

How to become a YouTube star

All about the audience

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



Mithila Palkar

SOORAJ RAJMOHAN
She's the adorable girlfriend, the annoying little sister and the girl-next-door with a crush on her next-door neighbour.

Over the past year, Mithila Palkar's expressive face and trademark curls have taken over the newsfeeds of every-

one subscribed to India's many digital content creators.

Mithila, who hails from Mumbai and was last seen in Dice Media's five-part series *Little Things*, began her tryst with Internet content through FilterCopy's news satire show *News Darshan*.

"I was auditioned by Kartik Krishnan, the show's writer,

and since then have ventured into the web series space with bindass (*Girl In The City*), Arre (*Official Chukyagiri*) and Dice Media (*Little Things*). The accessibility of the Internet is what made me stick to it. You are just a click away from reaching out to people globally," she says.

The online distribution model, though in its early

days, is witnessing explosive growth, which is apparent from the fact that everybody in the business is vying for a slice of the pie.

"Content has grown exponentially in the past couple of years, and it's only going to continue. When I started a year-and-a-half ago, not many people had given in to the idea of a web series.

Today, every second production house is cashing in on it. It is a different medium and the exposure is farther, wider and quicker," she explains.

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? "I don't believe the fame perse is different. You do good work, the audience follows you. They will love you or not like you, irrespective of the

medium you choose. Because the Internet is so interactive, it makes artistes more accessible to fans and the feedback received is immediate, which is great!"

HealthCare

Total solution to foot, heel and ankle pain

Over 80% of feet, heel, ankle, 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-

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 customized insoles and foot wear

1. Patients after thorough ex-

amination and assessment are 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 3D 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 3D 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

longer time to acquire any deformities. It is only after long time abuse the deformity occurs in lower limb it could take few decades before one feels by pain. In this process the corrections is initiated at deformed stage and by using reversal process correc-

tions are achieved. In other words this technology just reverses the process by which deformity occur. Up to 80% success is reported by patients.

- Dr. Swapna
Chief Consultant, Foot Doctor Clinic, Ameerpet

ECMO - last hope

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 suffered massive heart attack in third week of last month could be saved by putting him on ECMO. This is just one of the thousands of lives protected by using this state of art medical equipment. During last few decades in our country including both Telangana and Andhra Pradesh states, a large number of patients in very critical conditions were saved by putting them on ECMO.

The short form, ECMO stands for Extra Corporeal Membrane Oxygenation. 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 ECMOs 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, maintenance and discontinuation. 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?

Once it is decided that ECMO is 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, followed by X-ray for confirmation of the position of cannula, then the blood flows in the cannula by rotatory pumps, these pump decide the speed of blood flow then blood enters in oxygenation chamber where artificially carbon dioxide is removed and blood is oxygenated. This oxygenated blood is warmed to body temperature and is returned through a vein (V-V ECMO) or a large artery (V-A ECMO).

HOW LONG CAN ONE

STAY ON ECMO?

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 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 patients can remain on ECMO for longer periods of time.

- Dr. Harish M.M.

MD, DNB, DM (CRITICAL CARE MEDICINE), IDCCM, EDIC (DUBLIN) Senior Intensivist, Yashoda Heart Institute, Secunderabad.

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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 it.



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HUMMUS

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** - 1 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.

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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

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 too.

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Dr. Shalini is a health food enthusiast and also a presenter in a popular cookery show in a leading news channel. You can get in touch with her at chef.cheshalini@gmail.com

For more information about Freedom Rice Bran Oil please visit: www.freedomhealthyoil.com