e-Magazine of Vile Parle

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In this Issue...

Preparations Before Going to **Leh–Ladakh or Kedarnath**

Marathi Media Yesterday, Today, and Tomorrow

Vasant Rutu and Daily rituals of this season

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Editorial...

As February progresses, it marks the beginning of an active travel and planning season. With the upcoming Char Dham Yatra and suitable weather conditions for visiting destinations such as Kedarnath and Leh–Ladakh, many Parlekars are organising their high-altitude journeys. In this issue, we focus on the importance of structured preparation — both physical and mental — to ensure safe and well-planned travel experiences.

Health and well-being remain central to our lives. From expert skincare advice to seasonal wellness insights, our contributors guide readers towards balanced and informed lifestyle choices. Financial awareness is equally important, and this month's finance feature offers a considered perspective on building long-term value through structured investment strategies.

We also highlight the dynamic progress within our community — from self-redevelopment initiatives shaping our neighbourhoods to the achievements of students and institutions in Vile Parle. Local businesses continue to evolve and expand, reflecting the entrepreneurial spirit of our area.

At TownParle.in, our aim remains to inform, connect, and empower the community. We hope this issue adds value to your planning, learning, and everyday life.

CHANDA MANTRI
Editor - Townparle.in

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Disclaimer
The editor does not necessarily endorse the views expressed in the content.

SELF RE-DEVLOPMENT

Ar. Rashmi Phulkar
Phulkar & Phulkar Architects
(Practicing Architect, Vile Parle E)

Every development comes with an impediment of responsibilities. If it is a redevelopment then it is initially helmed by the society members and then later handed over to a rightful constructor.

When the capital required for rebuilding a premise is helmed by the members of the society and all profits are retained by the members then it is termed as self-redevelopment. But for a self-redevelopment the job is easier said than done.

A comprehensive study needs to be accomplished. The efforts here are to be taken over by the committee members of society. Right from arranging finance, appointing professionals, to procuring materials and quality check is to be done by them. It is a herculean task but not unachievable when benefits are supplementary.

To achieve an effortless attainment of any project its team members play a pivotal role.

Formation of a Committee

The society must decide upon themselves a committee of members who can dedicate time and decision making skills on behalf of the society.

These will further aid in

Shraddha Imperial Mahim ; Courtesy: Phulkar & Phulkar Architects

appointing other professionals required to further the process of self-redevelopment and handle finances.

Architect

The role of an Architect is of paramount importance. A well versed Architect having profound knowledge in building byelaws is to be assigned. He would be instrumental in finalizing the building design, getting its approvals upto occupation certificate, and to give a clear picture of the sale values after committing areas to the members of the society.

Project Management Consultant

A well experienced Project management consultant who has up to date knowledge of the prevailing municipal charges will be significant in establishing a cost analysis through a detailed feasibility report. This will be helpful in stage wise planning of all the expenses to be incurred for acquiring the necessary approvals and construction for the period of execution.

Financial Accountant

With the help of the PMCs report the cash flow analysis can be done to understand when finances need to be dispersed or collected from the society members.

Contractor

To do the actual construction a proficient contractor is to be appointed.

He would be procuring materials required to complete the project.

This kind of redevelopment is possible when

- When members of the concerned society are financially strong enough to put the proposal in the society's name and wish to reap benefits within themselves or they can outsource investment required for the same.

And when

- When FSI is over used beyond the basic FSI limit and little is left balance as a sale component and no developer wishes to participate citing less benefits.

Self-redevelopment is desired by many as it has its virtues

- Members can distribute extra areas amongst themselves as per their needs and finance contribution.
- Quality check and supervision can be achieved as per their determination.
- The capital received through sale of flats can be redistributed amongst members.
- Most important factor is that the city's banks are ready to finance the capital costs required for development.

Self-redevelopment due to its complexities is concluded as an arduous task. Once the trials and tribulations are known many may opt out. But with unity and support of its members it is not unimaginable.

Self-redevelopment can be achieved if properly accomplished with the right guidance from trusted professionals, relevant data of time and cost analysis, a good management can be transformative point in construction scenario and it will be Welcome shift too in the construction industry.

Healthy Skin Healthy You

Good skin isn't just about looks; it is a reflection of overall health.

The best part is - you can start building a skincare routine that's simple yet effective right from your teens.

Dr. Vrushali Nadkarni
Aesthetic Physician,
Skin & Hair, Trainer

Let me explain in detail.

For teenagers, basics like cleansing twice a day, moisturizing and applying sunscreen are enough. But it depends upon skin type.

If you have oily or acne-prone skin or facing concerns like acne, acne scars, etc., it is better to consult a doctor and get treated early, as it can prevent complications like acne PIH (Post Inflammatory Hyperpigmentation) or acne scars, which lower your confidence. This awareness is important, as grooming is an important part in today's world.

But focus more on your skills and studies. At the same time, take basic care of your skin hygiene.

The second category is mid-20s to 30s. In this age, they juggle a lot — career, marriage, kids, etc.

Common Skin Struggles they Face:

- Stress-induced breakouts
- Hyperpigmentation
- Dry skin
- Dull skin
- Fine lines & wrinkles

So, in addition to basic skin care, prioritize self-care:

- Meditate
- Exercise
- Pursue a hobby
- Get enough sleep
- Stay hydrated

Also, you can get a customized plan from your doctor depending on your concerns (including anti-ageing).

It is also good to start services like chemical peels, skin tightening, laser toning, medi-facials from a skilled aesthetic physician or dermatologist.

• Next comes perimenopause & menopause.

• Hormonal changes lead to dryness, wrinkles and for some females, acne.

• For severe symptoms like hot flashes, sleeping disorders, and mental health issues like depression, Hormonal Replacement Therapy (HRT) can help.

• Other treatments like moisturizers and creams with ceramides, hyaluronic acid or glycerin can help for dryness.

• Retinoids help in boosting collagen and reducing fine lines.

• Laser treatments help stimulate collagen and improve skin tone and texture.

• Chemical peels help with hyperpigmentation and skin renewal.

Post 60

• Thinning of skin, dryness, sagging and age spots are common.

• All the above treatments with proper guidance from your doctor can help you stay and look younger and vibrant.

• Choosing the right products and inclusive treatments from an early age can help your skin look firmer and younger. Not to overdo, of course.

To Conclude

With proper and early skincare under the guidance of experts, and lifestyle modifications like exercise, proper diet, enough sleep, and taking care of mental health, you can maintain a youthful glow on your skin — which we all look for.

Beauty has no shortcuts.

But discipline and consistency play a huge role.

As an MBBS doctor with expertise in treating skin and hair —

Embrace the journey to glowing skin.

It's about progress, not perfection.

Stay Happy & Blessed.

Dr. Vrushali Nadkarni

Aesthetic Physician
Skin & Hair | Trainer

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Practicing as a full-time Aesthetic Physician inVile Parle East and Khar West

Preparations before Going to

Leh–Ladakh or Kedarnath

Sandhya Nitin Patki

With the opening of the Kedarnath temple doors on 22nd April 2026, along with the commencement of the Char Dham Yatra season, many travellers are planning their pilgrimages. This period is also considered favourable for visiting Leh–Ladakh, leading several Parlekars to organise spiritual as well as adventure tours in the coming months.

Before heading to these high-altitude destinations, proper preparation is essential to ensure a safe and fulfilling experience. To guide our readers, the **TownParle.in** team spoke to experts in their respective fields. Yoga Master Sandhya Patki shares insights on physical and mental readiness, and the TownParle.in team also interacted with travel operators from Vile Parle who regularly conduct these tours to gather their practical suggestions for travellers.

Here's what they have to say...

Preparing the Body and Mind for High-Altitude Journeys -

Leh–Ladakh is a combination of adventure and joy, while Kedarnath is primarily a pilgrimage, though adventurous for many. Both journeys test your physical endurance, breathing capacity, mental strength, and offer an opportunity to explore inner alignmen with the divine.

Here's how Yoga techniques can help you prepare well for this awaited trip of a lifetime and bring back joyous memories. High

altitude, low oxygen levels, unpredictable weather, and long trekking hours are the real challenges. Therefore, it is advisable to start preparing at least three months prior to your journey.

The preparation should focus on:

- Physical (muscular and respiratory strength)
- Mental (awareness and focus)
- Emotional (inner strength and stability)

PHYSICAL PREPARATION

A. Build Stamina & Leg Strength

Assuming you have no health challenges and no regular exercise habit, begin by walking for 20 minutes daily. Gradually increase the duration up to one hour as your stamina improves.

If you have time constraints, you can walk at home. Yes, you can! There are many guided walking videos available on YouTube—choose what works best for you.

Next, join a Yoga class or practice on your own after learning correctly from a qualified teacher. A useful asana regime may include:

- **Surya Namaskar**

Start with 2–6 rounds depending on your stamina. Increase by 2 rounds every week.

- **Tadasana, Vrikshasana**

Improve neuromuscular coordination and focus.

- **Utkatasana, Virabhadrasana I & II, Natarajasana**

Build muscle strength and balance.

- **Trikonasana**

Enhances refined body awareness, critical for mountain trekking.

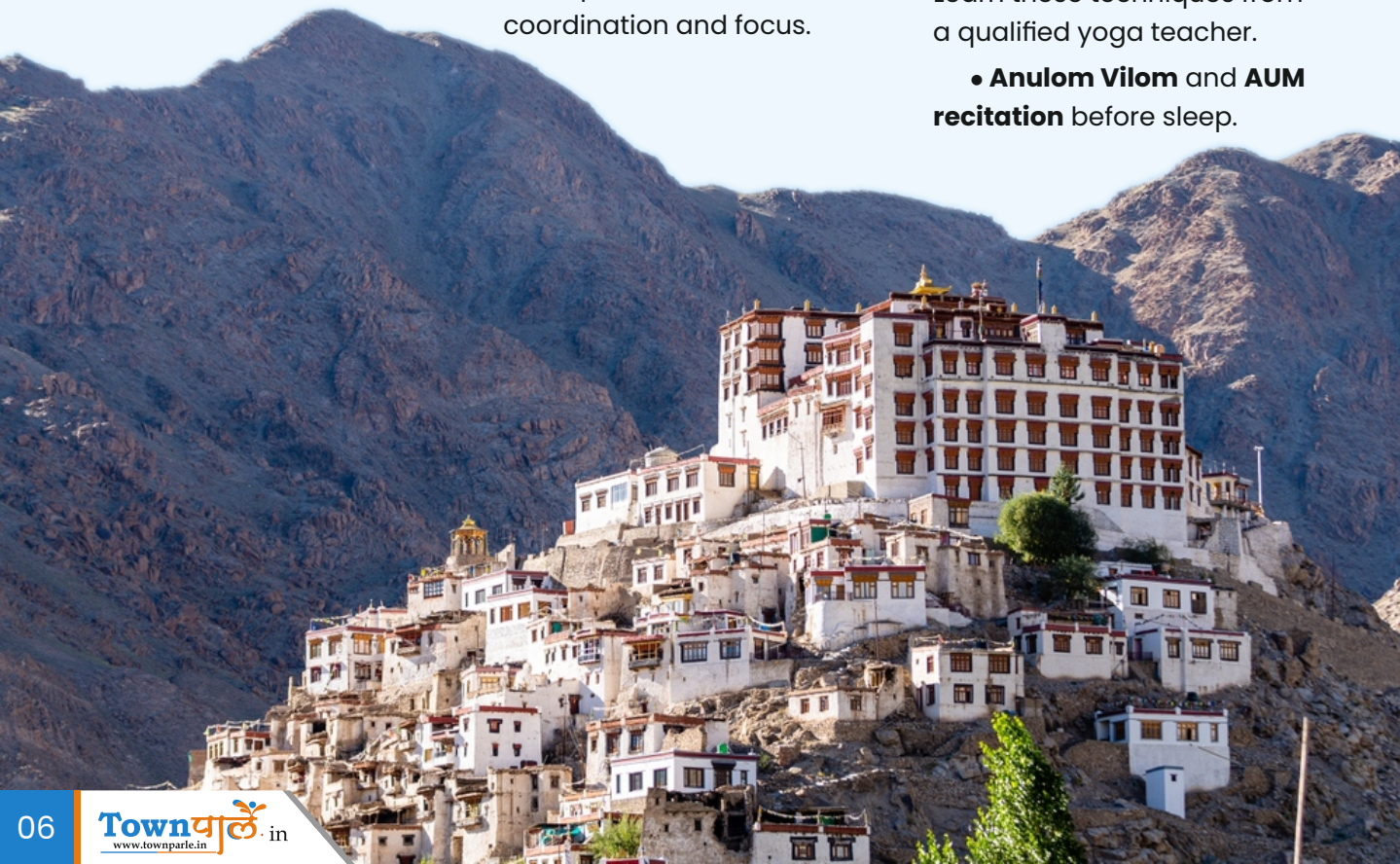
- **Setu Bandhasana, Halasana, Sarvangasana**

These inverted postures (practice whichever is suitable under guidance) help improve venous return of blood pooled in the lower extremities and provide instant relief during trekking.

B. Improve Lung Capacity

Practice pranayama for 15 minutes during the day and 15 minutes before bedtime. Learn these techniques from a qualified yoga teacher.

- **Anulom Vilom** and **AUM recitation** before sleep.



TRAVEL PLANNING GUIDANCE

The **TownParle.in team** interacted with travel operators who regularly conduct tours to **Kedarnath**, **Char Dham**, and **Leh–Ladakh**. They recommend the following checklist for a smooth and safe journey:

BEFORE DEPARTURE

- Plan and confirm bookings well in advance (accommodation, transport, permits).
- Keep valid ID proofs and required documents handy.
- Undergo a basic health check-up if travelling to high altitudes.

WHAT TO CARRY

- Adequate warm clothing (layered wear, thermals, gloves, caps).
- Comfortable trekking shoes with good grip.
- Personal medications and a small first-aid kit.
- Reusable water bottle to stay hydrated.

DURING THE JOURNEY

- Allow time for proper acclimatisation.
- Avoid overexertion on the first day at high altitude.
- Stay hydrated and eat light, nutritious meals.
- Follow instructions from local authorities and tour coordinators.

Proper planning and responsible travel practices can help ensure a safe, comfortable, and memorable experience.

- **Bhastrika** and **Ujjayi** (heating pranayamas) during the day.
- **Supine diaphragmatic breathing** at the end of your asana practice for at least 10 minutes daily. This is deeply relaxing for the heart and nervous system.

MENTAL PREPARATION

Develop awareness of your body posture, breathing pattern, and surroundings. With regular asana practice, neural pathways strengthen and muscles learn to coordinate efficiently. You will notice improved balance on uneven terrain.

If you feel tired or breathless, do not hesitate to express it. Take necessary breaks and inform your group coordinator.

Remember: you are not on this journey to prove yourself, but to create a pleasant and memorable experience for yourself and others.

EMOTIONAL PREPARATION

You are not alone, nor the only person facing this challenge. Many have successfully completed these treks. Read about their experiences, interact with seasoned trekkers, and mentally prepare yourself to be the best version required for this journey.

Yoga tools to support emotional readiness:

- Maintain a journal of your daily preparation.
- Practice **Trataka (candle gazing)** to calm and focus the mind.

Final Note

The scope of this article is confined to Yoga preparation and does not address medical preparation. If you have any health conditions, consult your physician and inform your yoga teacher to create a suitable regime tailored to your needs.

Sandhya Nitin Patki

Founder & Principal of New Age Yoga Institute

Hedgewar Maidan,
Hanuman Road, VileParle East

Marathi Media

Yesterday, Today & Tomorrow

Dr. Gajendra Deoda
Head,
Department of Mass Media,
Sathaye College

When we reflect upon the legacy, present condition, and future trajectory of Marathi media, it becomes evident that Marathi media has never been merely a vehicle for disseminating information. Marathi media has played a transformative role in shaping Maharashtra's cultural identity, political consciousness, and social reform movements.

Marathi journalism began in 1832 with Darpan, the first Marathi newspaper, founded by Acharya Balshastri Jambhekar. Through this pioneering effort, he sowed the seeds of modern thought in the Marathi language. Later, in 1881, Bal Gangadhar Tilak used the newspaper Kesari as a powerful instrument to instill the message of Swarajya (self-rule) in the minds of the people. Newspapers such as Kaal, Nava Kaal, Sandesh, Prabhat, and Tarun Bharat played a vital role during the freedom struggle by awakening public consciousness and encouraging social reform. Through their writings, they championed the values of education, equality, and justice. Thus, the legacy of Marathi journalism has remained reformist, resilient, and transformative.

Marathi has also made invaluable contributions to cinema and broadcast media. Dadasaheb Phalke, revered as the father of Indian cinema, laid the foundation of the Indian film industry. Marathi films went on to portray social realities, rural life, historical heritage, and theatrical traditions with depth and authenticity. Influenced by theatre, folk art, and literature, Marathi cinema developed a distinct and respected identity.

After Independence, Marathi media expanded rapidly. It became clear that

Marathi media formed the backbone of Maharashtra's social, political, and cultural life. It not only reported news but also shaped public opinion, initiated debates on pressing social issues, and strengthened democratic values.

In print media, leading dailies such as Lokmat, Sakal, Loksatta, Maharashtra Times, Pudhari, Saamana, Deshdoot, and Tarun Bharat have maintained a strong presence across the state. Several Marathi newspapers circulate in hundreds of thousands of copies, reflecting a solid readership base. According to Indian readership surveys, Marathi newspapers command readership in the millions, particularly maintaining strong influence in rural and semi-urban regions.

Marathi magazines have played an equally significant role in shaping Maharashtra's intellectual, literary, and cultural life. Compared to daily newspapers, magazines have provided space for in-depth writing, research-based articles, fiction, criticism, and reflective essays. Publications such as Kirloskar, Mauj, Sadhana, Chitralekha, Miloon Saryajani, Manorama, Gruhshobhika, Marmik, and Lokprabha nurtured generations of thoughtful readers by addressing diverse subjects. Children's magazines like Chandoba, Thak Thak, and Champak enriched childhoods with imagination and knowledge.

Marathi Diwali special issues represent a particularly rich and distinctive reading tradition in Maharashtra. Published during the Diwali festival, these editions are more than festive offerings—they are platforms for deep reflection on literature, society, politics, art, satire, science, and contemporary issues. Throughout the twentieth century, this tradition flourished, with renowned publishers sustaining it. Diwali issues are known for long stories, novel excerpts, travelogues, character sketches, cartoons, and analytical essays. Many prominent writers reserve their finest works for these editions, generating anticipation throughout the year. Though the number of print magazines has declined in the digital age, online editions and e-magazines continue to engage readers.

In television, Marathi news and entertainment channels have carved out a firm place in viewers' hearts. News channels such as ABP Majha, TV9 Marathi, Zee 24 Taas, News18 Lokmat, Lokshahi, and Jai Maharashtra consistently report on political developments, elections, farmers' issues, industry, and social concerns. According to TRP ratings, Marathi news and entertainment channels continue to attract substantial viewership. In entertainment, Star Pravah, Zee Marathi, Colors Marathi, and Sony Marathi have gained large audiences through serials, historical programs, music, and reality shows.

Over the past decade, Marathi cinema has witnessed remarkable experimentation. The film

Sairat achieved record-breaking success and demonstrated the national strength of Marathi cinema. Films such as Natsamrat, Court, Fandry, and Baipan Bhari Deva have blended artistic depth with commercial appeal. OTT platforms have further enabled Marathi films to reach global audiences.

In the digital era, Marathi content has taken a new direction. Bharatiya Digital Party (BhaDiPa) has attracted youth through web series and digital comedy. Planet Marathi has provided a dedicated platform for Marathi web series and films. Through social media, YouTube, podcasts, and blogs, independent journalism and personal expression are flourishing.

The Marathi media industry today offers diverse and expanding career opportunities across print, television, radio, film, digital platforms, advertising, and corporate communication. With the rapid growth of regional content consumption, Marathi media has emerged as a strong employment sector in Maharashtra and beyond. In print journalism, leading newspapers offer roles like reporter, sub-editor, feature writer, columnist, photographer, page designer, and editorial assistant. These positions require strong writing skills, news sense, and command over the Marathi language.

In television media, news channels provide career opportunities as news reporters, anchors, video editors, camerapersons, bulletin producers, scriptwriters, researchers, and newsroom coordinators. Similarly, entertainment channels create employment in serial production, content writing, creative direction, casting, and program management.

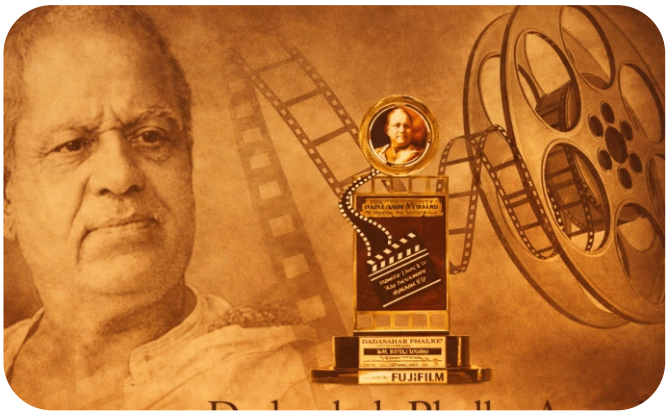
The Marathi film and OTT sector has also witnessed significant growth. Professionals can work as scriptwriters, assistant directors, cinematographers, editors, sound engineers, art directors, production managers, and digital marketing executives. The success of Marathi cinema and web content has opened opportunities in streaming platforms and independent content production. Radio remains another important sector, offering careers as radio jockeys (Rjs), news readers, program producers, copywriters, and sound technicians.

Digital media has created entirely new job profiles such as social media manager, digital content creator, YouTube presenter, podcast producer, SEO content writer, multimedia journalist, and online news editor. Many Marathi content creators are building independent brands through digital platforms. Additionally, advertising agencies, public relations firms, government information departments, and corporate communication teams also require professionals with strong

Marathi communication skills.

To enter the Marathi media industry, proper education and training are important. After completing higher secondary education (12th grade), students can pursue a Bachelor's degree in Journalism, Bachelor of Multimedia and Mass Media (BAMMC), Communication Studies, or Marathi Literature. Courses like Bachelor of Journalism (BJ) or BA in Journalism provide foundational knowledge of reporting, editing, media ethics, and communication theory. For advanced career prospects, postgraduate degree Master of Mass Communication and journalism (MACJ) is beneficial.

Those interested in television and film production may pursue specialized courses in filmmaking, video editing, cinematography, or media production from recognized institutes. Diploma and certificate courses in digital marketing, graphic design, video editing software (such as Premiere Pro or Final Cut), and social media management are increasingly valuable in today's media landscape.



Apart from formal education, certain skills are essential for success in Marathi media. These include strong language proficiency in Marathi, writing and storytelling ability, critical thinking, research skills, communication confidence, adaptability, and technical competence. Internships with newspapers, TV channels, production houses, or digital platforms significantly enhance employability. Practical experience, portfolio building, and networking also play a crucial role in career growth.

In conclusion, Marathi media today offers wide-ranging and evolving career opportunities. With the right educational background, technical training, language skills, and practical exposure, students can build successful and meaningful careers in this dynamic and influential industry.

However, Marathi media faces significant challenges. Advertising revenue is increasingly shifting to digital platforms. Competition from English and Hindi media, TRP-driven sensationalism, and misinformation have affected quality. A major concern is the declining number of Marathi-medium schools. In urban areas, the growing preference for English-medium education has led to falling enrollment in Marathi schools. This trend may directly impact future readership and linguistic proficiency. The reality is clear: only if the language survives will the media survive.

Looking ahead, Marathi media must embrace digital transformation, develop data-driven journalism, expand rural and hyperlocal content, and engage meaningfully with the younger generation.

Reinforcing Marathi language education, nurturing a strong reading culture, and consistently producing high-quality content are essential to ensuring a vibrant and sustainable future. Marathi media is not just a commercial sector; it represents the cultural heartbeat of Maharashtra and a pillar of its democratic spirit. Harmonizing tradition with modern innovation is therefore not merely an option, but an imperative demand of the present era.

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Vasant Rutu

and Daily Rituals of this Season

Vasant Rutu falls in Adanakala, covering Chaithra and Vaishaka months, that is mid march to mid may with mild sun, cool breezes, and blooming flowers ,

Prithvi-Vayu elements promote astringent (Kashaya) qualities, weakening overall vitality if unbalanced.Vasant Rutu, or spring season in Ayurveda is marked by Kapha dosha aggravation due to accumulated Kapha from prior seasons liquifying under warming sun rays. This leads to sluggish digestion (Manda Agni) and increased risk of Kapha-related disorders like colds, allergies, or heaviness.sinus congestion, allergies, asthma,fever, indigestion (Ajeerna), acidity, anorexia, nausea, and skin issues such as psoriasis or urticaria.

Dr. Smita Gaikwad

Lifestyle Recommendations

Advise moderate Vyayama (exercise like yoga or walking), Padaghata (foot massage), avoiding Divaswapna (daytime sleep), and maintaining routines with warm water intake and spices to stimulate Agni. Thesemeasures prevent Kapha vitiation progression and restore balance.

Dietary Management

Prescribe

Light (Laghu), Warm (Ushna), Dry (Ruksha) foods with Pungent (Katu), Bitter (Tikta), and Astringent (Kashaya) Tastes, such as Barley, Millet, Roasted Grains, Bitter Greens, Ginger, Turmeric, Black Pepper, Fenugreek, and Honey.

Strictly Prohibited

Heavy (Guru), Cold (Sheeta), Oily (Snigdha), Sour (Amla), Sweet (Madhura) items like Curd (Dadhi), Ghee-rich foods, and Excessive Fluids.

Panchakarma Treatments

- Vamana (emesis) as the primary intervention to expel excess Kapha from the upper body
- Nasya (strong nasal drops with dry herbs). Supportive therapies include Dhumapana (medicated smoke),
- Niruha Basti,
- Udvartana (dry powder massage),
- Leap with Aguru, Chandana, Karpura, or Kumkuma pastes.

Swarayu Ayurveda Clinic & Panchkarma Centre
VileParle East Mumbai.
8879300764
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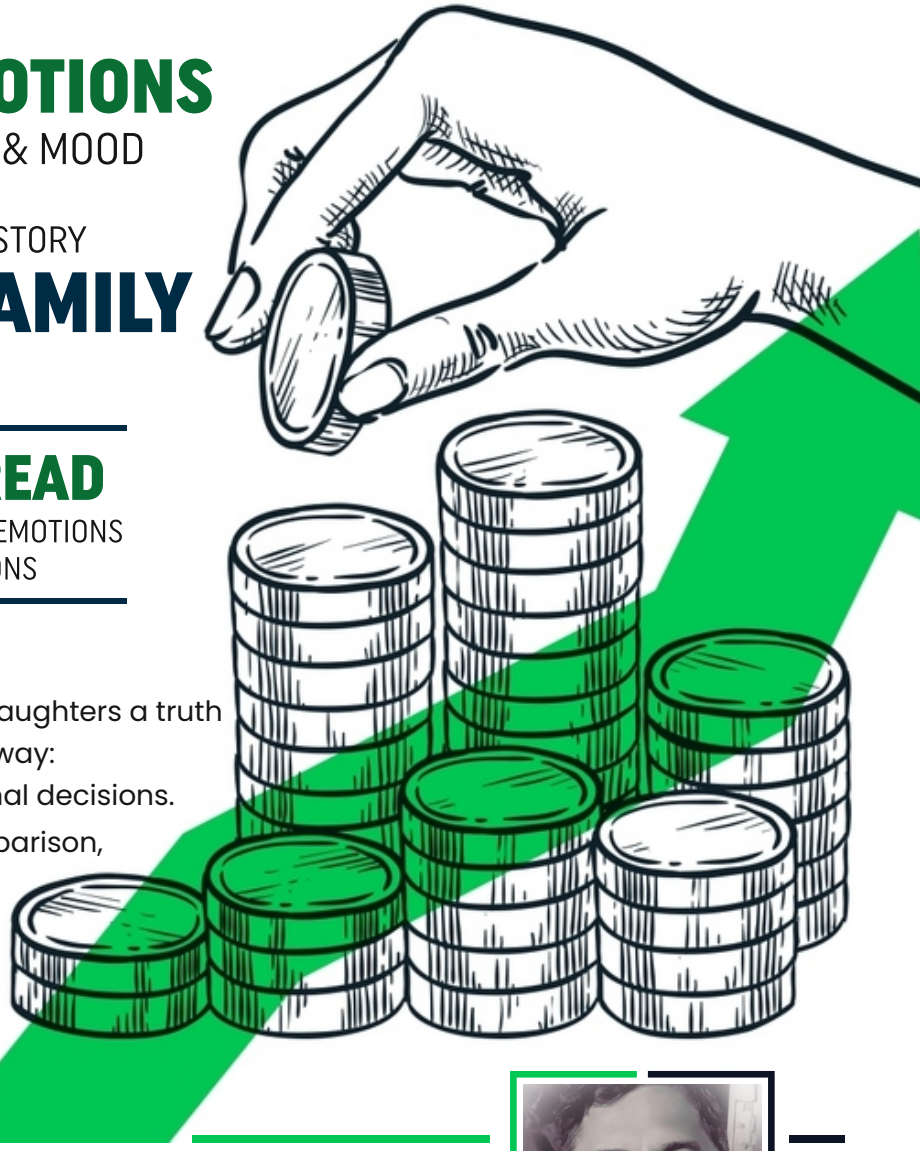
FEBRUARY-EMOTIONS

MASTERING IMPULSE & MOOD

A VILE PARLE (EAST) STORY

THE JOSHI FAMILY

(SEASON 2026)



PURPOSE THREAD

TEACHING DAUGHTERS HOW EMOTIONS SHAPE MONEY DECISIONS

CORE THEME

February teaches the Joshi daughters a truth most people discover the hard way:

Money decisions are emotional decisions.

Mood, insecurity, stress, comparison, excitement, loneliness — all of them silently move hands toward wallets. This month helps the girls recognize those emotional currents and gain c ontrol over them.

Prakash Joshi
(Ex-Banker & Freelance Educator)

BRIEF INTRODUCTION

February in Mumbai isn't winter in the traditional sense — just a gentler atmosphere, slightly cooler evenings, and a softness in the air that makes the city feel a little kinder.

Inside the Joshi family's warm Vile Parle (East) home, that softness was met with a wave of emotional triggers the girls didn't see coming.

Chitra, now twenty-one, was quietly struggling with the invisible pressures of adulthood — friendships, job applications, comparison to peers, and the universal fear of "falling behind in life." Sneha, sixteen, rode the emotional roller coaster of teenagerhood, where feelings came fast, strong, and often expensive. Prakash and Seema watched closely, knowing something the girls didn't: emotions affect spending more than logic ever will.

And February 2026 became the month the girls learned to understand the emotional engine behind money decisions.

The lesson began, ironically, with the most dangerous four-letter word for teenagers: SALE.

MAIN STORY

THE MONTH EMOTIONS TRIED TO EMPTY THEIR WALLETS

On February 3rd, Chitra returned home looking unusually deflated. She dropped her bag on the sofa and sighed deeply.

"Mummy… today was awful."

Seema, rolling dough in the kitchen, paused. "What happened?"

Chitra hesitated. "There was a massive online sale. Everyone was buying things… clothes, makeup… thousands of rupees worth. And I felt like… I HAD to buy something too."

Sneha, who had been secretly listening from the hallway, popped her head in. "The 'Mega

Love Sale'? My entire class is obsessing over it."

Prakash walked out from the balcony, his glasses pushed up. "So, did you buy anything?"

"No," Chitra said softly. "But I felt left out all day."

Sneha nodded with instant empathy. "FOMO is real. I feel it every single week."

Seema placed the dough aside and smiled gently. "And that, girls, is exactly what we're addressing this month."

Sneha frowned dramatically. "We have monthly themes? Is this a Netflix family?"

Prakash chuckled. "February is about emotions and money — understanding how feelings influence our choices."

The first lesson had begun without any lecture — just honesty.

THE EMOTIONAL SPIRAL BEGINS

• Chitra's Comparison Trap

On February 7th, Chitra came home quieter than usual. As she scrolled through Instagram, her expression tightened. "Why does everyone look better dressed than me? Why does everyone seem richer, happier, more sorted?"

Seema sat beside her, touching her hand gently. "Beta, Instagram is not real. But the insecurity it creates is painfully real."

Prakash added, "Comparison is the quickest way to spend money you don't have — to impress people who aren't even paying attention."

Chitra whispered, "But why does it feel so urgent?"

Seema sighed. "Because emotions override logic, especially when comparison is involved."

A MoneySmart seed quietly took root.

• Sneha's Mood-Spending Moment

On February 10th, Sneha had a rough day at school. A misunderstanding with a friend left her hurt, confused, and frustrated — the perfect setup for emotional impulse spending.

When she came home, she went straight to her room. Minutes later, Prakash received a notification: "₹790 – Dessert Jar Order Confirmed."

He didn't get angry. He simply called her gently.

"Sneha… did something happen today?"

That single sentence

cracked her composure. "I was upset, Papa… and the dessert ad came up… and it just made me feel better for a moment."

Prakash nodded. "That's emotional spending. You didn't buy dessert, beta — you bought comfort."

Sneha wiped her eyes. "So emotions can drain money too?"

Seema joined them and said softly, "They can drain savings, peace, and decisions — faster than you think."

Another MoneySmart seed planted.

THE FAMILY'S "EMOTION DETECTIVE" NIGHT

On February 14th, while the rest of Mumbai was busy with flowers, chocolates, and candle-

lit dinners, the Joshi family sat together at their dining table with tea and chakli for

something far more interesting: Emotion Detective Night.

Prakash announced, "Tonight, we figure out which emotions push us to spend."

Sneha clapped excitedly. "This is already better than my school group projects."

Together, they identified six classic wallet-draining emotions:

- FOMO
- Mood Fixing

- Stress Spending
- Guilt Spending
- Sale Excitement
- "I Deserve It" Syndrome

Seema said something beautifully simple:

"If you can name the emotion, you can tame the impulse."

Sneha immediately wrote it down like a mantra.

Chitra added thoughtfully, "So instead of asking 'What do I want to buy?' we should ask

'What am I feeling?'"

Prakash smiled. "Exactly. Awareness is the first step to control."

THE FEBRUARY CHALLENGE

Seema gave the month its defining rule:

"For the rest of February, before buying anything non-essential, each of us must say aloud the emotion behind the purchase."

Sneha gasped dramatically. "Papa too?"

Prakash burst into laughter. "Yes, beta. Even Papas have feelings."

The challenge was officially on.

THE MOST POWERFUL MOMENT OF THE MONTH

On February 21st, Chitra approached Seema with a Kurti she had been eyeing online.

"Mummy, it's on sale. I feel like buying it."

Seema looked at her carefully. "Which emotion wants to buy this?"

Chitra paused, took a deep breath, and whispered, "Validation. I want to feel like I'm keeping up with everyone."

Seema hugged her tightly. "That awareness is your strength. If you can name the emotion, you choose the action. Not the emotion."

Chitra quietly placed the Kurti aside.

That moment had nothing to do with money — it was pure maturity.

WHAT THE DAUGHTERS LEARNED

THE EMOTIONAL & MORAL LAYER

Integrity: Admitting emotional spending without fear.

Wisdom: Realizing emotions are temporary-but money mistakes last.

Self-Awareness: Understanding the real feeling before clicking "Buy."

Compassion: Being gentle with themselves when emotions ran high.

Courage: Pausing, reflecting, and making wiser choices.

Clarity: Learning to separate "I feel like this" from "I need this."

[These emotional strengths will shape every adult decision they make.]

SNEHA'S VICTORY MOMENT

On February 26th, Sneha burst into the room, glowing with pride.

"Papa! I felt like buying something silly today… and I didn't!"

Prakash smiled warmly. "Which emotion did you catch?"

She answered confidently, "Stress. And boredom. A dangerous combo."

Seema clapped softly. "Now you understand the difference between a want… and a reaction."

Sneha looked taller, emotionally speaking.

THE MONTH ENDS WITH A STRONGER FAMILY

On February 28th, the Joshi family gathered again in the living room. The daughters had learned more about themselves in four weeks than

in many previous months.

Sneha shared,

"Controlling emotions… kind of feels like controlling money."

Prakash nodded. "That's one of life's greatest truths."

Chitra added, "Then money becomes a tool, not a trap."

Seema smiled. "And emotional maturity becomes financial maturity."

They were not just learning about reducing expenses. They were learning how to understand themselves.

FTWC - FROM THIS WE CONCLUDE

February teaches a life-changing truth:

To control money, you must first understand the emotions behind your choices.

FOMO whispers: "Everyone else is buying."

Stress whispers: "You deserve comfort."

Comparison whispers: "You're falling behind."

Excitement whispers: "It's a SALE!"

But awareness whispers louder:

"Wait. Think. Feel first."

The Joshi daughters discovered that every emotional impulse creates a financial echo — and maturity begins the moment you can say:

"I know what I'm feeling… and I choose my action, not my emotion."

This is the foundation of becoming truly MONEYSMART.

ASK THE EXPERT

Vastu & Astrology

"What major planetary movements in 2026 will impact career, business, and property decisions? Which zodiac signs should be cautious, and which signs may see growth this year?"

SHUBHAM SHASTRI

Namaskaram,

In 2026, several planetary changes will take place, but the most significant one will occur in June. After June 1, 2026, Jupiter will be in the sign of Gemini, and from June 2, 2026 at 2:25 AM (midnight) it will move into Cancer.

According to Vedic astrology, Jupiter is considered exalted in Cancer, which is regarded as a very favorable position and is believed to bring positive results. During this period, there may be opportunities for starting new businesses, growth in work or career, and improvement in financial conditions.

Rashi that will High-Benefits of Jupiter Transit

- Cancer (कर्क)*
- Jupiter transits in 1st house an auspicious time, potentially leading to success, improved health, and a stronger personality.

- Major career growth, financial stability, and personal joy are possible, including potential success in love and education.

Scorpio (Vrischika Rashi)

- Jupiter moves into the 9th house bring luck and increased interest in spiritual activities.
- Social standing, reputation, and fame may increase. Students may excel, and there may be opportunities for foreign travel.

Pisces (Meen Rashi)

Jupiter, the ruling planet, transits in the 5th house.

- Good period for creativity, children, and romance.
- Decision-making skills may improve, leading to success.
- Career and financial gains, as well as improvements in relationships, are possible.

This Major Transit of Jupiter will also scale Share Market at higher profits

JYOTISH ACHARYA

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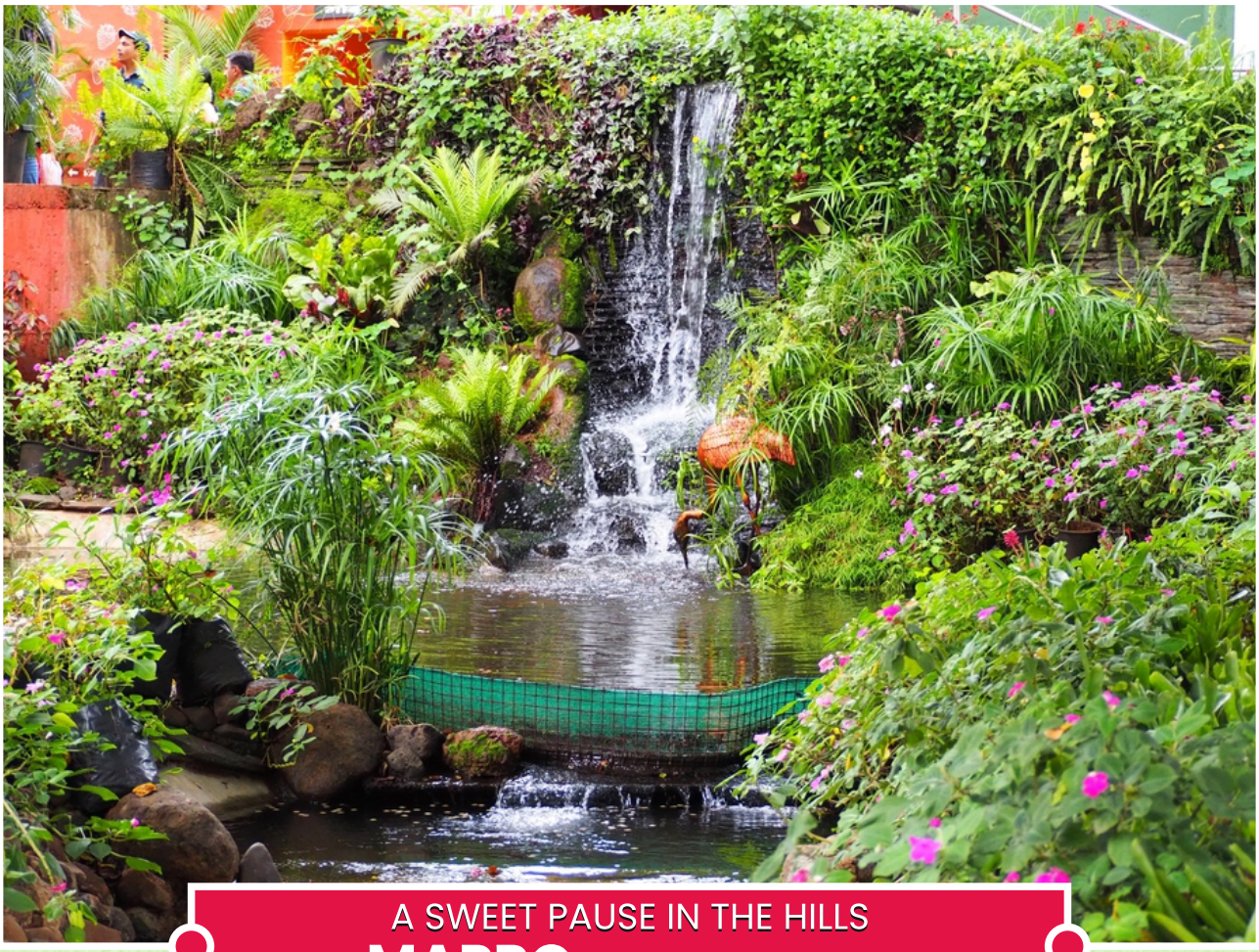

A SWEET PAUSE IN THE HILLS
WHY MAPRO DESERVES APPLAUSE

-Kavita M.

There are some journeys that become rituals. Not because the destination changes, but because we do.

The Pune – Wai – Mahabaleshwar drive is one such experience. The winding red-earth roads, the cool air slipping in through half-open windows, the steady climb through the Sahyadris — it never loses its charm. And yet, over the years, one halt on this route has evolved from a casual stop into an anticipated highlight.

Mapro

For many travellers heading toward Mahabaleshwar or Panchgani, Mapro is not merely a food outlet. It is a pause. A memory-maker. A space where nostalgia meets enterprise.

The moment you turn at Wai and see the familiar strawberry signage, something shifts. You know you're close. The entrance, lined with bright blooms and cheerful displays, feels welcoming without being overwhelming. The aroma of freshly grilled sandwiches drifts through the air. Children instinctively gravitate toward open spaces and activity corners, while adults wander toward the sampling counters — where small cups of fruit crushes and jams are offered generously.

What was once a modest roadside stop has grown into a thoughtfully designed experiential campus — yet it has retained its warmth.

From Small Beginnings to a Landmark Destination

Mapro's story is rooted in vision and resilience. In 1959, Kishore Vora began producing strawberry jam on a small scale. It wasn't an industrial venture at first — it was a careful experiment in adding value to locally grown fruit. The early years involved modest production, limited margins, and immense persistence.

The turning point lay not just in scale, but in understanding the customer. Taste preferences evolve. Presentation matters. Cleanliness influences trust. Experience shapes loyalty. Mapro understood this early.

Today, the Wai and Gureghar centres reflect that evolution. The production areas are transparent and impeccably maintained. Visitors can observe fruit-processing operations — a subtle but powerful way of building confidence. When you see hygiene and efficiency firsthand, the product carries a different credibility.

It is said that over 130 fruit-based products are now part of Mapro's portfolio. From crushes and syrups to chocolates and spreads, the range has expanded significantly — but fruit remains at the heart of it all.

More than a Retail Stop

What sets Mapro apart is not merely what it sells, but what it offers.

During the Strawberry Festival, for instance, the entire campus transforms into a celebration. Cultural performances, mallakhamb demonstrations by young girls from local institutions, traditional music, food stalls, and open seating create a vibrant community atmosphere. The joy is organic. It does not feel staged.

Equally notable is the way the space has been designed for comfort. Clean restrooms — something every highway traveller silently hopes for — are maintained to high standards. Spacious seating areas encourage families to relax rather than rush. Sampling counters remain generous, not transactional.

It is estimated that nearly five million tourists visit Mahabaleshwar annually, and a significant portion stops at Mapro. That kind of footfall is not sustained by advertising alone. It is sustained by consistent experience.

A Story Rooted in the Soil

There is also a deeper agricultural story attached to Mapro. Strawberries are delicate, perishable within hours if not handled properly. In the early 20th century, farmers in the region struggled when surplus produce could not be transported or sold in time. Value addition — through jams and processed products — became not just a business idea but a solution.

By processing fruit locally and ensuring freshness, Mapro created stability for growers. Today, hundreds of employees — many of them local youth — are part of its operations. That employment ecosystem is as significant as the retail success.

From an annual production of a few metric tons in earlier decades to tens of thousands today, the scale of growth is remarkable. Yet what remains consistent is the emphasis on quality and fruit content. For a brand that began with strawberry jam, authenticity continues to define its identity.

The Real Takeaway

As we resumed our drive toward Mahabaleshwar on a recent visit, I found myself reflecting on change. Landscapes evolve. Businesses expand. Tastes shift. But the essence of success lies in adapting without losing soul.

Mapro's journey is not merely about jams or crushes. It is about foresight. It is about transforming a regional strength — strawberries — into a national brand. It is about understanding that experience matters as much as product.

And perhaps most importantly, it is about respecting the land and community that make that success possible.

In an era where commercial spaces often feel rushed and transactional, Mapro offers something different — a pause that feels genuine.

And for that balance of growth, hospitality, and rootedness, it truly deserves appreciation.

A sweet pause in the hills, yes — but also a lesson in how vision, when nurtured patiently, can flourish like strawberries in the Sahyadris.

CAMPUS ACHIEVEMENTS

VILE PARLE COLLEGES

M. L. Dahanukar College Shines Across Festivals & Social Initiatives

Students of M. L. Dahanukar College of Commerce continue to make Vile Parle proud with outstanding achievements across cultural, creative, sports and social platforms this February 2026.

Eco Genesis 2025–26 at N. M. College

The college proudly participated in "Eco Genesis 2025–2026" held on 13th February 2026.

Achievements

- **1st Prize – Climate Roadshow & Photography**

  Durva Lingayat (F.Y.B.Com.)

- **1st Prize – Poster Making (Handmade)**

  Neeraj Kanojia (S.Y.B.A.F.)

- **Participants:**

  Arnav Dharadhar (S.Y.B.Com.)

  Gaurav Mangesh Lingayat (F.Y.B.Com.)

The students impressed judges with their environmental awareness and creativity.

TILTSHIFT 2025–26 at Ramnarain Ruia College

At "TILTSHIFT 2025–2026" held from 9th to 11th February 2026, the college delivered an exceptional all-round performance.

Major Wins:

- Radio Vaani
- Emotion in Motion
- Stage the Story
- Fashion Show
- Track2Frame
- Mask It Up
- Call of Spotlight
- Cricket – Runner Up
- Dance – 2nd Podium

- Ad It Up – 2nd Podium
- Vlog-a-thon – 3rd Podium

Core Team:

CL – Aditya Chavan

ACL – Pratham Gosavi

PRCL – Krishna Sanap

The achievements highlight strong teamwork and leadership.

NSS UNIT HONOURED FOR SOCIAL COMMITMENT

Recently at Vidyarthi Bhavan, the NSS Unit of the college received a **Certificate of Appreciation and Citation** for its continuous efforts in promoting **Blood Donation Drives**.

Programme Officers

- Shuddhodhan Athaval
- Dr. Sachin Joshi
- Ms. Shruti Save

The recognition reflects the institution's commitment beyond academics.

Strategic Alliance Launches
Master's in Sports Management

In a significant step for India's growing sports sector, Ironwood Sports Management Institute has partnered with Sathaye College (Autonomous) to introduce a 2-Year Master of Sports Management programme recognised by the University of Mumbai.

The full-time programme combines academic excellence with industry exposure, covering Sports Analytics, Marketing, Governance, and Event Operations. Paid internships and placement opportunities form a key part of the curriculum.

- **Location:** Vile Parle
- **Duration:** 2 Years (Full-time)

ADMISSIONS OPEN FOR 2026 INTAKE

SCHOOLS OF VILE PARLE

FEBRUARY HIGHLIGHTS

PTV ICSE Primary Section Excels in Geeta & Hanuman Chalisa Competitions

Students of **Parle Tilak Vidyalaya ICSE (Primary Section)** achieved remarkable success in competitions organised by **Chinmaya Mission**.

50 students participated in the Geeta Chanting Competition.

Gold Medal Winners – Area Finals

- Kabir Vishwakarma (Grade 2D)
- Avyaan Naik (Grade 2A)
- Meera Neharkar (Grade 3B)
- Riya Kulkarni (Grade 3D)

Riya Kulkarni secured

- **1st Prize:** Area Finals
- **3rd Prize:** Mumbai Finals
- **Motivational Prize:** State Level

In the Hanuman Chalisa Competition, 27 students secured ranks among 400+ participants.

- **1st :** Riya Kulkarni
- **2nd:** Samar Bapat
- **Joint 3rd:** Nihira Ukidave, Abeer Joshi, Dipisha Koltewar, Madhuri Deshpande, Shreeya Naik

Grade X Art Exhibition at VPMS Orion ICSE School

The Grade X Fine Arts students showcased their artistic talent at an exhibition held on 23rd January 2026.

The exhibition featured an impressive display of artwork reflecting creativity, imagination and dedication. The event highlighted the importance of nurturing artistic expression alongside academics.

- **1st :** Riya Kulkarni
- **2nd:** Samar Bapat
- **Joint 3rd:** Nihira Ukidave, Abeer Joshi, Dipisha Koltewar, Madhuri Deshpande, Shreeya Naik

Jamnabai Narsee School Honoured for Excellence

Jamnabai Narsee School has been recognised by The Free Press Journal for:

- Excellence in Inclusivity and Global Citizenship
- Excellence in Parent and Community Partnership

The honour reflects the school's commitment to inclusive education and strong community engagement.

ARTS & CULTURE

Flower Exhibition Organised at Pushpa Narsee Park, Juhu

A colourful Flower Exhibition was organised at **Pushpa Narsee Park** from **14th to 16th February**, attracting a large number of visitors and gardening enthusiasts.

The exhibition featured a vibrant display of Roses, Hibiscus, Narigolds and a variety of ornamental and seasonal plants. Visitors also explored saplings, seeds, compost, gardening tools and medicinal plants available at the venue.

The beautifully arranged floral displays and informative stalls created an engaging experience for families and nature lovers, making the event a delightful attraction in the western suburbs

Rang' Art & Performance Competition 2025 Brings Creative Energy to Vile Parle

The 4th edition of Rang Art & Performance Competition 2025 has brought national-level artistic participation to Vile Parle.

Organised by We One Events, Nirmaan Pratishthan, and Janata Kalyan Kendra, the competition received participation from over 88,000

artists last year across 26 states and 8 Union Territories.

Categories include painting, speech, essay writing and short films.

Exhibition Venue
Laxmi Narayan Hall
Opp. Mahila Sangh School
Subhash Road, Vile Parle (E)
6, 7 & 8 February 2026

VILE PARLE BUSINESS UPDATE

Anjali Tours & Travels Shifts to a New More Accessible Office in Vile Parle

Vile Parle's trusted travel partner, Anjali Tours & Travels, has shifted to a new and more accessible office location in the heart of the suburb.

With this move, the agency aims to offer enhanced convenience and improved services to Parlekars planning their dream holidays.

A leading travel agency in Vile Parle, Anjali Tours & Travels is known for creating bespoke holiday experiences and professionally managed travel solutions.

The agency specializes in customized international tour packages from Mumbai, group departures, visa assistance, and ticketing services.

Over the years, the team has curated travel experiences to popular global destinations including Dubai, Abu Dhabi, Georgia, Vietnam, Almaty, Thailand, Australia, New Zealand, South Africa, Europe, Japan, Bhutan, Nepal, Sri Lanka, Singapore, Malaysia, and Bali.

With the new office setup, clients can now benefit from easier access, personalized consultations, and dedicated support for planning family holidays, honeymoons, group tours, and business travel. The team ensures hassle-free planning, transparent guidance, and reliable service — making every journey smooth and memorable.

The relocation marks a new chapter for Anjali Tours & Travels as they continue serving the Vile Parle community with commitment and professionalism.

Parlekars planning their next vacation can now visit the new office and begin their travel journey with expert guidance.

New Address:
Shop No. 9, Shyam Kamal Building, Next to Sahakari Bhandar, Agarwal Market
Navpada, Vile Parle East, Mumbai – 400057
Website: https://anjalitravels.in/

Call: 9892061309 / 9322503942

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