

### How to become a YouTube star



All about the audience

digital

many

### Mithila Palkar, a familiar face on the online media landscape, on leveraging the power of the Internet to become a superstar

SOORAJ RAJMOHAN

he's the adorable girlcreators. friend, the annoying little sister and the girl-next-door with a crush on her next-door neigh-

bour. with Over the past year, Mithila Palkar's expressive face and trademark curls have taken

one subscribed to India's and since then have ventured days, is witnessing explosive content into the web series space with bindass (Girl In The City), Mithila, who hails from Arre (Official Chukyagiri) and Dice Media (Little Mumbai and was last seen in Things). The accessibility of Dice Media's five-part series the Internet is what made me Little Things, began her tryst Internet content through FilterCopy's news satire show News Darshan. people globally," she says. The online distribution "I was auditioned by Kartik

nentially in the past couple of stick to it. You are just a click years, and it's only going to continue. When I started a away from reaching out to

year-and-a-half ago, not many people had given in to over the newsfeeds of every- Krishnan, the show's writer, model, though in its early the idea of a web series.

slice of the pie.

Today, every second producgrowth, which is apparent tion house is cashing in on it. from the fact that everybody It is a different medium and in the business is vying for a the exposure is farther, wider and quicker," she explains. "Content has grown expo-Case in point, Pocket Aces,

the company behind Dice Media and FilterCopy, recently raised three million dollars in funding from multiple investors.

How has she been dealing

### **Mithila's tips**

Believe in yourself: In general, not just for the Internet. Experiment fearlessly: No matter how silly you think your experiment is, do it. Because the Internet gives you the liberty to do that without limits.

Be consistent in generating content: This is important to not get phased out. Be consistent, but don't bombard.

Due to the accessibility of the medium, the probability of getting over-exposed is high.

Be interactive: Use the nature of the medium to your strength. Pay attention to your audience: Your audience is what makes you and breaks you, and because of the last point, it is easy for them to do either. So make sure you keep them happy!

with all the new-found fame? medium you choose. Because "I don't believe the fame per se is different. You do good work, the audience follows ible to fans and the feedback you. They will love you or not received is immediate, which like you, irrespective of the is great!"

the Internet is so interactive. it makes artistes more access-



knee, back deformities in healthy persons are acquired. Unfortunately they originate from the use of faulty footwear. Our ignorance in selections of proper footwear adds to miseries. To get deformities we must change the bone structure. This is possible only by changing the normal foot position on the ground.

#### How does foot position change?

Studies conducted revealed that bare foot walkers in villages, seldom get foot deformities, but all those who acquired deformities are only footwear users and all those who have foot deformities are only those whose foot-

Over 80% of feet, heel, ankle, wear out soles have uneven excessive wear out patterns.

Scientific report published a table indicating the foot deformities patient acquires based on the out sole wear out pattern. As on today there is no other

option other than medication and surgeries. Medications only give temporary pain relief but do not correct foot deformities. Yes surgeries do but are very expensive and out of the reach of over 80% of patients. Need is for low cost procedures which shall correct all reversible deformities of

foot without medication but provide long term relief. Process of providing custom-

ized insoles and foot wear 1. Patients after thorough ex-

taken for foot pressure scanning which shows how uneven pressure is experienced on bottom of the foot plantar. 2. Patients are then taken to foot plantar 3D scanner, where 3 D image of foot profile is taken. 3. After this 3D CNC machine cuts the profile of insole after modification. This insole corrects the deformity of

foot. 4. Later the patients goes for scanning of both the feet in 3 D full foot scanner. This is further processed to convert foot image into foot last used for making shoes of that patient. 5. Finally shoes are made using shoe lasts of patient. Shoe fully match with patient's foot. Human body takes much

formities. It is only after long time abuse the deformity occurs in lower limb it could take few formity occur. Up to 80% decades before one feels by pain. success is reported by patients. In this process the corrections is

initiated at deformed stage and by using reversal process correc-



LIVER CANCER-OVER VIEW predisposes to cancer . Even if cir-

Liver is the largest gland in the hu-man body. It plays a vital role in all the metabolic activities. The impor-tant functions of liver are synthesis of proteine belong in direction and rhosis does not develop as a result of the infection, there is still an in-creased risk of liver cancer. People of proteins, helping in digestion and who have certain genetic defects detoxification. It supports storage of glycogen, dismantling of red blood cells, secretion of hormones etc., that interfere with metabolism have an increased risk of developing liver cancer. Unfortunately, the signs and symp-There is no other organ in human

onionalitately, the sight and symp-toms of liver cancer do not become apparent until the disease has progressed to a late stage. What's more, many of the symptoms are nonspecific, meaning they can be body which can match liver and its importance. Such an important organ can be affected by various ailments of which most important one is Liver cancer which effects its function

nonspecific, meaning they can be vague and caused by many condi-tions. Patient may suffer from up-per abdominal pain. Also loss in weight, loss in appetite and severe weakness may be noticed. Dis-colouration of body and eyes, which is caused by jaundice, is also identi-fed. Abdominal swalling due to ac Primary cancer begins in the liver and then may spread to other or-gans. The most common primary cancer is hepatocellular carcinoma. Metastatic cancer comes origi-nally from another part of the body. Cancer cells can easily travel from fied. Abdominal swelling due to en another effected organ to the liver because of the role the liver plays largement of liver may be noticed. All the above symptoms may not be

Rare surgery in Indian Medical History Tumour weighing about 1.5kg is removed from a 9 month old baby recently. It is observed that this tumour has occupied the right side portion of liver. It is a one in million case. We have removed the dead portion of the area and saved the child. This operation is successful with the help of expertisation of our doctors team and modern equipment available in our hospital.

noticed in every patient. Once a cancer is suspected, further studies can be done to find out how much of the liver is involved. The most common radiological tests used are CT scans (computerized tomography), ultrasound (USG ) and MRI (magnetic resonance imaging). Other, more specialized tests are sometimes needed, such as an angiogram (taking X-ray pic-tures of the blood vessels within the liver and the tumor) or laparoscopy (inserting a small scope into the abdomen in the operating room to get a closer view of the liver). Certain blood tests like serum AFP (alfafe-toprotein) estimation can confirm the existence of cancer. Liver function tests give a proper assessment of back ground liver damage asso-ciated with Cancer. Rarely a biopsy test may be required to confirm cancer in liver. cancer in liver. Once cancer is confirmed Different types of treatments are available to cure cancer. Heating of cancer cells (RFA) or freezing of cancer cells (Cryo) will be used in very early stages of cancer. Sometimes injec-tion of drugs into the liver tissue, known as chemo embolisation can



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halt cancer progression. A primar liver tumor, usually remains con-fined to the liver for a considerable time and removing the tumor surgi-cally may be possible and is usually curative. If complete removal of the tumor is not possible, chemothera-py (anticancer drugs) can help the patient survive for longer.

When the liver cancer is a second ary tumor, chemotherapy (antican-cer drugs) will usually improve the patient's quality of life and prolong survival. In some cases, a single secondary tumor in the liver may be surgically removed. Sometimes inverting the liver transplant may be considered Liver transplantation is a surgery carried out to remove a disease

liver and replace it with a healthy liver from an organ donor. Liver cancer can be prevented with avoidance of alcohol and Hepatitis B vaccination in some patients . But with understanding of the risk fac-tors involved, it might be easier to detect it in its early stages and cure it completely with various surgical and non surgical options. People who fall in the high-risk groups, such as those who have hepatitis or cirrhosis, should be screened reau

larly with blood tests and ultrase to detect cancer early. Nationa

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With recent case of late Tamil Nadu Chief Minister J.Jayalalitha, where she was kept on a machine called ECMO, has renewed interest on this medical equipment. Late Amma's health condition could not take advantage of the support of ECMO and survive. But a software engineer in Bengaluru in early 30s who This is just one of the thousands state of art medical equipment.

ECMO - last hope Once it is decided that ECMO is STAY ON ECMO? initiated in a patient the patient is to be put on ventilator and blood thinner, (anticoagulation with heparin). Then large bore cannulas are inserted in two veins and connected to ECMO limbs, folof the position of cannula, then the blood flows in the cannula by suffered massive heart attack in rotatory pumps, these pump dethird week of last month could be cide the speed of blood flow then saved by putting him on ECMO. blood enters in oxygenation chamber where artificially carbon of lives protected by using this dioxide is removed and blood is oxygenated. This oxygenated During last few decades in our blood is warmed to body tempercountry including both Telangana ature and is returned through a vein (V-V ECMO) or a large artery

Due to the risks of ECMO, medical experts try to keep patients on ECMO for as short a time as possible. Often patient will be on ECMO for several days up to 1-2 weeks. Every day, several blood lowed by X-ray for confirmation and imaging tests are done to determine if a patient is ready to come off ECMO. As the technology of ECMO improves, hopefully side effects will decrease and

# - Dr. Harish M.M.

patients can remain on ECMO for longer periods of time. MD, DNB, DM (CRITICAL CARE MEDICINE), IDCCM, EDIC (DUBI

amination and assessment are longer time to acquire any de- tions are achieved. In other

words this technology just reverses the process by which de-

- A Space Marketing Feature

Chief Consultant,  $\bar{\mathrm{Foot}}$ Doctor Clinic, Ameerpet

in filtering the blood. Some of the most common cancers that spread to the liver are from the colon, pancreas, stomach, lung, and breast. Caner of Liver which is observed in children is called hepato blastoma. cancer which develops in the cells of bile duct with in Liver is cholan-gio carcinoma and cancer which develops in blood vessels of Liver is called angiosarcome. Addictions like excessive alcohol consumption, smoking, may lead to liver cancer. Alcohol enters into to liver cancer. Alcohol enters into the body and gets converted into various toxins , which attack the liver cells. Gradually liver cells are replaced by these damaged cells and finally transform to cancer. Chronic infection with hepatitis viruses increases the risk of devel-oping liver cancer. HBV and HCV viruses can spread from person to person through blood or other body

person through blood or other body fluids, such as saliva, semen or vaginal fluids. These viruses dam-age the liver cells and the scar tissue replaces the healthy tissue in the liver. At this stage the blood flow through the liver is blocked, and the liver can't function normal-/ It is known as Cirrhosis , which



- Dr. Swapna

lhra large number of patients in very critical conditions were saved by putting them on ECMO.

The short form, ECMO stands for Extra Corporeal Membrane Oxvgenation. It is a medical device used to provide support to patients whose heart and lungs are unable to provide an adequate amount of gas exchange to sustain life. This intervention has mostly in use for adults with cardiac and respiratory failure. ECMO works by removing blood from the person's body and artificially removing the carbon dioxide and oxygenating red blood cells. Generally it is only used in the later treatment of a patient with heart or lung failure as it is solely a life-sustaining intervention.

There are two types of ECMO. Venous Arterial (VA) ECMO and Venous Venous (VV) ECMO. In ECMO it involves putting a large bore cannula in venous system and drawing blood artificially with the help of rotatory pumps, then it is passed through a oxygenation chamber where carbon dioxide is removed and blood is oxygenated. The difference between these two types of EC-MOs is in the way how the oxygenated blood is returned to the body. VV ECMO only provides support for the lungs, whereas VA provides support to the heart and

## the lung. WHY DOES ONE GET **PLACED ON ECMO?**

Initiation of ECMO is done by a clinician (intensivist in ICU) or CTVS surgeon etc. with experience in its initiation, maintenand discontinuation. ance Sometimes lungs are so damaged that providing oxygen through intubation is not enough. This is when doctors turn to V-V ECMO. A heart can fail for many reasons including heart attack, obstruction in pulmonary artery with blood clot, bad valve disease, or worsening preexisting heart failure. When a heart fails, doctors try to fix the underlying problem. They may also start medications to help improve the pump function of the heart. If medications are not enough, doctors will turn to V-A ECMO.

WHAT HAPPENS WHEN ECMO IS USED?

(V-A ECMO) HOW LONG CAN ONE

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# STEM CELLS are **SMART CELLS**

Recent advances in Orthopedics has given hope to unleash body's own healing power in the form of stem cells. These cells are our body's 'smart cells' which has the ability to combat disease and injury and are responsible for maintaining the integrity of the tissue they reside in. Infact, the future of many medical specialties like orthopedics would change from 'remove' and 'replace' to 'repair' and 'regenerate'.

Stem cells are actually unspecialized cells, which have the ability to change into any type of cell based on body's requirement. Their function in our body is to maintain the integrity of the tissues they reside in. That is, most body tissues can heal themselves with the help of stem cells provide there is a favorable environment for repair. This natural healing process can be, theoretically mimicked and enhanced by artificially implanting stem cells at the site of an injury.

In orthopedics, stem cells are obtained from four sources: bone marrow, blood, fat and synovium. These cells especially cells from bone marrow are used to regenerate injured cartilage, muscles and ligaments. Tissues sometimes do not heal, either due to poor blood supply or due to presence of inhibiting factors like synovial fluid, and cause financial burden and sufferings to patients. In these cases and in patients wanting to avoid a surgery or who are unfit for surgery, stem cells can become a feasible alternative. Athletes and sportsperson who prefer to return to sports early and want less invasive procedures, prefer to use stem cells for repair and healing of ligament and muscle injuries rather than replace them.

### PRP (platelet rich plasma)

Platelet rich plasma is used in the form of an injection. It is separated from blood and is then injected at the site of injury or joint. It contains many growth factors and stem cells that help in repair.

### BMAC (bone marrow aspirate concentrate)

Bone marrow is aspirated from bone and subjected to cell concentration procedure. It is then injected at the site of injury or a vascularity for healing.

Despite the promise of these regenerative techniques on the horizon, expectations from stem cells should be kept realistic and although anecdotal evidence exists on benefit of stem cells in tissue injury, there are very few controlled studies to confirm



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A Healthy Appetizer/Dip

### "A conscious effort brings change and a life wherein one is physically and mentally healthy

Hummus is an Arabic dip that originated in Egypt and is a popular Mediterranean appetizer. Traditionally it is made of chickpeas (kabuli channa), tahini (sesame paste), olive oil, lemon juice, salt and garlic. It is usually served with pita bread or chips. However, it can also be used as a spread in sandwiches or as a dip for raw vegetables like bell peppers, cucumbers and carrots.

Nutritionally Hummus is rich in protein, dietary fiber, B Vitamin and manganese. Adding Hummus to your diet is useful in many ways:

Heart Health - Hummus can lower your risk by decreasing elevated cholesterol and high blood pressure. Chickpeas are known to help lower total and LDL - bad cholesterol. The anti-oxidants from raw garlic and mono saturated fatty acids in olive oil or rice bran oil can lower atherosclerosis and heart disease.

Digestive Health - I tbsp of Hummus provides 6% of daily fiber needs and chickpeas contain both soluble and insoluble fiber, a balance of both are essential for digestive health.

Weight Management - The fiber and protein in chickpeas gives high satiety value and one feels full longer.

Reduced Risk of Cancer: This is due to the anti-oxidative capacity of chickpeas and garlic, especially colon and stomach cancers.

Among dry beans, chickpeas have one of the highest levels of polyphenols, which is an anti-oxidant.

Addition of Rice Bran Oil with the blending and seasoning adds anti-oxidative power to Hummus. Rice Bran Oil has tocopherols and tocotrienols and squalene, all of which are anti-inflammatory and anti-cancer anti-oxidants.



### **Traditional Hummus** Ingredients

1/4 cup dry roasted Sesame seeds, 3 cups Chickpeas. Soak overnight, boil with a little salt in pressure cooker and strain and remove water.

1/4 cup Lemon Juice 1/2 cup Rice Bran Oil

1/2 cup Water 1/2 tsp Chilli powder, 1/4 tsp Cumin powder 8 Garlic cloves and salt to taste.

Place all of the above in a large vessel, mix well and make into 2 portions. Place in a blender and blend to a smooth paste (like a chutney) adding small amounts of water.

Add seasoning before serving.

Heat 2 tbsp Rice Bran Oil in a pan and pour over the paste. If available, add pumpkin seeds in

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this heated oil and garnish with finely chopped parsley or kothmir and a sprinkle of chilli and jeera powder.

### How to use this appetizer

Serve with chips or small toasted pieces of bread as a dip. Use like butter and spread it on bread or with an omelette in a sandwich for breakfast.

Slice carrots, cucumber or bell peppers and use them to dip into Hummus as it tastes stunningly delicious.

Hummus goes very well with grilled meats like chicken, lamb chops or grilled shrimp as a dip





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