

# Substance in the song

Lyricist Rambabu Gosala believes his time has come

BY Y SUNITA CHOWDHARY

Nothing succeeds like success in the movies. Post *Arjun Reddy* and *Majili*, 33-year-old Rambabu Gosala, who had been struggling for recognition in the industry, tuned into a sought-after lyricist. As a result, his "career is stable" now, he says. "I am getting offers without having to approach directors for work, but this is happening after a period of 10 years and writing for around 30 films. There is still a long way to go," says Rambabu who stepped into the film industry after finishing B.Tech from Eluru. When his first film as a ly-

ricist for *Viyyalavari Kayyalu* (2007) starring Uday Kiran did not lead to big opportunities, he was stuck writing inane films. He then got a job at ICICI Bank but continued writing lyrics in his free time. It was only after *Uyyala Jampala* starring Raj Tarun and Avika Gor turned into a big hit, that he quit his bank job to focus on lyric writing.

Rambabu is now writing for a few medium-budget movies and hopes to move to the next level soon. He reveals that most often, directors seldom tell them the entire story of the film; they just give them a gist, based on which



they write the song. "They give us the tune and tell us what they expect from us. Only if we are asked to write all songs do they tell the story; otherwise for a single number, they explain only what happens before and after the song."

Most lyricists in the Telugu film industry find it difficult to take up an alternate profession and pursue their passion simultaneously. Balancing both may be impossible; a director or production house might call them at any time for a discussion, for which they have to make themselves available, or simply lose the opportunity to write.

Since most of the songs these days are colloquial in expression, a good knowledge of Telugu literature is not always essential. The lyricist however differs, "I read Sri Sri, Ravuri Bharadwaj and Chalam's books and I had a brief stint

with Veturi Sundararama Murthy too. I also bagged *Uttama Geya Rachayeta* award in Amaravati. Though I mostly use colloquial language, for background songs, there is a need for substance in the words; sometimes poetic songs are required for romance," he shares. Social media has helped him get opportunities, he admits. People share his work and those connected with films are alert in spotting talent.

Are his songs accepted in the first attempt? No, the hero, director, producer and music director all have to agree with what he had written, he says. Despite all these limitations in the field and challenges, he gets an inexplicable satisfaction which was missing in his other profession. "As of now I reached 50% of my target. One big film is what I am waiting for, to give me a high," smiles Rambabu.



**Power of words**  
Rambabu Gosala; (left) with Vijay Deverakonda  
BY ARRANGEMENT

# HealthCare

- A Space Marketing Feature

## Benefits of breast feeding

Are you one of those new moms-to-be who is in a dilemma whether to breastfeed your baby or feed with formula?

Whether you are pregnant or planning a pregnancy, it's never too early to start thinking about how you are going to feed your baby. Though choosing to breastfeed or bottle-feed your baby is a personal decision, breastmilk is the best nutrition you can ever offer to your newborn.

Mother's milk is baby's best food for the first six months of life and benefits the baby in many ways beyond providing nutrition.

Breast milk is the perfect food that is tailor-made for a newborn and which can neither be duplicated nor replaced. It provides the right balance of nutrients and is the most natural and nutritious way to encourage the healthy development of the baby.

Though there used to be many misconceptions and myths about breastfeeding, over time, women became aware of the benefits of breast milk and started to breastfeed their babies. If you still have any misconceptions about breastfeeding and are thinking of bottle-feeding your baby, here's a guide to 'how breastfeeding benefits your little one'.

### BENEFITS OF BREAST-FEEDING FOR BABY:

Besides providing the basic nutrition for the baby, breastfeeding has many other health benefits that last for a long period of time.

The healthiest developmental and psychological outcomes of breastfeeding include:

### SUPPORTS GROWTH & DEVELOPMENT:

Breast milk has the right proportion of proteins, fats, vitamins and carbohydrates that promote the healthy growth and development of the baby. It is easily digested and has great amounts of antibodies that fight against infections.

### BOOSTS IMMUNE SYSTEM:

Breastfeeding a baby for at least four months lowers the risk of food allergies, eczema and asthma. The colostrums or the first milk that is produced within the first few days after childbirth has a positive influence on the immune system of the newborn. This makes babies more resistant to germs, bacteria, viruses and increases the benefits of vaccination.

### HIGHER IQ:

Unique proteins present in the breast milk promote brain development. Breast milk is rich in long-chain polyunsaturated fatty acids especially DHA and Arachidonic acid which are most important for brain development. Hence, prolonged breastfeeding improves baby's cognitive development.

### LOWERS SIDS RISK:

SIDS is referred as Sudden Infant Death Syndrome which means the unexplained death of an infant within 1 year of birth. Nursing the baby for at least six months can lower the risk of SIDS and protects the infant from infections by building a stronger immune system.

### REDUCES CANCER RISK:

Breastfeeding can decrease the risk of cancer for both mother and baby. It lowers the risk of some childhood cancers and premenopausal breast cancer, ovarian cancer for nursing mothers.

### HEALTHY VISION:

As mentioned earlier, breast milk is the rich source of DHA, one of the essential structural components of the retina of the eye.

The infants who are breastfed have lower chances to wear glasses later. Breast milk promotes better eyesight and combats eye infections in infants.

### BETTER FUNCTIONING OF DIGESTIVE SYSTEM:

The proper balance of nutrients present in breast milk

helps babies to develop a healthy digestive system. Breast milk is easily digestible and emptied faster from the stomach. It also ensures a

proper balance of good bacteria in the infant's stomach. Hence, breastfed babies are less likely to suffer from diarrhea and other digestive problems.

"Breast feeding is the beautiful gift given by god to mothers and babies".

**Dr. M. Rajini**  
MBBS, DGO, DNB, FICOG, IcoG Certified Course in Endoscopy Consultant Obstetrician & Gynecologist, Laproscopic Surgeon, Infertility Specialist Maxcure Suyosha Women & Child Hospital

## LOW AMH: A SIGN OF EARLY OVARIAN AGING

ADVERTORIAL

If you're getting treatment for infertility the AMH test gives information about female's fertility status. AMH is a hormone produced by Pre-antral & small antral follicles in the ovaries. This hormone determines ovarian reserve which defines the quantity but not the quality of follicles.

AMH is a simple blood test, which do not change during the menstrual cycle, hence can be performed on any day of menstruation.

In healthy women the AMH & AFC (Antral follicle count) initially is high which gradually decreases with age until being undetectable at menopause.

Women are born with a fixed number of eggs which have declining trend with increasing age

- When in mother's womb 7millions
- Birth 1 million
- Puberty 3lakhs
- 37 yrs age :27000
- Menopause <1000

When the AMH value is less than expected for that age group it is termed as Early ovarian Aging (EOA). There are multiple factors that might be contributing to your low AMH.

- Age.
- Genetics
- Previous Ovarian surgery
- Autoimmune disorders like SLE, Rheumatoid arthritis, Hashimotos thyroiditis.
- Medical conditions like Diabetes, Hypothyroidism
- Exposure to radiotherapy /chemotherapy
- Smoking
- Alcohol
- Environmental pollution
- Food adulteration
- Stress



History of hormonal disorders and medical conditions related to reproductive system also might affect your AMH levels.

AMH doesn't have any predictive value in conception rates. However it will help in predicting the outcome in fertility treatments like IUI,IVF/ICSI. There is no proven medical or surgical treatment available to increase the AMH.

Hence, it is very important to get your fertility status evaluated on time, specially if the woman has above said risk factors. This helps your clinician to take appropriate measures at the earliest to achieve maximum success rates.

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M.Sc.(Psych), P.G. (Virology) London Gold Medal for Excellency in Medicine

## Masters Homeopathy

### The only treatment for Hepatitis and Herpes

**Hepatitis**  
Everyone is fearing about this virus in these days. Doctors find this Hepatitis with their examinations when the patients come to visit the doctors for other diseases. With that, they come to a decision that they are going to die. They think that the virus will not come out of the body due to which there are chances of liver damage for a long time. But truly there are medicines in home to control hepatitis. The patients will lead a happy and healthy life when they get homeo treatment without fear after the confirmation of Hepatitis. There are symptoms like hungeriness, vomiting, body pains, yellowness in urine, jaundice, her pes on skin and also uneasiness in stomach, pain in abdomen. However, it can be controlled totally after taking full time medicines by experienced homeo doctors.

### Herpes simplex

You will find some water pocks like sweat pocks on penis. With this the people will neglect that they are normal pocks. Later the pocks will become boil. Women too will witness the same kind of boils on vaginal parts with severe pain. If they ignore, it will lead to some more problems. Due to this, they will not be happy during sex and the couple gets embarrassed. Homeo treatment will show wonderful results for herpes problems. The people will suffer a lot when they take other medical treatments but with homeo treatments they will lead a happy and healthy life.

### "Sciatica is treated Successfully"

A middle-aged man came once to my clinic and asked "doctor, please give good treatment for my back pain as I have been suffering for long time. I will pay the bill whatever it is. I will be in debt to you." I asked the man to let the details will patience. Then he told doctor, I am Narayana and native of Kurnool. I am working in a private company. Since one year I have been suffering with back pain which is gradually increasing. Now,

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Advertorial  
I spread to the legs and feet. I am not able to move here and there and walk. I feel some electric current is passing through my body. When I consulted one doctor, he said that it is sciatica and prescribed pain killers. I am getting relief when using pain killers and it will remain after some time. Now, I came to you for permanent solution." I told him not to worry about it and said that there is permanent remedy for sciatica.

### After treatment

I gave him medicines after observing symptoms, psychological points. There is best treatment with homeo medicines for sciatica problems. Back pain can be cured completely with homeo medicines. By avoiding changes that will take place in back bone, there will be good results by giving treatment to strengthen the muscles. I advised him to visit after using medicines for one month. Then after a month, he came very happy and his face is looking joyous without pain. And he said that numbness in legs is cured. I advised him to continue full course not to discontinue medicines. After six months sciatica problem was solved. As usual he is attending work. I gave some precautionary measures not to go on bike and not to sit long time.

### You can survive even if you have HIV

This is a case from karimnagar Branch. He is about 30 years. He is trembling. When I asked about this problem, he said, "doctor, I belong to Jammikunta. Four years back, I had sex with a girl. I didn't expect that she has some disease. Since two months, I am suffering with fever, cough and loose motions. When I consulted doctor, he said that I have HIV. And I lost weight. There is no hope of survival. Please let me live." I said not to worry about life and took some details.

### After treatment:

During some weather changes, we can see the symptoms like cold, fever, TB in fecation, loose motions in some persons infected by HIV. That means if disease control system weakens, diseases can be infected. If you are strong HIV can not harm you. Homeo treatment will focus on disease control system. When he was examined it was found that the number of CD cells is 320. So, I said not to worry about and said I would start treatment. I gave him prescription and asked him to come after one month. After one month I saw a lot of change in him. He said that he was so hungry, and free from tiredness. He said he has some hopes of life. I advised him to continue medicines for one more month. Later after Examining second time, CD4 count is 710. Now he is leading a happy and normal life.

### Watch Doctors live programme in

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Sakshi on every Saturday @ 2.30 PM  
and .10tv on every Sunday @ 4.30 PM.

## INDIA HAS THE HIGHEST INCIDENCE OF MOUTH CANCERS IN THE WORLD

In our society, men usually relocate from home at an early age when compared to women, in many places of our country for the purposes of education and job. Among many men, during the course of their social interaction and staying away from homes, smoking which begins as a habit and even addiction along with other undesirable habits like chewing gutka, tobacco and consuming alcohol. They also get used to eating outside food, which contain many chemicals and preservatives, along with usage of oils which are heated and reused repeatedly for fried items, junk food etc.

There are other factors too such as high stress levels, psychological problems, night shifts, prolonged working in AC rooms without proper rest or sleep, environmental pollution etc., which makes men more prone to cancer when compared to women. With the exception of cancers related to reproductive system seen more in women, men are mostly afflicted with other forms of cancers. The incidence of cancer is expected to increase by 45 % between 2007 and 2030. According to WHO (World Health Organization), by the year 2030, lung cancer related deaths is expected to become the highest, among other cancers. Smoking, bidis, Pan, Gutka, and Tobacco are the main causes for oral and lung cancers. With 80,000 deaths

India has the highest incidence of oral cancers in the world. Consumption of food with more salt and masala, and spicy food result in cancers of digestive system. Statistics show that Indian men are more prone to such cancers. Among men, mouth and oral cancer, esophagus, lungs, stomach and colon cancers are common. Irregular life style, unhygienic food, and stress result in such cancers. The risk of lung and head and neck cancer is more in individuals working in Aluminum & Asbestos companies, beverage and tobacco manufacturers and places where there is more exposure to Gamma radiation. Overexposure to sun or nil exposure to sunlight due to continuous working in AC rooms, night shift pattern, junk food and exposure to pesticides and chemicals also make men more susceptible to cancer.

Men above 50 years need to undergo a blood test called Prostate Specific Antigen (PSA) to detect Prostate Cancer in advance. This form of Cancer also affects sperm, leads to blood in urine, complications in waist and urinary infections. If any individual tests positive for PSA, then other forms of diagnosis include Digital Rectal Examination, Prostate Biopsy, Ultrasound, Bone Scan, CT scan, MRI, Biopsy etc., which are done to confirm the occurrence of Prostate Cancer.

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