

Person hindering your growth is dead !!!

One day all the employees reached the office and they saw a big advice on the door on which it was written: "Yesterday the person who has been hindering your growth in this company passed away. We invite you to join the funeral".

In the beginning, they all got sad for the death of one of their colleagues, but after a while they started getting curious to know who was that man who hindered the growth of his colleagues and the company itself.



The excitement in the gym was such that security agents were ordered to control the crowd within the room. The more people reached the coffin, the more the excitement heated up.

Everyone thought: "Who is this guy who was hindering my progress? Well, at least he died!" One by one the thrilled employees got closer to the coffin, and when they looked inside it they suddenly became speechless. They stood nearby the coffin, shocked and in silence, as if someone had touched the deepest part of their soul.

There was a mirror inside the coffin: everyone who looked inside it could see himself. There was also a sign next to the mirror that said: "There is only one person who is capable to set limits to your growth: It is you". Your life does not change when your boss changes, when your friends change, when your centre changes. Your life changes when you change.

Contributed by: Abhimanyu Bakshi

“ Any stigma will do beat a dogma.
- Philip Guedalla ”



I N D O R E M A N A G E R

For circulation among members

VOLUME XV, ISSUE 8
MARCH 2011

THE MONTHLY MANAGEMENT MAGAZINE

Price: Rs.50

Herbal Life and Nutrition



Indore
Management
Association

Jall Auditorium, 56/1, South Tukoganj, Indore - 452 001 | Tele : +91-731-2512544-45, 4069545. Fax : +91-731-2528680
E-mail : mail@imaindore.com | Website : www.imaindore.com



Dr. (Ms.) Subhashini Passi
Editor- Indore Manager

Herbs, Yoga, and Ayurveda for you

Media and market forces are informing us about the use of herbs. Why so? A few other questions are coming to our minds- What are herbs? Are herbs useful? What is a herbal life style? Were herbs not essential in olden days? What is the use of knowing about herbal life style? All these are the usual questions that we do face everyday.

Common sense tells us that herbs can be used in many ways; but is their use a must in our diet? Some say that our diet should remain natural in its contents and form. They say that cooking of food spoils the natural components of our diet. They further say that cooking creates new problems. But still others say that cooking overcomes many issues of food, diet and even life inconveniences. As a result they recommend enriched food and also suggest the use of 'fast food' 'processed food' 'instant two-minute food.

The counter argument is that these are junk foods. The junk food loses vitamins, minerals and other useful components that are required in a balanced diet. They believe in old styles of processing called grand-mother's 'nuskhas'. Old style-strategy uses well researched herbs, consume natural food stuff, employ indigenous methods of cooking, use yoga and follow Ayurveda whenever needed.

Ayurveda is the oldest science of life, a system of diet,

healing and health maintenance and is deeply spiritual in origin. Ancient seers described the human body and the body of the universe as composed of prana- the primal energy, the vital life force which manifests in the form of earth, water, fire, air and ether. Any imbalance of these elements in our body experiences as illness, discomfort or pain. These elements are kept in harmony by a healthy body that consumes them through breath, food, water, sunshine, exercise and sleep.

Also, our Yogis found food stuffs such as grains, fruits, vegetables, seeds, beans, herbs, and roots as vital carriers and balancers for the energy of prana in the body; the power of these foods manifests only when they are used in the proper combinations and in complete coordination with the unique conditions of each individual. The whole system responds to the nourishment that comes from the subtle tastes and aromas of the special blend of spices and herbs. The subtle herbs, spices and aromas play a vital role in bringing us to a deeper level of health and well being.

Faith is taking the first step when you can't see the staircase-
Martin Luther King

So what are you waiting for? Come! Emancipate yourself from mental slavery and LET GO your old habits of eating!

Herbal nutrition– my two pence

Vinay Ravindranath - Sr. Research Fellow
Institute of Ayurveda and Integrative Medicine, Bangalore



We live in what we call the "modern era". There's a solution to every problem and a problem to every solution. There are experiments to bring forth innovation in science, to change every aspect of the life that had existed a few moments back. We've transcended from the era of the Video cassettes to now watching movies and storing them on our mobile phones. If every moment every aspect of life is changing, then why should nutrition not be any different?

I decided to ask my friends and colleagues about this aspect. Everyone has an opinion on eating. What to eat, what not to eat? What'll shed that last pound and what will increase it to two? In life, everyone seems to be a nutritionist. I've heard so many opinions about this that now I'm not sure if eating itself is a healthy option! Give up pizzas, junk food, chocolates, sweets... eat more vegetables, no rice (it is full of sugar), lots of chapattis, don't take milk full – dilute it with water instead... gosh, with so many rules coming up, nutrition will end up becoming an exam where calories and weight determine the winner. Don't be surprised, I mean it.

If you've tried every type of nutrition, then why not try something that you used to? Herbal nutrition is an option too. It has been in existence long before the modern medicine. Agreed, it hasn't changed with time, but it doesn't mean the value has reduced. I'm sure you'd buy a diamond necklace that was purchased a year back by someone else, because you know its value hasn't changed much at all.

The traditional approach to medicine has been tried and tested for generations, and it has been passed down from them too. Say in your childhood, you had got a cold... before your parents would take you to a

Life... it changes every moment, and we're not sure where the next turn will lead us to. The future is a mystery, but we know only one thing about it... that it will be something we may not expect. There are jingles in advertisements saying, "Looking at you, this occurred to us." So true... life changes when we look, when we see and observe its paths.

doctor, grandmother would have mentioned, rub his head with some powder. It'll help to spread the heat and remove the chills from his body. In all probability, your mother or father would have experienced that treatment from your grandparents before too. It works, it still does yet it's the notion that the value of something changes with time that has diminished the usage of such effective treatments. I'm twenty three, but there is a small bald patch already. Whenever my grandparents see it, they suggest such remedies. I've tried some, and it has worked.

Traditional medicine has a main advantage that we don't need to be ill to consume it. We can maintain it as part of our nutrition and like that it merges with our lifestyle. The nutrition when not time restrained continues to improve our health and keeps it steady and growing... rather than going to a doctor when health is affected, we ourselves become more involved in making sure that we're not affected in any health problem, be it mental or physical. We begin to understand what we can or cannot consume, and plan our nutrition accordingly. When mind begins to understand, mental health becomes very stable, and only if your mind is positive will your physical health tend to shine. Rather than just a particular aspect of health improved, herbal or conventional or traditional medicine improves our whole life.

I do not mean to tell you that right from this very moment, you've to become a vegetarian and eat only herbs. No way, that's not true to you or your body. What we can have is something only we know. Treat the body accordingly. When you respect your body, it returns that respect and smiles, so we smile along with it. "Smile and the whole world smiles with you,

Editorial /
Advisory Board
Mr. Jagdish Verma - Chairman, iLead School of Business
Mr. Shallesh Niyogi - Director, Lokmanya Group of Hospitals
Mr. M. M. Rao - V.P. (Personnel & Admin) Craftsman Automation Pvt. Ltd.
Mr. Rakesh Jain - Director, NICE College
Dr. Rajeev Mishra - Head- Training & Development VECV Ltd.

Editor
Associate Editor
Dr. (Ms.) Subhashini Passi
Prof. Charu Dubey



Indore Manager is published monthly by Indore Management Association. This issue is designed by Percept Swift Advertising Pvt. Ltd. The views and opinions expressed in the articles published in INDORE MANAGER do not necessarily reflect the views & opinions of the editor and publisher of the publication
• Postal Reg.No.: IDC/ Division/ 1116/ 2004-06 Indore Nagar (MP) • Press Reg. No.: J 2079/ MP/ Eng/ 00/ 04 Dated 13/ 3/ 90 • For Indore Management Association, Indore, Publisher - Mr. Shiv Singh Mehta, Printed at: Swastik Enterprises Pvt. Ltd., 6, Bhagirathpura Industrial Area, Indore-452 003 (M.P.) Editor-Dr. (Ms.) Subhashini Passi

cry and you cry alone”, they say. Isn’t your health similar? If you smile on your health, it’ll smile with you and brighten that smile. Balance is the name of this or any nutrition. Take what is vital, and in the necessary quantities. Herbs are good, doesn’t mean you take in any and every herb you can find by the truckload and consume them. Only you know what you can consume. It’s up to you to incorporate, or rather gel the nutrition into your life. Have acne? A dash of *aloe vera* maybe can help you. Ginger for digestive issues. Take what can help you to revitalize your life. Take what you can and in the right amounts. Traditional doesn’t mean universal.

Sometimes it’s best to remember that old is gold. It might not change with the changing times, but it was, still is and will remain an option open to try. It’s not called tried and tested for nothing now, is it? So leave the thinking, “I’ll find the cure when the illness comes”, rather, let the thought be “I’ll find my health and prevent falling ill”. A step in the right direction helps ease the further sprint in life. If the step is wrong, it’s still something you can turn your back upon right? So, are you game for giving it a shot?

E-mail: vinay.ravii@gmail.com

Interesting herb facts

- Herbal seeds have been found in pre-historic cave dwellings dating as old as 500,000 years. Our ancestors have always used herbs as food and as remedies.
- The Egyptians studied herbs and used them in medicinal and religious functions as far back as 3500 B.C. The Chinese began the organized study of herbs in 2500 B.C. Written records in China have survived enumerating the uses of herbs that date from 100 B.C.
- In the Roman Empire, Pliny wrote a long description of herbal lore and practice and the physician Galen, still revered in modern medical history and also studied the effects and uses of herbs in the early Christian era.
- The discovery of America itself is linked to Western civilization’s search for easier access to rare spices and herbs. Columbus was, in fact, hoping to open trade routes for these substances when he blundered into the West Indies and the Age of Exploration unveiled the new world.
- In the 17th and 18th centuries, Europeans like Linnaeus and Culpepper codified herbs and their names (Latin nomenclature) so that the confusion of herbs with multiple names might be easier to standardize.
- Western medicine eventually turned away from “herbalism” and concentrated instead on chemical cures. It is interesting to note, however, that many of the chemicals and medicines that have been developed over the years are, in fact, based on active ingredients present in herbs and plants.
- Today’s modern healthy lifestyles are learning to include ancient herbs and supplements as part of a holistic approach to life. Ginko, Ginseng etc. have never been so widely used.
- Besides medicinal use, herbs have always been part of human food preparation. Who can imagine a life without Basil, Thyme, Rosemary or any of the herbs we’ve come to love in our cuisine?
- Herb gardens are an easy and fun way to bring healthy, fresh foods and nutrients into your daily life. Organic herbs and plants should be an essential part of your diet.
- Herb gardens or herbal products bought on-line can be more than just medicine or spice in a tasty new dish. Think of all the varied uses of herbs such as aromatic bouquets and dried decorations.
- Aromatherapy owes its existence to fresh, organic herbs.
- Herbs are a part of the human experience. Over prepared “convenience” foods and “fast” foods have not provided us with the natural herbs that mankind has always enjoyed and used to balance their lives.
- A little easy research and you can make organic herbs, and herbal supplements part of your life. It’s the kind of knowledge that will set you free to enjoy life fully.

Source: www.plantcare.com

Edited by Indore Manager Team

Herbal products driving Indian cosmetics market

Shilpa Raina - Senior Correspondent

PTI, New Delhi



artificial and chemical ingredients in their cosmetic products has made people rethink about suitable alternatives to suit their skin.

“Of late, there have been attempts to find alternatives. Beauty recipes from China and India using traditional herbs have earned a special significance the world over. Ayurvedic recipes from India for skin and hair treatment also serve as cosmetics,” Kanoria said. “The best part about organic cosmetics is that unlike chemical-based cosmetics, these do not interfere with the body’s absorption of Vitamin D. Moreover, these help an individual to have a healthy skin, lustrous hair and glowing complexion in a completely natural way,” she added.

The herbal cosmetics industry is “driving growth in the beauty business” in India and is expected to grow at a rate of seven percent as more people shun chemical products in favour of organic ones.

“During the last decade, the herbal beauty care business has actually driven the growth of the beauty business in India. The emphasis has been on the spectacular growth of the herbal and ayurvedic beauty products business,” says beauty expert, Shahnaz Husain. She was the first to introduce the concept of ayurvedic cosmetics to the world when she launched her products way back in 1970.

Today, the Indian cosmetics industry has a plethora of herbal cosmetic brands like Forest Essentials, Biotique, Himalaya, Blossom Kochhar, VLCC, Dabur and Lotus; and many more are adding to the list. The Indian cosmetics market - defined as skin care, hair care, colour cosmetics, fragrances and oral care segments - stood at an estimated \$2.5 billion in 2008 and is expected to grow at seven percent, according to an analysis of the sector.

One such brand is Tathaastu, which deals in products made of essential oils. Divita Kanoria, Tathaastu’s chief wellness officer, said the presence of

People have also become aware of the “ingredients” of cosmetic products. “Today awareness of beauty products and treatments, fashion and grooming is at an all time high. The Indian customer is very much aware of the ingredients in cosmetic products, the benefits of plant products and the harmful effects of chemical ingredients,” Husain said.

“Also, the concept of ‘total well being’ has steadily gained ground. There is much more awareness of the wellness concept and its benefits among people today,” she added.

Husain recollects how she had to create awareness among people about the benefits of ayurvedic products when she launched her brand four decades ago. “Very early in my career, I had to create awareness of the benefits of ayurvedic products and herbal healing. I made it a point to reply personally to letters seeking solutions for skin and hair problems,” Husain said.

“My philosophy and faith in ayurveda have not only influenced markets and minds but have become an integral part of my person and brand image,” she added.

E-mail: shilpa.r@ians.in



Indian herbal industry set to flourish

Good times are here again for the Indian herbal industry. As per study commissioned by the Associated Chamber of Commerce and Industry (ASSOCHAM), the Indian herbal industry is projected to double to Rs.15, 000 crore by 2015, from the current 7,500 core business.

The industry seems to be growing handsomely, thanks to the popularity of 'Made-in-India' herbal products and surge in medicinal treatment across the world. The growth witnessed by the sector will only help SME's (Small and medium enterprise) witness a major jump in their revenue base.

The side effects of allopathic medicines and the growing awareness about the medicinal benefits of herbal products are accelerating the demand for dietary supplements and herbal-based beauty aids world-wide. This in turn is leading to the growth of Indian SME's in the sector as well.

However, the growing demand will have to be backed by quality drugs, adherence to global standardization processes and setting up high R&D base to make their presence felt in the global platform.

Further, increase in cultivation of herbal plants and

The study also revealed that Indian herbal products are more popular among the Indian Diaspora; however, a need is being felt to make them popular among the locals in foreign lands.

putting in place a complete network covering technical, institutional and industry link will also help in advancing the development of Indian herbal drug manufacturers and suppliers.

As per the study, the Indian market can be divided into two categories. One that covers raw material needed by the industries and direct consumption for household remedies, while second category that comprises ready to use finished medicines, health supplements etc.

The study reveals that there is a growing demand for raw stock which primarily comprises Amla, Isabgol, Senna, Henna, Ashwagandha, Aloe-vera and Myrobalans (Hartaki), which comprises over 75 percent of the raw materials employed in Ayurvedic medicines.

The ASSOCHAM study, however, is of the view that India's contribution to the world herbal market is very low vis-à-vis the rich resource of medicinal plants and wealth of knowledge in this area.

The study has suggested that India should be more export oriented to achieve the targeted growth and market share.

Markets	Present Demand	Targeted demand for 2015
Europe	US\$ 35 million	US\$ 70 billion
North America	US\$ 6.5 billion	US\$ 25 billion
China	US\$4.0 billion	US\$ 12 billion
India	US\$1.5 billion	US\$ 3 billion
Others	US\$ 13 Billion	US\$ 30 billion
Total	US \$ 60 Billion	US\$140 billion

Source: www.made-from-india.com
 Edited by Indore Manager Team



How are you? Before you say 'Fine Thanks', think for a moment. How are you really? When you wake up in the morning do you long to roll over and grab another three hours sleep? Do you look in the mirror and wonder where that fresh, taut-skinned youth has gone? Do you suck on coffee after coffee all day long yet, still feel irritable and exhausted?

Are you, in short, sick and fed-up of being feeling sick and fed-up? If this is you, you are not alone. A large proportion of us feel this way.

For decades the popular belief that held its place amongst us 'Health is wealth' is replaced by 'Wealth is health'. With our busy lifestyles and the urge to be wealthier we forgot to be healthier. The fluids have been replaced from water to aerated drinks. Fresh fruit juices to tinned juices. Mini snacks are now wafers and cookies. Irony is things are now costlier and unhealthier. The new generation is more inclined towards junk foods-two minute makes and have lost the definition of health foods and importance of exercising. "Who has the time for a morning walk, yoga, exercise and the likes? It's what retired and old people do who really need it," defends this generation who's full of aggression to make money while the sun shines.

We fall prey to minor niggling health problems- cases of obesity, slip disc, migraine, high blood pressure and depression have increased by leaps and bounds. Is it due to the stress at work? The car fumes in the atmosphere? The preservatives in our food? Well yes, it is all of those things. Add in too many cups of tea, a few sessions of cigarettes, too many late nights and no

exercise. We realize the threat, but we don't act unless we suffer. Consider yourself blessed if all work and no play have kept you healthy and hearty.

As time passes, these cases will increase. And therefore, to make sure your health is not disturbed, start managing your time. So what to do, book yourself into a health spa or a fitness club for next five years? Visit a doctor for health check-up every other week? Better, simply change your lifestyle and it can work wonders to your well-being.

Think about it. If your car was rattling to bits and refusing to start in the mornings, you'd take it straight in for a service. Perhaps, it's time to do the same thing for yourself.

If you seriously want to get healthy, you'll have to get moving. It could be as small as taking the staircase instead of the lift. Your aim is to raise your heart rate a little, get yourself slightly out of breath and get your muscles attuned to the idea that they are going back to work after the long holidays. You can push your group of friends to join an evening gym- that could be your hang-out with pals!

Everyone experiences stress. Without it we would be so laid back we would hardly move, our lives would be at a standstill and we'd be incapable of reacting to danger. But never overstress yourself, a good laugh in between grueling work hours would help you to relieve and enable you to sleep better afterwards.

Drink plenty of water, at least two litres of water a day, three if you work in an office with air conditioning or do regular exercise which makes you sweat. Drinking



© Sandeep Jain

plenty of water can help to eliminate body wastes and toxins and thus, keep you safe from more than a dozen diseases.

Say goodbye to the toxic substances we think help us get through the day, caffeine, nicotine and sugar, which actually makes us feel worse in the long run; and a big hello to fresh fruits and vegetables, lots of water and don't forget to learn basic exercises and do them while on your chair. Instead of a pizza, go for a salad or a club sandwich when shopping outside. Walk while talking on your cell phone. Follow a regulated sleep pattern.

Get a good massage on the weekend. When you go to a party, make sure you take on the dance floor- a way to attract members of the opposite sex too!!!

Start smiling a little more often. Like the saying 'health and wellness' go together. When your soul is happy your body is too. Once you start feeling the benefits of weaning yourself from caffeine and junk food, and start to enjoy whole natural food and moderate regular exercise, not to mention the beautifying effects, you will want to keep things this way.

These are just a few examples. List a few things you love doing and see how you can include them in your lifestyle to stay fit. Fitness is not about a regime; it's about how well you understand your body and give it what it asks for. If you put the right fuel in your car, it works perfectly. If you put diesel by mistake, it stops. The same goes for your body. Feed it exactly with what it needs and it will do absolutely best for you. These small steps can do wonders for your long-term health and fitness too. Consider what you'll achieve with all this newfound energy- maybe, you can increase your performance at work and get a promotion. If you are stuck in a rut and want to break the deadlock, attending to your physical health is one of the best ways to get kick the process into gear. It's amazing what the head can achieve if the body is in good mettle.

And remember, tomorrow never comes. Just go and find your fitness mantra today for health is actually the real wealth.

E-mail: piscsrajat@gmail.com



Top 12 must have foods

Naini Setalvad - Nutritionist
Health for You, Mumbai

The most basic route to optimum health is through optimum nutrition. In order to feel good at all times, it must be understood that food can control the destiny and direction of your life. It is rather mystifying to see how these edible treasures can boost your energy levels and immunity, improve your memory and concentration, increase your vitality and rejuvenate skin, hair and bone health. Here is a list of the top 12 foods that must be present in your kitchen and in your plate everyday.



1. Organic Foods

I put this group of foods right on top, since it is extremely important to switch to organic foods. Organic food is simply food

which has been grown naturally, with no harmful chemicals, colours, additives, pesticides or even artificial hormones. These unhealthy items are known to cause and aggravate diseases, disrupt hormone regulations and alter moods. In addition, these foods are environmentally friendly and statistically speaking, organic foods contain 390% more selenium, 180% more magnesium and 70% more calcium than non-organic foods. Buy it monthly, do not store more than 3 months as there are no chemicals and preservatives.



2. Turmeric

This bright yellow spice is antibacterial and antiseptic. It is also useful in detoxifying the liver – which is one of the most important organs,

including the partial recycle bin of the body. In addition, turmeric reverses and retards the development of Alzheimer's Disease as well as the progression of the dreaded cancer. It is grandmother's cure to inflammatory skin conditions

as well as being the subcontinent's favourite beautifying food. Always choose organic. You can add a tsp in water and have it twice daily. It prevents a host of disease.

3. Lemon

This little (technically speaking) fruit is known worldwide for its antiseptic properties. It is also increasingly popular as a home remedy for acidity. In addition, lemon is excellent for bone health (especially in preventing arthritis and osteoarthritis). It also reduces cholesterol as well as blood pressure, while boosting the immunity. Its antioxidant properties also ensure that it cleans your cells from within, giving a natural glow to your hair, skin and eyes. Squeeze the lemon on all foods. You could also add it to the turmeric water.



4. Flax seeds

Flax seeds are one of the best sources of omega 3 fatty acids, which is essential for bone health as well as the hair. Flax seeds also have a hormone-balancing function, primarily for women. As for men, flax seeds prevent the inflammation of the prostate. Flax is also known to protect against



the internal and cosmetic effects of aging. To top it all, flax seeds are rich in calcium and magnesium, making it a holistic food for the entire family.

They are very good for brain development. Roast them; toss them in your salad. Have it with fennel as a digestive.



5. Prunes

- It's excellent for cardiovascular health
- Reduces blood pressure
- Packed with antioxidants, therefore, good for cancer, skin, hair and eyes

- High in iron
- Natural sugar
- Nature's broomstick – cleans the digestive system
- Zero fat!
- Look for the Californian variety



6. Pistachios

- Pistachios contain high quantities of potassium
- They are a skinny nut – 30 pistachios contain only 100 calories
- They contain fiber, which

helps in digestion

- Pistachios are a good source of vitamin B6
- Pistachios are good for cardiovascular diseases and overall heart health
- Wonderful pistachios are great for eye health, have daily 30 are only 100 calories. Choose Californian variety



7. Whole grains

- Whole grains contain fibers, which promote the slow release of sugars in the body
- As a result, one also feels fuller for a longer time

- after eating whole grains
- They can lower cholesterol
- Whole grains also contain B-vitamins, which are energy giving vitamins

8. Extra Virgin Olive Oil

- Monounsaturated fats– help in reducing bad cholesterol and increasing good cholesterol
- Contains plenty of natural antioxidants
- Prevents stomach problems
- Excellent for cardiovascular health
- Abundant in vitamin E
- Extra virgin is good for Indian cooking
- Avoid Pomace as it is used to lubricate machinery and light lamps



9. Sprouts

- The nutritional benefits of seeds are increased in magnitude when they are sprouted
- Sprouts nourish our glands
- They are foods for the brain as well as the nerves
- They are excellent sources of protein
- They do no harm to your cholesterol levels and are beneficial to cancer
- You should steam them and toss them in your salad or vegetables



10. Fruits

- Antioxidants– these are our body's little soldiers which help fight against cholesterol and cancer and they boost the health of our skin, hair and eyes



- Natural sugar in the fruits give you energy and keep the sweet cravings at bay
- Fiber keeps the digestive system clean
- Zero fat make EVERY fruit a dieter's delight (including mangoes, papayas and strawberries!)



11. Vegetables

- Fiber cleanses the digestive system
- Antioxidants are little soldiers that prevent cancers, lower cholesterol, increase immunity and are good for hair, skin and eyes
- Zero fat make vegetables a dieter's delight!
- All your vegetables– especially leafy greens– are a powerhouse of vitamins and minerals



12. Water

- Best pick-me-up and refresher
- Helps maintain muscle tone and preventing muscle dehydration

- Best detoxifier– flushes out all toxins
- Also helps flush out excess salt, and is the best cure for water retention
- Minimum 8 glasses daily

It's easy to add these daily to your diet and simply remember to add:

1. 3 fruits a day
2. A raw salad (kachumber) with every meal
3. Cook at least one meal in extra virgin olive oil
4. Flavour your food with turmeric and have turmeric water with lemon water daily
5. A cooked vegetable to your meal
6. Snack on pistachios, prunes and fruits
7. Remember your leafy greens– simply garnish with coriander
8. Try out a different grain everyday besides wheat

E-mail: healthforyou@nainisetalvad.com

Nutrition from an Ayurvedic perspective

The ancients offered ten principles about a healthy diet and how it is to be eaten. They are:

- Food needs to be hot (usually cooked).
- Food needs to be tasty and easy to digest.
- Food needs to be eaten in the proper amounts, not too much or too little.
- Food needs to be eaten on an empty stomach, after your last meal has been digested, and not before.
- Foods need to work together and not contradict Wone another in their actions.

- Foods need to be eaten in pleasant surroundings with the proper equipment for their enjoyment.
- Eating should not be rushed.
- Eating should not be a horrendously drawn out affair, either.
- It is best to focus on your food while eating.
- Only eat food which is nourishing to your particular constitution and which suits your mental and emotional temperament.

(Charaka, pXXXV)



Why we shout when in anger

A Hindu saint who was visiting river Ganges to take bath found a group of family members on the banks, shouting in anger at each other. He turned to his disciples smiled and asked.

'Why do people shout in anger, shout at each other?'

Disciples thought for a while, one of them said, 'because we lose our calm, we shout.'

'But, why should you shout when the other person is just next to you? You can as well tell him what you have to say in a soft manner.' asked the saint

Disciples gave some other answers but none satisfied the other disciples.

Finally, the saint explained.

'When two people are angry at each other, their hearts distance a lot. To cover that distance they must shout to be able to hear each other. The angrier they are, the stronger they will have to shout to hear each other to cover that great distance.

What happens when two people fall in love? They

don't shout at each other but talk softly, because their hearts are very close. The distance between them is either nonexistent or very small...

The saint continued, 'When they love each other even more, what happens? They do not speak, only whisper and they get even closer to each other in their love. Finally, they even need not whisper, they only look at each other and that's all. That is how close two people are when they love each other.'

He looked at his disciples and said. 'So when you argue do not let your hearts get distant, do not say words that distance each other more, or else there will come a day when the distance is so great that you will not find the path to return. They may end up in divorce courts, for instance.'

Reflection Questions

- Why do people shout in anger, shout at each other?
- What happens when two people fall in love?

Source: www.spiritual-short-stories.com
 Edited by Indore Manager Team

The sculptor's attitude

I woke up early today, excited over all I get to do before the clock strikes midnight. I have responsibilities to fulfill today. I am important. My job is to choose what kind of day I am going to have.

Today, I can complain because the weather is rainy or I can be thankful that the grass is getting watered for free.

Today, I can feel sad that I don't have more money or I can be glad that my finances encourage me to plan my purchases wisely and guide me away from waste.

Today, I can grumble about my health or I can rejoice that I am alive.

Today, I can lament over all that my parents didn't give me when I was growing up or I can feel grateful that they allowed me to be born.

Today, I can cry because roses have thorns or I can celebrate that thorns have roses.

Today, I can mourn my lack of friends or I can excitedly embark upon a quest to discover new relationships.

Today, I can whine because I have to go to work or I can shout for joy because I have a job to do.

Today, I can complain because I have to go to school or eagerly open my mind and fill it with rich new tidbits of knowledge.

Today, I can murmur dejectedly because I have to do housework or I can feel honored because the Lord has provided shelter for my mind, body and soul.

Today stretches ahead of me, waiting to be shaped. And here I am the sculptor who gets to do the shaping.

What today will be like is up to me. I get to choose what kind of day I will have!

Reflection

- Have a GREAT DAY... unless you have other plans.

Source: www.kathavarta.com
 Edited by Indore Manager Team



Ancient herbs, modern medicine: improving your health by combining Chinese herbal medicine and western medicine

Henry Han, O.M.D., Glenn Miller, M.D.

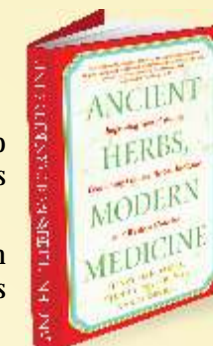
The best of Eastern and Western medicine in an integrative healing system for the mind, body, and spirit. Now, for the first time, a Western physician and a doctor of Oriental medicine combine the unparalleled technological advances of the West with the unmatched wisdom and healing touch Chinese herbal medicine provides for many diseases and conditions that elude modern medicine. Ancient Herbs, Modern Medicine demonstrates the many important, highly effective ways Chinese medicine and Western medicine can complement each other in treating everything from allergies and insomnia to mental illness and cancer. This accessible, comprehensive guide offers many informative and enlightening case studies and up-to-the-minute information on:

- How integrative medicine combines the best of Western pharmacology and Eastern herbology
- How integrative medicine helps fight the diseases and illnesses of our time, including allergies, asthma, and chronic fatigue syndrome and eases and even reverses symptoms of arthritis, diabetes, depression, osteoporosis, AIDS, heart disease and

cancer-often without side effects

- How Chinese medicine can help you recognize signs before an illness becomes a crisis
- The importance of Western techniques in diagnosing serious diseases
- Why Chinese medicine offers the most effective treatment for many chronic/recurrent illnesses
- Restoring essential balance to the Five Energetic Systems--the Heart, Lung, Spleen, Liver, and Kidney Energies
- The Eight Strategies of Herbal Therapy--how herbs work in your body plus illuminating discussions of the basic principles of Chinese medicine, as well as food remedy recipes, diagrams, glossaries of medical terms and herbs, resource listings, and much more to help you tailor an integrative health regimen that is right for you.

Source: www.kobobooks.com
 Edited by Indore Manager Team



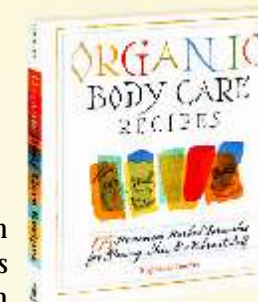
Organic body care recipes: 175 homemade herbal formulas for glowing skin & a vibrant self

Stephanie Tourles

Radiantly healthy skin, hair, feet, hands, eyes and nails. Commercial beauty products make this promise every day and live up to it with varying degrees of success. Stephanie Tourles offers a better solution to everyone frustrated with the endless cycle of expensive synthetic famous-name cosmetics that often fall short of expectations. Take control of beauty treatments with homemade products that use safe nourishing ingredients to pamper the body and soothe the senses. Lotions, scrubs, toners, balms and masks polish and balance the skin, soothe current problems and prevent future ones. Shampoo rinses and conditioners tone the scalp, boost highlights and leave hair soft and shiny. The book's whole-body coverage also includes recipes for hand and foot care,

nail treatments, shaving cream and even popular spa treatments such as microdermabrasion exfoliants detox and cellulite soaks, ayurvedic oils and herbal cold salves. Most important, there is never any doubt about the purity of these ingredients! Each formula is clearly presented in recipe style with notes on prep time, storage and uses. Many products can be customized according to personal needs, whim or mood and they all use readily available natural ingredients. Organic Body Care Recipes is a natural treasure for every body.

Source: www.kobobooks.com
 Edited by Indore Manager Team





The monkeys go fasting

A group of monkeys decide to go on a fast one day. "Before we begin, I think we should keep the food with which we'll break the fast ready," counseled the old monkey chief. The monkeys nodded their heads in agreement. The youngsters were sent in search of food. They returned with huge hands of delicious-looking bananas.

"I think each of us should keep our share of bananas with us before we begin our fast, so that we don't spend time distributing them after we break our fast. You can imagine how hungry we all will be by then!" said the chief's wife. The monkeys liked the idea and they collected their share of the bananas.

"Why don't we peel one banana and keep it ready to eat?" said one of the youngsters.

"Yes, let's do that," shouted a fat monkey in agreement. Just looking at the bananas was making him hungry. "All right," said the monkey chief. "We shall peel the

bananas but under no condition should we eat them." So the monkeys peeled their bananas and carefully kept them ready for eating in the evening.

"Can I keep the banana in my mouth? I promise not to eat it till evening. Please!" a little monkey asked his father. "Why don't we all put a banana in our mouth? That way we can chew it immediately when we break the fast," said his father, who had agreed to go on the fast only because his wife had not given him a choice. "As long as we don't eat it, it should be fine," he added.

So, the monkeys put the bananas in their mouths. One by one they eyed each other uncomfortably as they began their fast — and as you can imagine, within no time at all, the bananas disappeared down their gullets. And that was the end of their fast!

Source: www.dimdima.com
 Edited by Indore Manager Team

The unwelcome guests

Ponnan was a poor but generous man always ready to share whatever little he had with others. He often brought home people he barely knew for tea or lunch, thereby, causing great hardship to his wife. One morning when his wife looked out of the window, she saw three fat men coming towards her house and guessed at once they were coming to her house for lunch at her husband's invitation.

As she turned away from the window her gaze fell on the mortar and pestle that she used for pounding the rice and suddenly she got an idea. When the men arrived at the front door sometime later they were pleased by the warm welcome given them by their host's wife. But when they entered the house they were puzzled by a strange sight - a mortar and pestle made ready for worship, stood in the hall.

"What is this?" asked one of the men. "Who worships this mortar and pestle?"

"Don't you know?" said the woman, pretending great surprise. "It is my husband's deity. A strange deity it is too. It demands human blood. When my husband comes home he'll pick up the pestle and hit you on

your heads to draw blood. So many times I have told him: 'Don't do it, don't do it' because it is I who have to clean the floor afterwards..." Ponnan returned just then and he was puzzled to see the men hurrying away from his house.

"They wanted the pestle," explained his wife, "and I refused to give it to them."

Oh, you foolish woman!" said the husband. "If they wanted the pestle you should have given it," and he picked up the pestle and ran after them.

"Come back! Come back!" he shouted to the men. "You can take the pestle."

The men, already badly frightened, thought he was coming to hit them with the pestle and ran for their lives.

Ponnan sometimes wondered why people had stopped accepting his invitations and why his wife smiled every time she touched the pestle. But she never let out the secret.

Source: www.dimdima.com
 Edited by Indore Manager Team



Changing dynamics of business at Dabur

Amit Burman, Vice Chairman, Dabur India



When the 114-year-old Dabur outsourced its IT in order to stay quick-footed, plenty of industry watchers held their breath. After all, only a handful of large Indian companies had attempted something similar - and none of them had a century-worth of baggage. But it's worked for Dabur. It's given them plenty of flexibility, if the way the company is expanding and taking one smaller and more nimble brands is any commentary. When a titan of the old economy opens a new road, it leaves behind a large swath for others to follow.



After 114 years, Dabur handed the business over to professionals. How has that worked out?

Amit Burman: In 1998, the Burman family passed the management of the company over to a professional

CEO and limited their role to strategic inputs at a board level. We have reduced our strength on the 10-member board of directors to four members and only provide broad policy guidelines for growth and diversification. The family provides strategic direction to the company and the group and evaluates newer avenues for growth. The decision was taken in response to the changing dynamics of our business and to inculcate a spirit of corporate governance within Dabur. We felt the need to look at management succession more seriously. We felt it was time for us to sit back and look at the big picture and let able and talented managers to run the show. However, we also believe that the family has a trusteeship role to follow both in terms of perpetuating the family business and in preserving and growing the business.

For Dabur, the family and the business are institutions to preserve. The move has been a success. Dabur has grown under professional management. Some of its brands- particularly in the highly competitive oral care and shampoo markets- have emerged as the fastest growing brands in the market- ahead of established multinationals. For example, Vatika has, for two years running, been the

fastest growing shampoo in India. Three of our toothpaste brands- Dabur Red, Babool and Meswak are the fastest growing toothpaste brands in India for three years now and have taken away market share from our competition.

You took ayurvedic medicine corporate. But now with over 50 brands, how do you maintain brand sanctity?

Amit Burman: Today, Dabur is the world's largest natural healthcare company and while it is true that Dabur's brand portfolio has grown, the fact also remains that a common thread binds them all



together: the company's herbal and ayurvedic heritage. All the products in Dabur's portfolio are based on herbal and ayurvedic ingredients and this herbal heritage helps it maintain brand sanctity, whether in the personal care space, or in health supplements. All new product developments are also based on a herbal platform. This heritage helps Dabur's brands outpace MNCs - both in the oral care space and in the hair care space - and become the fastest growing brands in their categories.

Why did Dabur exit the pharma business?

Amit Burman: IT was a strategic decision by the Burman family. The family is happy to have created significant shareholder value through this business in a short span of time. The proceeds from the divestment of Dabur Pharma will go into family investments. There are several options we could look at - insurance being one. Going forward, we

need to re-evaluate our entire portfolio before we invest elsewhere.

You have forayed into health and beauty products. Why?

Amit Burman: Dabur recognized a gap in the health and beauty retail space in India. There's a growing need for quality service and store environment in that space. With no major player, moving in now would give us an early mover advantage. The Indian consumer has come of age. But the shopping experience here has not kept pace with this change. Even though retail outlets have mushroomed across the country, most of them still do not offer consumers the kind of shopping experience that people in the rest of the world are used to. Dabur intends to tap the growth prospects in both the retail market and the health and beauty segments. Our USP will be an unique store environment and a diversity of products that will be on offer at the stores. Dabur has set up a wholly owned subsidiary, H&B Stores, which is in the process of establishing a pan- India chain of retail stores in the beauty, health and wellness sphere.

The first of these retail outlets, branded new u, opened its doors to customers in Delhi in March 2008. With a new u, we are committed to bring a world-class shopping experience to India. We have already established six new u outlets and are expanding its presence to more cities. While these stores are targeted at women, they seek to create a fun and fashionably colorful environment that is not alienating to non-core customers- particularly, men. The stores will be affordable and classy and will provide all the top mass-market brands. The product mix at the stores will cover pharmacy and OTC (over the counter), personal care, baby care, cosmetics, general merchandise and confectionery.

Beauty and wellness products are key parts of the stores with sizeable shelf space allocated to both leading Indian and international brands operating in this space. The new u stores offer the entire range of beauty, health and wellness products under one roof. In the future, we also intend to have a private label presence. Dabur India is investing Rs 140 crore into this venture, and is confident that the venture will

report profits in its fourth year.

One of your strategic intents is to provide consumers with innovative products within easy reach. How?

Amit Burman: Dabur has initiated a program to improve distribution effectiveness. Under it, we have organized sales teams on the lines of channel expertise (separate teams for modern trade, grocers and chemists) in urban markets and exclusive rural teams in six focus states. Today, the servicing needs of the industry are vastly different from what the traditional stores can provide. The exciting new formats also open up opportunities for brand activation at the point of purchase. The system uses vastly different and superior selling skills.

A team with appropriate skill sets has been put in place to respond to the needs of modern trade and the results are most encouraging. The channel strategy has been devised to focus on key segments based on strategic attractiveness and total-cost-to-serve principles. To address the complexities posed by the rapid ramp up of modern trade, our traditional



distribution system- stockists servicing all outlets irrespective of format- was overhauled. Since the servicing needs of these outlets are different, Dabur configured exclusive modern trade stockists in large towns to service these stores. Direct supplies are also available to distribution centers with formats like Cash & Carry and large national chains.

And with a company sales team, Dabur is geared to meet the servicing needs of emerging formats. The challenges

posed by the expectation of higher levels of efficiencies on shelf availability and inventory are also being addressed by our supply-chain system. More efficient supply-chain practices like electronic order and data processing and changing processes to facilitate e-payments, etcetera have been put into place.



In the future, do you think 'natural' will drive the health products industry in India?

Amit Burman: We are already seeing this happening. A growing number of consumers, particularly, in urban markets, are increasingly taking to healthy foods. Though it is still a largely urban phenomenon, the consumer base for such products is on the rise. Dabur has been at the forefront of healthy and natural products, which is one of the prime reasons for our continued growth. In fact, we are now witnessing many MNCs trying to follow this path by introducing natural variants of their products.

Dabur - with its portfolio of juices under the Réal and Active brands - is already a dominant player in the health food and drinks market. Today, Réal is India's leading packaged, preservative-free fruit juice brand. From its launch in 1997 as India's first juice brand, today Réal offers the largest range of fruit juices. It is also first brand to create variants suited to the Indian palate, like Litchi, Guava and Mausambi. That said, we continue to look at adding greater value to the product by offering an even healthier version.

A step in this direction was the introduction of the Activ range a few years back. This range does not have any added sugar. Activ also offers a range of healthy fruit variants like fruit and vegetable blends including orange-carrot, mixed fruit cucumber-spinach, etcetera. We have also introduced vegetable juices and a fruit soya range. This last combines the taste of fruits and the goodness of soya, which is known to be one of the best sources of vegetable proteins. Fruit soya is targeted at health conscious consumers.

Source: www.cio.in
Edited by Indore Manager Team

Australian bush flower essences: an ancient way of coping with the modern world

Joanne Burrell, Personal Transformation Expert
Hampshire



For hundreds of years flower essences have helped with myriad of physical, mental and emotional conditions for humans and animals.

India, Asia and South America have a long history of using flower essences and during the middle ages in Europe, nuns would drape the bed sheets of the sick over flowers so with the morning dew they would take on the essence of the flowers and pass on the healing power to those in their charge.

In the West, over centuries the healing properties of flowers was lost until, in the 1930s, Dr Edward Bach developed a series of flower essence remedies for humans and animals from flowers found in the English and Welsh countryside.

The healing power of flowers indigenous to Australia have been known for centuries by Australian Aborigines, but to an extent were also lost over time as Australia's history unfolded. Ian White (founder of Australian Bush Flower Essences) a fifth generation herbalist, researched and developed the healing power of the native Australian plants using Dr Bach's method. There are now over fifty Australian Bush Flower Essences that help unlock your full potential mentally, physically and emotionally.

So why use a Flower Essence?

If your boiler breaks down, then the chances are that you try and fix it yourself and then call a plumber. But what do you do when your emotions break down, when you are struggling with life but feel like you should be able to cope? Australian Bush Flower Essences are one tool that you could use to get yourself through a trying time.

Emotionally- A personalised remedy will support you to cope with an emotional trauma or upset. Also,

enabling you to learn from it and move on to a position of emotional strength. For example, if you have gone through an illness recently, modern day medicine will only treat the physical condition. Your life had probably completely been turned on its head because of the illness and you don't really know what it means to be ill. You could choose an Australian Bush Flower Remedy combining *Spinifex*, which empowers emotional understanding of illness, with *Silver Princess*, which opens up an understanding of life's purpose and direction. In this way you can develop a comfortable acceptance of who you have now become since being ill.

Physically- Certain essences can help with physical illnesses. The combined essences of Little Flannel Flower and Billy Goat Plum have been found to overcome psoriasis, whereas, the combination of the essences of *She Oak*, *Crowea* and *Peach-Flowered Tea-tree* can help ease premenstrual tension.

Mental- There are also remedies which help support you in day-to-day matters. Do you have days where your job requires you to be more creative? Turkey Bush would be your essence to take on this day. The combined essence of *Cognis* should be an essence that all students use. Its properties encourage your brain and mind to not only be focused, but also be receptive to learn new things as well as recall old knowledge.

The best way to use them is through a qualified practitioner who can create a combined remedy that is suitable for your personal situation. However, the pre-prepared remedies can be bought and used as required. For example, if you are looking for relief from jet lag then get some *Travel Essence* before you go! Are you undergoing chemotherapy treatment? Then *Electro Essence* will support you emotionally through this challenging time.

In summary the Australian Bush Flower Essences can help with everyday issues of the 21st century: sexuality, communication skills, loss and grief, confidence and spirituality to name a few.

"It's your little helper in a little bottle to get you up and facing life head on once more."

E-mail: joanne@joanneburrell.com

Green tea to heal your soul...



Herbal teas have long been known to have medicinal benefits as well as being tasty to drink. Some of the most popular include chamomile tea, jasmine tea and ginger tea. Each has a distinctive taste as well as health benefit.

Some of the herbal teas not only surprise you with its delicious taste but also what herbs are used. For example, most people think of basil as a pesto plant. However, its spicy aromatic flavor also makes a delicious tea. Or who would ever think of a culture from a mushroom found in Russia then passed down through many generations, cultures and countries, such as Kombucha Tea.

Green tea and other herbal varieties have therapeutic and curative qualities. Tea can have profound healing properties that are quite potent and cure an inordinate amount of ailments and conditions with more and more curative qualities being discovered even to this day.

More than 500 studies have been conducted in recent years to determine the potential health benefits of green tea. In Asia, this smooth, delicate brew has been used for medicinal purposes for thousands of years.

Many people assume that medicinal herbs are grown in an herb garden or harvested from the forest. In fact, medicinal herbs span from the breadth of the entire plant kingdom, from giant conifers to tiny yeasts. When you enjoy a healthy cup or several mugs of herbal tea each day, you are actually consuming an herbal infusion- also known as a *tisane*, rather than actual brewed "tea". Herbal infusions look like tea and are brewed in boiling water like tea. *Tisanes* are made from carefully planned and measured mixtures of botanicals.

An herbal infusion may contain select dried leaves, pieces of ripe fruit, flowers, grasses, nuts, barks, seeds or other botanicals that give them their taste and contribute to an array of folk and research-based herbal tea benefits. Here are some of the suggested herbal tea benefits when consumed on a daily basis.

- Achieve a more calm, relaxed state of mind
- Support heart health
- Aid with stomach and digestive problems
- Provide cleansing properties for the body
- Promote energy and wellness

If you are interested in starting a tea or herbal beverage regime for medicinal purposes, first familiarize yourself with the composition of your herbs and note other prescription drugs and supplements you are taking. While most herbal remedies are safe, always check with your doctor to ensure that what you are consuming complements your medication and is appropriate for your health.

Scientific findings have linked green tea consumption to the slowing or prevention of conditions including heart disease rheumatoid arthritis, impaired immune disease, and liver disease. In addition, some studies have indicated tea may have cancer-fighting properties for cancer of the bladder, colon, esophageal, stomach, and pancreas.

Health benefits of green tea have been proven to aid tooth decay and dieting. The tea's medicinal properties- whether consumed hot or over ice are attributed to its rich concentration of catechin polyphenols, particularly, epigallocatechin gallate, which act as powerful antioxidants that ward off disease and improve health.

Healing with tea can be very beneficial. There are many illnesses and diseases that certain types of teas can remedy and even cure- really, you'd be quite surprised. There are a plethora of herbal tea choices available from tea houses and retailers. In addition to herbal tea benefits, you will find that herbal tea is a taste treat and pleasure to drink.

"The herbs have amazing health benefits..."

Contributed by Neha A. Bakshi

GADGETS for the visually impaired



Through this article we intend to bring to light some devices created for the visually impaired, so that they too can enter the world of technology. The camera mouse is simple to make, easy to use, light weight (< 100g), uses low voltage for safety, is energy efficient (consumes < 10w of power) and has a rugged and shatterproof body.

The user needs to connect it to a TV or a PC and it's ready to be used. This palm-sized device is small in size but large on magnification - up to 20X. In addition, it can be used both for writing as well as reading. The built-in illumination allows for use in a darkened room and comes fitted with a high-tech CMOS camera.

This mouse was introduced in 2007 by Vision Aid Charitable Services Society. We spoke to its founder donor, MS Raju, who said, "This mouse is important for people with low vision conditions and also senior citizens who lose vision over the years."

The Camera Mouse costs Rs. 2,400 (including delivery anywhere in India) and comes with a one-year repair and replacement warranty. Also, if the user does not find it comfortable to use the Camera Mouse, there is a money-back guarantee if the device is returned within a week.

However, the organization says that they haven't got a single complaint from any user, and so are planning to declare a lifetime-warranty on the device.

Source: www.techtree.com
 Edited by Indore Manager Team



We live in an age that has witnessed the emergence of tablets, which revolutionized portable computing, desktop computers that have shrunk to lightweight laptops, and smartphones that let you access the world from the palm of your hands. While it may seem we have in place all we need, our hunger for better, faster and more effective devices and software has compelled us to push ourselves harder.

In our race to get the smartest and sexiest devices we've set our eyes on, we often forget those who have not even had a glimpse of this technology. Over 40 million people in the world are blind, and over 120 million people have significant low vision conditions that cannot be corrected, cured or treated by conventional refraction, medicine or surgery. This number is expected to double by the year 2020 (World Health Organization, 2004). India alone has more than 15 million visually impaired people.

Swap crafts incredible rebel watches

Enthusiasts who are always on-the-move would certainly agree that mobile phones and watches are the most essential requirements to carry along. Swap has precisely integrated both of these vital devices in its enticing Rebel watch phone.

Besides the incorporated camera, the offering comes fitted with a 1.46-inch color touchscreen which renders 176 x 132 pixels. Owners can capture still images and videos using the built-in camera. The device comes with a 2GB microSD card which can be easily expanded to 8GB.

The solution also comes with USB 2.0 and advanced Bluetooth capabilities. Users can enjoy a seamless hands-free experience using the integrated sensitive microphone. The watch can be grabbed in five attractive hues like black, pink, orange, white and green.

The newly unleashed gizmo comes powered by a

240mAh lithium-ion battery which is capable of delivering around 130-160 minutes of talktime and 85 hours of standby time. The device bundles together interesting features like SMS, MMS, calendar, world clock, calculator, WAP, file manager and FM radio. In addition, the solution can store around 500 contacts and lends support to audio/video recording.

Language is not an issue since the Rebel watch phone is compatible with English, French, Spanish, Portuguese, Italian, German, Russian and Arabic. Offering seven profiles, the device bundles together a USB cable, wired stereo earphones, built-in mini stylus and user guide. The unit sports a high quality water resistant silica rubber strap with stainless steel buckle.

Source: www.techtree.com
 Edited by Indore manager Team



Himalaya drug company: branding Ayurveda



"I would like to see Himalaya as a trusted brand in every household, symbolizing global leadership in herbal healthcare." - Meraj Manal, Chairman, Himalaya Drug Co., in June 2002

Abstract

The case examines the marketing strategies adopted by the leading Indian herbal healthcare company, Himalaya Drug Company (HDC) in the late-1990s, particularly, the advertisement campaign for its personal care product range 'Ayurvedic Concepts.'

The case explores the company's efforts on R&D, product development and retailing fronts to change the perception of Indian consumers about the contemporariness of Ayurveda for health care. The case also explains rationale behind HDC's decision to bring all its brands under an umbrella brand, 'Himalaya'.

Issues

Understand the issues involved in building the brand image of a product like Ayurvedic Concepts and the role of advertising in building the brand image.

A 'Hip & Happening' Granny!

In 1999, the leading Indian herbal health care company, Himalaya Drug Company (HDC) launched an advertisement campaign for its range of personal care products branded 'Ayurvedic Concepts.' The Rs 120 million campaign was extensively covered by the electronic and print media.

The television commercials (TVCs) for the brand featured an unusual brand ambassador. Indians, who were used to advertisements featuring celebrities from the world of movies/sports, and young, good-looking models, watched in amusement an old,

'grandmotherly' lady promoting the brand.

Not just that, the brand ambassador referred to as 'Dadima' (a Hindi language term for grandmother) broke the stereotype image associated with grandmothers (and people of that age group) in the country. Unlike the typical grandmothers, she was aware of the latest trends and happenings in the world around her.

Moreover, she conveyed her knowledge of age-old health tips and HDC's products in fluent English and was thus, successful in presenting a contemporary image of Ayurveda.

HDC claimed that the advertisements managed to establish the credibility of 'Dadima', and 'Ayurvedic Concepts', in general. Not only did it promote Ayurveda, as a science but was able to build a huge amount of recall for 'Ayurvedic Concepts'.

In the next two years, 'Ayurvedic Concepts' became reasonably successful, and its visibility increased considerably.

However, in a surprise move in December 2001, HDC announced that it would bring its domestic and global brands under a single global brand, 'Himalaya,' with a new logo and brand identity. The company's website stated, 'Our new brand identity communicates the very essence of our company.'

The company also decided to shift its focus from chemists and doctors (the prescription route) to consumers. Analysts questioned the company's decision to bring 'Ayurvedic Concepts' under the global brand, Himalaya.

They believed that it was not a wise move considering the huge investments it had made in

establishing the brand. HDC was, however, confident that this 'universal branding' strategy would help make the company synonymous with herbal healthcare across the world. However, many analysts believed that it was not the only reason for the radical changes being brought about in the company.

In the 1930s, when the group's founder, M. Manal was visiting Burma (renamed as Myanmar), he was highly impressed to see the soothing effects of a herb, Rauwolfia Serpentina,² on restless elephants. In the same year, he established HDC as a partnership concern, and began testing this herb scientifically.

After thorough research, the company launched Serpina, the world's first anti-hypertensive drug in 1934. Manal decided to bring Ayurveda at par with modern medicine and extend its benefits to the people in general. However, the company faced a lot of problems as the popularity of Ayurveda as a branch of medicine was on the decline due to the colonial rule and increasing scientific temperament of the masses.

Manal, however, continued his pursuit to develop medicines based on Ayurveda and concentrated extensively on research and development (R&D) to enhance the company's product range and quality. In 1950, Dr. Roshan M. Captain joined HDC, as the head of R&D.

Many popular drugs were launched during this period. Among the most notable of these was LIV-52, a hepatoprotective³ medicine released in 1955, which went on to become one of the highest selling drugs in the world. In the mid-1960s, a German pharmaceutical consultant named Karstein joined the company.

Branding Ayurveda

According to the marketing research conducted by HDC, most consumers perceived Ayurveda as an age-old branch of medicine, which was revered but not accepted as being reliable for treating ailments. Thus, the two major tasks for HDC in India were to establish an image for itself and promote the message that Ayurveda was as modern and vibrant a science as any other.

HDC realized that it needed a campaign, which would be able to destroy the commonly accepted



notion of Ayurveda as something developed by 'sadhus' (Hindi-language term for saints). A three-pronged strategy was adopted by HDC for presenting Ayurveda as a contemporary form of medicine.

The company wanted to project that products under the 'Ayurvedic Concepts' range addressed the complete body, and did so better than anything else as they were formulated with R&D support. The brand was promoted with a tagline, 'Get on with your life,' which indicated that its products helped people cope better with the pressures of modern life.

The 'Himalayan' Journey

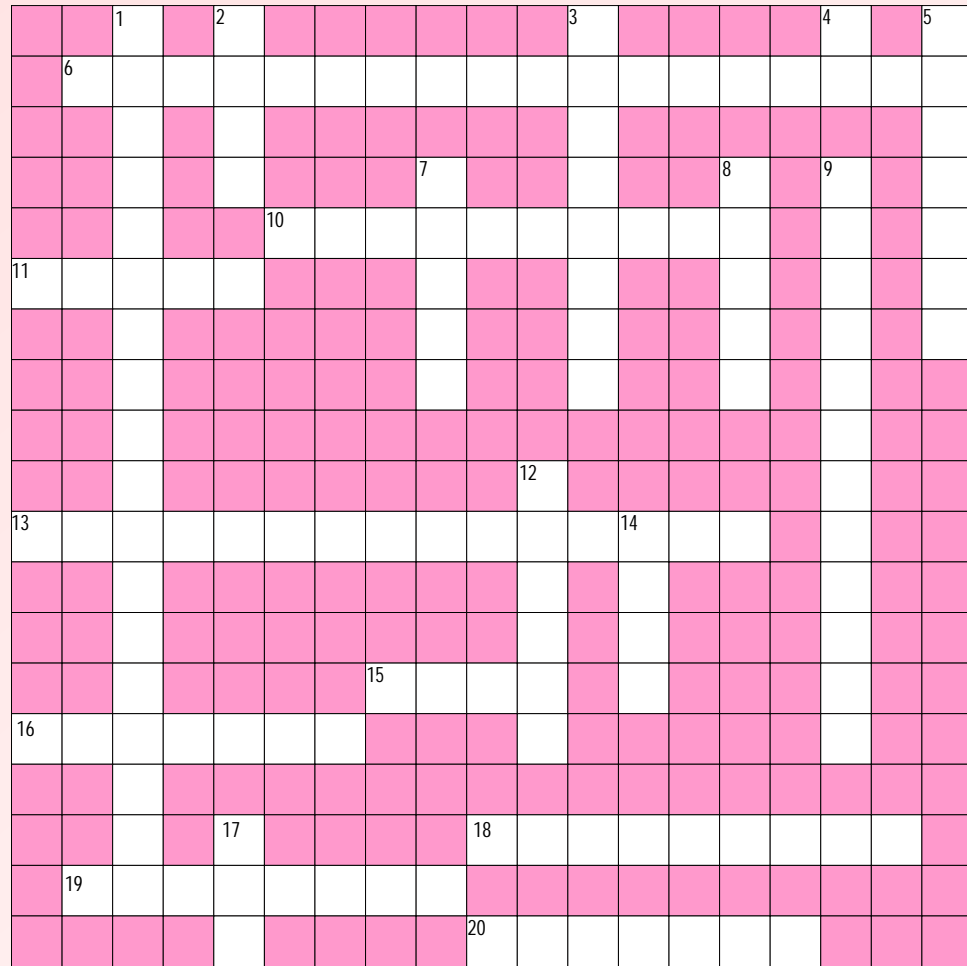
The decision to drop 'Ayurvedic Concepts' as a separate brand was an extremely difficult one for the company. However, the rationale behind HDC's decision soon became apparent when company sources revealed that immense popularity of 'Ayurvedic Concepts' as a brand was posing a threat to the company's identity. Medical practitioners as well as consumers were reportedly unaware about Himalaya being the mother brand of 'Ayurvedic Concepts'.

Is the Granny Dead?

HDC's decision to bring all products under the Himalaya brand name was expected to make it much easier to communicate with customers across 55 countries. Even as it faced accusations from industry observers for having wrongfully 'killed' 'Ayurvedic concepts' and 'Dadima,' the company seemed to move on effortlessly. However, company observers were apprehensive of the company's future due to the changes sweeping the market in which the company was operating.

Source: www.icmrindia.org
Edited by Indore Manager Team

Crossword



Across

6. Which Television channel launched the first local programming initiative in India in the form of reality show - Everset Se Takkar?
10. Which fabric company has the slogan 'India's Family Store'?
11. Which company brings you CNBC Television channel in India?
13. Which cricketer is the brand ambassador for Band-Aid?
15. Which fabric brand has the slogan- 'Wear your attitude'?
16. What is the name of the 233cc Motorcycle launched by Hero Honda?
18. Acme Clothing owns which famous brand?
19. Aditya Birla collaborated with which foreign company to roll out an insurance scheme?
20. Car manufacturer Hyundai is based in ___ country

Down

1. Which leadership guru coined the term 'transformational leadership'?
2. What is the name of the new version of Hyundai Motor car?
3. What is series of showrooms set up by Reliance to sell Mobile phones called?
4. Citi Bank co-brands cards for which oil company?
5. Which air conditioning company has the slogan 'Inspire the Next'?
7. What is the name of the recent car released by Toyota in India?
8. What is the e-Governance project of Andhra Pradesh Government called?
9. Nestle is a company based in which country?
12. What is the name of the UK-based Tea company acquired by Tata Tea?
14. What is a computer network without wires called?
17. Elle 18 range of cosmetics is marketed in India by which FCMG company?

Check the answers on page 25



Inside union budget workshop



Indore Management Association organized an exclusive one day workshop on Inside Union Budget 2011 (Provisions of Central Excise, Customs & Service Tax) on Saturday 12th March, 2011 at Hotel Sayaji. The issues covered in the practicum were:

- Central Excise Customs & Service Tax Laws will be drastically mended
- Central Excise Exemptions likely to be reduced
- Central Excise Duty Rate has to go-up
- Service Tax Rate is bound to go-up
- CENVAT Credit Scheme may see a lot of changes
- Customs Duty Rates may be reduced
- More services would be covered under service Tax provisions
- More procedural provisions and stricter controls may be introduced
- There may be changes in small Scale Exemption

Facilitator of the workshop was Mr. Yogen Mahadevia. He is an Advocate and a Legal Advisor and has an

experience of more than two decades in industrial and legal fields. He is a co-opted member and a special invitee on the Executive Committee of Manufacturer's Association and Trade Federation in many parts of the country. The workshop was organized for the officers of all levels of Trade, Industry and Commerce. This workshop was conducted to update the knowledge about Excise, Customs Service Tax provisions, with respect to new Budget.

Mr. Mahadevia advised the participants to read the budget related stuff on regular basis to keep themselves updated about the new amendments and technicalities of the core subject. He further explained about convert credit, amendments in the provision of tax and central excise law, notification for all kinds of commodities and penvat scheme.

On the occasion of Mr. Mahadevia's wonderful association of 25 years with Indore Management Association, IMA felicitated him with a memento. IMA is working both for the framework and detailed methodology of organizations so as to enable corporate leaders for better management understanding.



Project management workshop



“Empower yourself. Treat projects like profit-driven, entrepreneurial businesses.”

The basic of project management is to deliver higher levels of management performance for you, your project sponsors, your boss and your organization. Use business practices that drive projects like thriving businesses to superior bottom-line results.

Indore Management Association organized its 8th workshop under the aegis of their series, Evolution for Excellence on Saturday, 19th February, 2011 at Hotel Sarovar Portico, Indore. The module for the workshop was “Project Management”. The workshop was guided by Prof. Amitanand Nema presently a Faculty in Operations Management at JIM-I, Indore. Amit is a Certified Project Management Professional (PMI, USA) and Certified Six-Sigma Green Belt (Cummins Inc.). The objectives of the workshop were:

- Project management processes and project life cycle
- Project initiation- Charter
- Project planning- CPM, PERT techniques, contract
- Project execution- Communication
- Project monitoring- Review mechanisms
- Project closure- Lessons learnt, recognition
- Key skills of good project managers
- How to avoid project failures
- Various project management tools and formats

Indore Management Association provides a platform for the exchange of experience and information for developing of sound management practices.

Management lesson

A turkey was chatting with a bull. "I would love to be able to get to the top of that tree," sighed the turkey, "but I haven't got the energy". "Well, why don't you nibble on some of my droppings?" replied the bull "They're packed with nutrients." The turkey pecked at a lump of dung and found that it actually gave him enough strength to reach the first branch of the tree. The next day, after eating some more dung, he reached the second branch. Finally, after a fortnight

there he was proudly perched at the top of the tree. He was promptly spotted by a farmer, who shot the turkey out of the tree.

Management Lesson: Bullshit might get you to the top, but it won't keep you there.

Source: www.cooltips.com
Edited by Indore Manager Team

Does management know their staff ?

On walking into the factory, the Managing Director of the Company noticed a young guy leaning against the wall and doing nothing.

He approached the young man and calmly said to him, "How much do you earn?"

The young man was quite amazed that he was asked such a personal question, he replied, none the less, "I earn \$ 2000.00 a month, Sir. Why?"

Without answering, the MD took out his wallet and removed \$6000.00 cash and gave it to the young man and said, "Around here I pay people for working, not for standing around looking pretty!

Here is your 3 months salary, now GET OUT and don't come back".

The young man turned around and was quickly out of sight. Noticing a few onlookers, the MD said in a



very upset manner, "And that applies to everybody in this company".

He approached one of the onlookers and asked him, "Who's the young man I just fired?" To which an amazing reply came, "He was the pizza delivery guy, Sir!

Source: www.cooltips.com
Edited by Indore Manager Team

Crossword Answers

- Which cricketer is the brand ambassador for Band-Aid? Virendra Sehwag
- Which leadership guru coined the term 'transformational leadership'? James MacGregor Burns
- Which Television channel launched the first local programming initiative in India in the form of reality show- Everset Se Takkar? National Geographic
- What is the name of the new version of Hyundai Motors car? Xing
- Which air conditioning company has the slogan 'Inspire the Next'? Hitachi
- What is the name of the 233cc Motorcycle launched by Hero Honda? Karizma
- Aditya Birla collaborated with which foreign company to roll out an insurance scheme? SunLife
- Citi Bank co-brands cards for which oil company? HP
- What is series of showrooms set up by Reliance to sell Mobile phones called? WebWorld
- Which company brings you CNBC Television channel in India? TV 18
- Which fabric company has the slogan- 'India's FamilyStore'? Pantaloon
- Acme Clothing owns which famous brand? Provogue
- What is the name of the recent car released by Toyota in India? Camry
- What is the e-Governance project of Andhra Pradesh Government called? eSeva
- What is the name of the UK-based Tea Company acquired by Tata Tea? Tetley
- Which fabric brand has the slogan- 'Wear your attitude'? Duke
- Car manufacturer Hyundai is based in ___ country. S Korea
- What is a computer network without wires called? WiFi
- Nestle is a company based in which country? South Africa
- Elle 18 range of cosmetics is marketed in India by which FCMG company? HLL