



ROCKING TIME!

Babycell, one of India's leading stem cell banks, organised a holistic pregnancy care carnival for mums between 11am and 4.30 pm on September 1 at Bengaluru's MLR Convention Centre in JP Nagar, in partnership with brands Pigeon and Palmers. Mother & Baby magazine was media partner for this exciting event. Their Mother Care Forum had a series of informative sessions from eminent birthing experts from the industry and a lot of interactive workshops like bellydancing and fun games. TV soap actors Anup Soni and Smita Bansal (from the popular show Balika

Vadhu), were happy to share their experience with Babycell and their reasons for banking their babies' stem cells. Sports nutritionist Dr Gayatri Thakur gave diet and nutrition tips for mums-to-be and new mums; Dr Shubhangi talked about the importance of stem cells and newborn screening; Manoj Mehta from ISP - The Art of Parenting programme introduced the concept of holistic parenting; and childbirth educator Seema Kazi explained the do's and don'ts for expectant mums. Bellydance moves that help to strengthen the pelvic and deep abdominal muscles, which are used while giving birth, were taught to enthusiastic mums-to-be by Veronica Simas de Souza, director of the Veve Dance Institute.



MOMENTS TO CHERISH!



Bengaluru's MLR Convention Centre also saw mums-to-be and mums enjoying a fabulous day out on September 22. My Beautiful Bump, a fashion show, beauty pageant and panel discussion all rolled into one was organised by Cherishmaternity.com in partnership with Dr Malathi Manipal Hospitals and Mother & Baby and Columbia Asia Hospitals, Manipal Hospitals, Taxiforsure, Babycell, Fever104, Deccan Herald, Narayana Health city, Kosmos skin care, Body craft, Pizza corner and TNexpress as supporting partners. The panel discussion conducted by Vasanthi Hariprakash included Dr Jyotsna Madan, Dr Bharathi Rajanna, Dr Gayarti Karthik and Anindita Sengupta and revolved around subjects such as natural birth, breastfeeding, etc, followed by an in-depth Q&A session. A beauty pageant featuring yummy mummies was judged by renowned Kannada actor Santosh, Fever RJ Sindu, Manis Dev and Dr Bharathi Rajanna. Suherita and Tejaswini were crowned Ms Cherish Queens 2013, while Shreya won Ms Cherish Enchanting, Sweta won Ms Cherish and Rashmi won Ms Charismatic.