



Children's Day

The first Children's Day was celebrated on November 5, 1948, and it was originally called *Flower Day*. The idea was to raise money with the United Nations Appeal for Children by selling flower tokens. The date was changed to November 14, in honour of the birthday of then first Prime Minister of India, Jawaharlal Nehru. In fact, Nehru was rather famous for his affection for children during his life and they even referred to him as 'Chacha Nehru.' He was convinced that children needed to be cared for and attended to.

#PET-CARE

All About Dog Zoomies

The proper name for zoomies is 'Frenetic Random Activity Periods' or FRAPs



If you're a dog owner, it's likely that you're well-versed with the sudden bursts of energy that your dogs (and especially puppies) have like spinning like tornadoes and doing laps around the coffee table like it's an Olympic track. But have you ever paused to wonder, what are they doing exactly?

This behaviour is known as 'dog zoomies' and we've put together this guide to tell you everything you need to know about it.

What is Dog Zoomies?

The proper name for dog and puppy zoomies is 'Frenetic Random Activity Periods' or FRAPs. These periods usually display as sudden bursts of energy where your dog may run around in circles, usually with their back tucked in, chase their tail and do laps of the house and/or garden.

What causes Dog and Puppy Zoomies?

Zoomies is generally caused by a build-up of excess energy, which is then released in one short burst. Don't worry though, it's a completely natural behaviour. It's most common in dogs and generally occurs less and less as they get older.

When do Dog Zoomies commonly occur?

- Although, it's caused by excess energy build-up, there are a few occasions that are likely to cause a FRAP, including:
 - Just before bed: Your dog may be trying to blow off steam before a longer period of rest.
 - After a bath: Dogs may experience an adrenaline rush after bathing and may either feel relief that they're out of the bath or are trying to dry off (or perhaps both).
 - After eating: This is particularly common with very food-oriented dogs.
 - During a training session: Sometimes, when we're trying to teach our dogs something and they're not quite getting it, it can lead to a build-up of nervous energy.



"My mother used to make 100 different kinds of *sambhar*, some only she could come up with. Things you can never find in any good, or very good restaurant, anywhere. That's the mother's cooking with which everyone has a nostalgic touch and a strong yearning," said Arvind, as he explained the rationale behind *Bhookele*. It is to cater to that nostalgia, that craving for the home-made food.

Bhookele, The Food 'Google'



There is an idea that is working on the ground, building the 'Google' of food aggregating business, but with a twist, that got germinated in the brain of Arvind Ravichandran from Anna Nagar in Chennai, an engineer who, like most from his ilk, push off to the United States for higher studies, worked for the global best and big technology and technology driven brands like Google, Amazon, Microsoft, and the like.

And quite naturally, the name *Bhookele* (pronounced 'bhookal', in an unabashed personal homage to the biggest and the best-known technology company, Google), a derivative from the Hindi word for 'hunger' (*Bhook*), that came readily to Arvind when he was searching for a calling, post personal tragedy.

Incidentally, in 2021, Arvind was sent to India by Microsoft to erect infrastructure and set up its business team in India, and thus, was in Chennai, when his mother passed away in Covid.

Yes, it had all to do with hunger, and the craving for 'mother's cooking,' that was no longer available for Arvind.

But he still had his daily dose of wads of 'similar and familiar smells, aromas, of the typical home kitchens, run by an assortment of *maamis* for their families' but could not think of popping over to neighbours to ask for that authentic and aromatic *Vata koyambu* or *koota*, or the *rasam*, that one can die for.

"I started missing all these foods and dishes that my mother made, and none of the food apps could get me that," Arvind said. It was from this 'personal problem' or rather the 'problem solving' that he is so adept at, Arvind thought of a solution. And discovered the source to satisfy his own personal strong need for a 'close substitute,' bordering on crude craving for his mother's cooking, to get the traditional cooking happening in houses in the neighbourhood and across the city, served on his plate at home.

"It must be the same for everyone. Amma's love will often, and only, be expressed in terms of her cooking and she always wants that you eat well and have that 'oh! so satisfied' look in your eyes," Arvind said. And this is the kind of sentiment one wants others to live, and that's the reason for doing what he is doing.

"So, why not an App that matches the demand for and supply of home-made, authentic cuisine, not just from Tamil Nadu, but from across the country from families, from here, there and everywhere, settled in the Metropolis," thought Arvind, and bounced this idea among friends and professional colleagues. The technologist and the corporate honcho in him got down to work, and Lo, in a few days, the *Bhookele*, was already up and running in his mind.

Finally, home

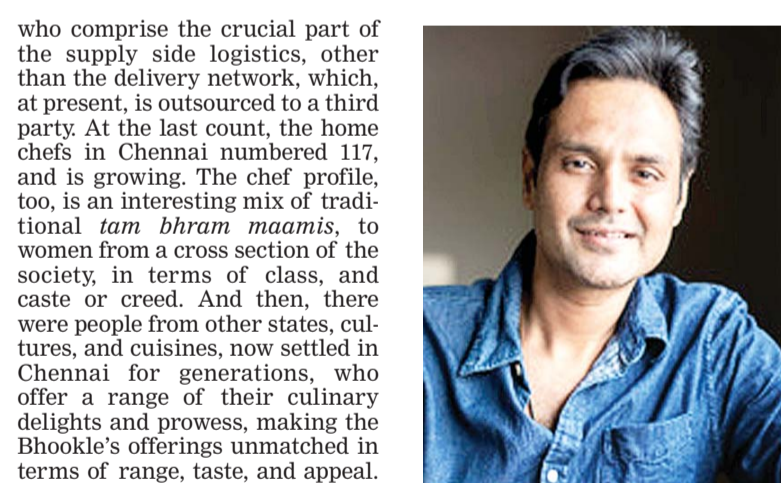
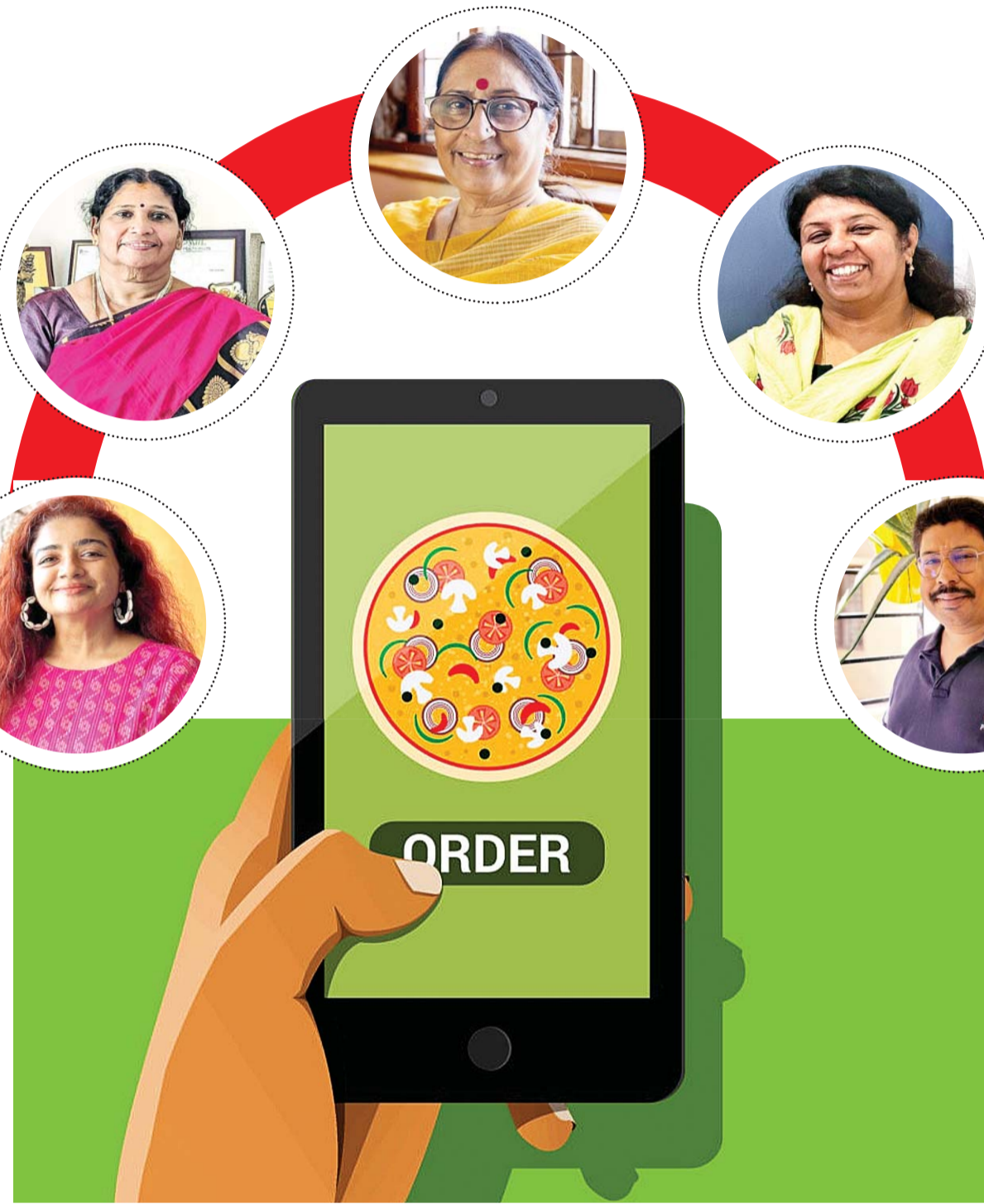
The 18 years, he worked in the US with brands like Microsoft, Amazon, Google, and the professional life that he led in New York, the Mecca of free enterprise, egged him onto make this idea count, and he plunged into it. Has he come back for good? Possible, and possibly.

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It is to cater to that nostalgia, that craving for the home-made, 'maa ka haath ka khana' of countless people, who, by chance, are not able to avail for some reason or the other, in big cities, like Chennai, that *Bhookele* is born, a food aggregating app, that is taking on the Swiggy and Zomatos from the conceptual level to the T by Arvind and his lean, mean team of tech and marketing professionals.

Through an intuitive platform, *Bhookele* bridges the gap between home chefs and customers craving for something unique, healthy, and nostalgic. The app emphasizes quality and safety, with each home check vetted for FSSAI compliance and kitchen hygiene.

And why not? It is, of course, an army of women, home chefs, and the odd passionate male cook,



Arvind Ravichandran.

who comprise the crucial part of the supply side logistics, other than the delivery network, which, at present, is outsourced to a third party. At the last count, the home chefs in Chennai numbered 117, and is growing. The chef profile, too, is an interesting mix of traditional *tam bhrum maamis*, to women from a cross section of the society, in terms of class, and caste or creed. And then, there were people from other states, cultures, and cuisines, now settled in Chennai for generations, who offer a range of their culinary delights and prowess, making the *Bhookele*'s offerings unmatched in terms of range, taste, and appeal. There are Keralites, Punjabis, Bengalis, Himachali, Rajasthani home chefs, among others, who make this happen.

No death of chefs

"Now, there are some food artists in the home chefs who have joined *Bhookele* team, and it would be unfair to single out anyone, as each and every one has her or his own unique offering, be it in taste, range of items or both," Arvind



Arvind Ravichandran.

is here that people, like us, come in to create a thriving business entity, out of meeting peoples' desires and demands," he said, borrowing a line or two from his colleague who handles marketing, Uttara Nagaraj. He is the founding partner of Traffic Steer, a special-ized performance and programmatic ad-tech venture, with portfolio of several popular brands such as Uber, ClearTrip and Flipkart.

Home Chef, Shamala Raghun, another co-founder, is head of the Food.

"Of course, we want to be the 'Google' of food business," he said, going into the naming of the company and added, "We also want to be the Netflix of Food offerings as the OTT does for entertainment, satisfying the needs and preferences of a diverse group of customers, each with a different taste and preference." Also, now, there is a ready market for home-made food and the good thing is that people are ready to pay for it," he said, and from the customer's perspective, there is complete transparency as the home chef's profile, their dishes with pics and description,

ratings, are all mentioned in the APP, and available at the click of a button. Each chef's video story is available for the viewers, who can order after satisfying themselves, the way app is designed.

For instance, instead of ordering 'sambhar,' *Bhookele* users can order 'Vidhya aunty's Special Arachivitta Sambhar.' This approach adds a layer of love, memory, and authenticity to every meal, creating a dining experience that goes beyond convenience.

And yes, a website is also in the works

"This is not a new idea, there are several players, who have tried it earlier. But I am trying to create a market first, organize home chefs, building the logistics architecture with technology backing it." The idea, that got sparked off in 2021, took at least one year to fructify and it became live only in 2023, because of all the groundwork that went into creating the ecosystem that sustains it.

"Today, there are 117 home chefs, and likely; this will be more than 161 shortly," Arvind said and added, "We are soon entering Bangalore, and possibly within two months. December 2024 will see *Bhookele* entering Karnataka, and yes, already home chefs are excited to partner with us, there too."

On an average, home chefs make between Rs. 10,000 to Rs. 20,000 a month, depending upon their own energy, output, and taste of their offerings. Several women are happy with the chance of making some money and it has become a stable livelihood for them. Then, there are few, who are not doing this for money but to tell the world their artistry when it comes to culinary art, and some want to ensure that their state cuisines get popular and thrive. There is Narayanan, a retired employee, but a passionate home cook. He is not at all doing it for money but because he loves to and is only craving for compliments, and pesters us to get the feedback from customers to him.

What one thing Arvind managed as the founder and CEO is to build a small but effective team, that understands food and understands business and blends the two.

A co-founder, Shamala, is the

person who is the ultimate taster and can evaluate any dish from any part of India. She is one of the most successful home chefs in Chennai, with her talent showcased in several prestigious venues such as Hyatt, Mustard and Hamsa. She is also the founder of Haritham Events, which is Chennai's leading event management company.

It is not for nothing that *Bhookele* has already won the prestigious 'Best Food Delivery App of the Year' award at the Food Connoisseurs India Awards, 2024, held at Chennai recently. This prestigious accolade, judged by 16 veterans of the food and beverage industry, recognized *Bhookele*'s unique approach to delivering authentic, homemade meals with a personal touch.

This award holds special significance for *Bhookele*, a young start-up, based in Chennai. Competing against eight national players in the food delivery industry, *Bhookele* stood out for its innovation, social impact, and focus on promoting home-cooked meals.

With a mission to empower home chefs and connect them to a wider audience, *Bhookele* has redefined the food delivery landscape, creating a community-centric platform, where food is more than just a menu item. It's a story!

"This award reaffirms that what we're doing at *Bhookele* is truly unique," Arvind, the co-founder said. "Despite being limited to Chennai while our competitors operate nationwide, this recognition shows that there is a pan-India welcome for our concept. We are thrilled that industry veterans and customers alike believe in our vision to revolutionize the food industry."

Bhookele caters to a largely unstructured segment of the food industry, *home-cooked meals*. The award is not just a win for *Bhookele* but also for the home chefs who power the platform.

"Our chefs are the real stars," Arvind added. "Their talent and passion drive *Bhookele*, and this award belongs to them."

Bhookele features inspiring stories like that of Chef Sujatha Sriram, who uses her earnings to feed stray dogs, and Chef Sangeetha, a single mother, who supports her children's education through her income on *Bhookele*. These success stories highlight the platform's commitment to making a positive impact on local economies and fostering financial independence for home chefs.

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#TECH-HACKS

Boost Your Wi-Fi Signal

You can significantly improve your Wi-Fi experience with small adjustments to the placement of your Wi-Fi router and its settings.



Crudely Wi-Fi performance is frustrating, but so is spending money when you could improve your Wi-Fi without spending a dime. Here are some tips to improve your Wi-Fi.

Move To Another Room

There's a good chance that the location of your Wi-Fi router is wherever your Internet Service Provider (ISP) put the drop in your house. The line came off the pole, to the nearest corner of your home, and that's where the hardware went.

Moving your router is one of the easiest ways to fix Wi-Fi issues. This is because the signal from your router radiates out from the router in, roughly, a donut shape. If you have the router parked against the wall in the far corner of your house, around half that donut shape (or less, if it's on a corner) is inside your home, and the rest is outside in your yard or neighbour's apartment.

Just moving your router from an outside wall to a central location will do wonders for your Wi-Fi experience as the 'umbrella' of the router is now over the most used spaces of your home.

Raise Your Router Up High

On top of moving your router to a more central location in your home, you can also significantly improve your Wi-Fi experience by moving the router up high.

Putting aside the actual physical structure of the home, the bulk of the mass inside a home is between the floor and about 4-5 feet off the ground. That's where the majority of our stuff, like couches, chairs, televisions, bookshelves, counters, appliances, etc., is located.

If your Wi-Fi router is sitting on a shelf under your TV, a large por-



Enable Quality of Service Rules

You might find that your Wi-Fi experience is great when you're home by yourself, but not so great when your spouse and kids are home and using the internet too. If your router problem is that you simply don't have enough download bandwidth to support all the activities, that your family is engaged in, Wi-Fi tweaks aren't going to help, and we hope affordable broadband finds its way to your locale sooner. But if the issue is that one particular activity is putting the hurt on your bandwidth allocation to the detriment of all other network activity, it's worth looking into whether or not your router supports Quality of Service (QoS) rules.

Update Your Firmware

You should stay on top of router firmware updates to ensure your router isn't vulnerable to known (and already patched) security exploits. But it's also a great idea to stay on top of firmware updates because for every zero-day exploit that gets patched up, most firmware updates are actually performance patches. Router firmware updates are a free way to get performance improvements out of the hardware that you already own.

Adjust Your Wi-Fi Channels

If you live in an apartment or neighbourhood with closely packed homes, it's possible that your router's Wi-Fi channel allocation is conflicting with the allocation of other nearby routers.

By scanning for both your Wi-Fi channel settings and the settings of nearby routers, you can manually change the Wi-Fi channel allocation for your router to take advantage of the least used space.

THE WALL



BABY BLUES



By Rick Kirkman & Jerry Scott



ZITS



By Jerry Scott & Jim Borgman