 2006, 2007, and 2008, she made a whopping 101 feet Sanskar Bharti Rangoli at Alibaug on the occasion of Gudi Padwa. She, along with the 50 artists, pulled off this miraculous feat.

In 2021, Netra was a costume designer for Rishikesh Ghosalkar's production house. She designed ready-to-wear five-yard sarees for the female lead and four fairy dresses for young girls in two dramas.

Netra has won the Nari Ratna

award in 2020, 2021, and 2022. Besides, she has bagged Bharat Jyoti Rashtriya Kalaratna Achievers Award and state-level Kalaratna Gaurav Puraskar in 2020.

This year, she participated in a Fashion Parade at MIG Cricket Sports Club Bandra. It was Saarthak Creations' first fashion show. She says, "I would not have been able to achieve whatever I have today without the unconditional support of my family, husband Parshuram, and in-laws."

# Looking for a fashionable and eco-friendly outfit? **Shyama** is here.



"Shyama" expresses Shamal Matange's journey from being a quality, environmental, and occupational health and safety management professional to a sustainable fashion advocate.

Shamal founded Shyama in 2019 after working for more than 20 years in the corporate world. She decided to develop a sustainable fashion start-up because of her passion and love for fashion, believing that every woman is unique, and so are their fashion expectations.

The brand name "Shyama" refers to Earth, Yamuna River, and Thinker in Sanskrit. Shamal says, "At Shyama, we thoughtfully handpick and design clothing for people mindful of their impact on the earth. We make ecologically responsible,



and fashionable products."

Shyama's handloom sarees and other apparel are made from sustainable and ethically sourced materials, including linen, cotton, and banana fibres. The objective of this start-up is to raise awareness about the need to move to ethically sourced sustainable clothing.

Shamal states, "Saree is my favourite apparel. When I started participating in exhibitions, I realised that many women love sarees but find it difficult to drape them or carry them. So, I thought of making ready-to-wear sarees. At Shyama, we give an option to our customers to provide us with their sarees and convert them into ready-to-wear saree."

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# Mahindra inaugurates a state-of-the-art Dealership in Thane

**M**ahindra & Mahindra Ltd., India's leading SUV maker, inaugurated its latest Dealership in Thane, Arnav Automobiles, on July 25, extending its presence in the region. The inauguration of this digitally equipped Dealership underscores Mahindra's commitment to a customer-first philosophy, bringing the brand closer to its customers. The new Dealership will offer the entire range of Mahindra's authentic SUVs and commercial vehicle range. The SUV range includes the iconic All-New Thar, Scorpio-N, Scorpio Classic, XUV700, XUV300, Bolero and Bolero Neo. The Dealership will also retail the all-electric XUV400, Mahindra's first e-SUV.

Baneswar Banerjee, VP & National Sales Head - Automotive Division, Mahindra & Mahindra Ltd., said, "Mahindra, with its range of authentic SUVs and commercial vehicles, has always strived to meet and exceed customer expectations, and with this new Dealership, we are strengthening our distinct brand experience in the Thane region. Thane, a major district in Maharashtra, offers a great opportunity to serve a growing customer base that seeks authentic SUVs that match their aspirations."

Mr Gautam Modi, Dealer Principal, Arnav Automobiles, said, "We are delighted to kick-start our partnership with Mahindra and extend our automotive



footprint into Thane. Our group boasts significant expertise in the SUV segment, with our longstanding success anchored in customer satisfaction. Having a robust presence in Maharashtra, we are fully confident in our ability to cater to the unique needs of Thane's customers. This advanced, state-of-the-art showroom is a testament to our unwavering commitment to this market. As we step into the world of Mahindra, we stand prepared to offer an unrivalled authentic

ownership experience."

The Dealership spread over a sprawling area of three acres, is equipped with 40 service bays capable of servicing up to 1400 cars a month. The facility will cater to sales and service requirements for customers in Thane and surrounding areas. This Dealership will also feature a dedicated adventure model test track to offer off-road experiences for Mahindra's SUV enthusiasts.

**Mahindra Automotive's expansive network, with over 300 sales and service outlets and 1,260 sales points, demonstrates its commitment to national customer reach. Complemented by over 1,000 service touchpoints, this network ensures comprehensive customer access to Mahindra's SUVs, small commercial vehicles, and quality post-purchase services.**





# Thanekars soak in the melody fountain of Rahul Deshpande

Cometh the monsoon, Hastkala, a household name in Thane and surrounding areas, brings the much-awaited Anandghana Art Festival to the joy of the people. Anandghana is the harbinger of the monsoon and the auspicious month of Shraavan.

This year, on August 5, at Dr Kashinath Ghanekar Natyagrahu, Hastkala extended a heartfelt invitation to all the music lovers and connoisseurs to soak in the mellifluous voice of the critically acclaimed classical singer, Shri Rahul Deshpande. Shri Deshpande presented some of his beautiful musical collections from his YouTube channel - 'Rahul Deshpande Collective', and the classic coalescence of Hindi and Marathi songs won the audience's hearts.

On the eve of the art festival, Pravin Chheda, the founder of Hastkala, a well-known women's ethnic wear and traditional clothing brand, noted, "We have been serving Thanekars for the past 28 years. We are united with the culture and art of the city, and we are eager to organise

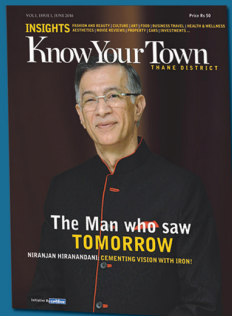
many such events in the future." The programme garnered tremendous response. Many distinguished dignitaries, including Thanevaibhav's managing editor Nikhil Ballal, famous Kathak dancer Dr Manjiri Deo and former TMC corporator Pratibha Madhvi, graced the programme with their esteemed presence.

The three-hour-long musical treat started with the song 'Tuj Magato Me Ata' and culminated with a melodious rendition of 'Kaivalya' from the movie Me Vasantao. Shri Deshpande was well-supported by musicians Aditya Oak, Tanmay Pawar, Rohan Vanage, Vinayak Joshi, Atul Raininga, Prasad Padhye and Compere Dhanashree Damle.

While it was raining outside, indubitably, the audience inside the theatre was drenched in the sweet downpour. The skyline of Thane did see a mesmerising rainbow, not made from seven colours, but from the seven musical notes that emanated from none other than Shri Rahul Deshpande.

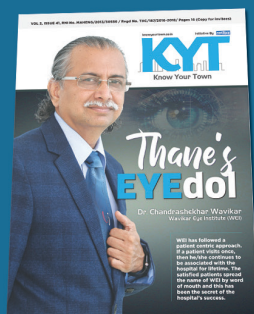


# Thanevaibhav 's english magazine KYT



# 200

successful brands  
interviewed on cover page



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