



IMPACT

Public Relations Pvt. Ltd.

Enhancing Brand Value

We are born to make an IMPACT



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Enhancing Brand Value

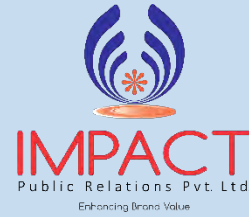


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Shaping opinions through persuasive storytelling

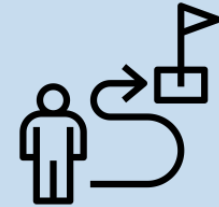


Impact Public Relations is one of the fastest growing full service communication consultancies in India. Our identity takes inspiration from the **'Circle of Life'** enshrined in **Greek mythology**. The circles in the shape of floral petals connote **progression**. The inner core rendered like a **sun burst** is an expression of **creation, evolution**. The **halo beneath** the logo represent a **ripple effect**.

These units expressed in our visual identity resonate strongly with our own philosophy of **shaping, building** and **growing** the **brand reputation** link for our clients. Brands that earns high reputation capital are the ones that make an **Impact**.



Core Values & Core Purpose



- Enthusiasm, hard-work & pursuit of excellence
- Positive approach, passion and high level of energy
- Willingness to learn coupled with spirit of innovation
- Conviction that everything is possible
- Maintaining & Fostering healthy relations with all

- To enable & encourage individuals & organizations to expand their sphere of influence and empower them, thereby contributing to the welfare of the society and boosting the economy



A Journey Replete With Learning



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Enhancing Brands Value

A WIDE NETWORK TO ENSURE SEAMLESS REACH & DELIVERY

Present in **60+**
cities in India & overseas



- Delhi
- Pune
- Mumbai
- Bengaluru
- Kolkata
- Hyderabad
- Chennai
- Kochi
- Surat
- Ahmedabad
- Chandigarh
- Punjab
- MP
- Goa
- Shimla
- Nasik
- Nagpur
- Kolhapur
- Satara
- Patna
- Pondicherry
- Hissar
- Gwalior
- Dehradun
- Chhattisgarh
- Dubai
- Canada
- Bangladesh
- Nepal
- Malaysia
- Singapore

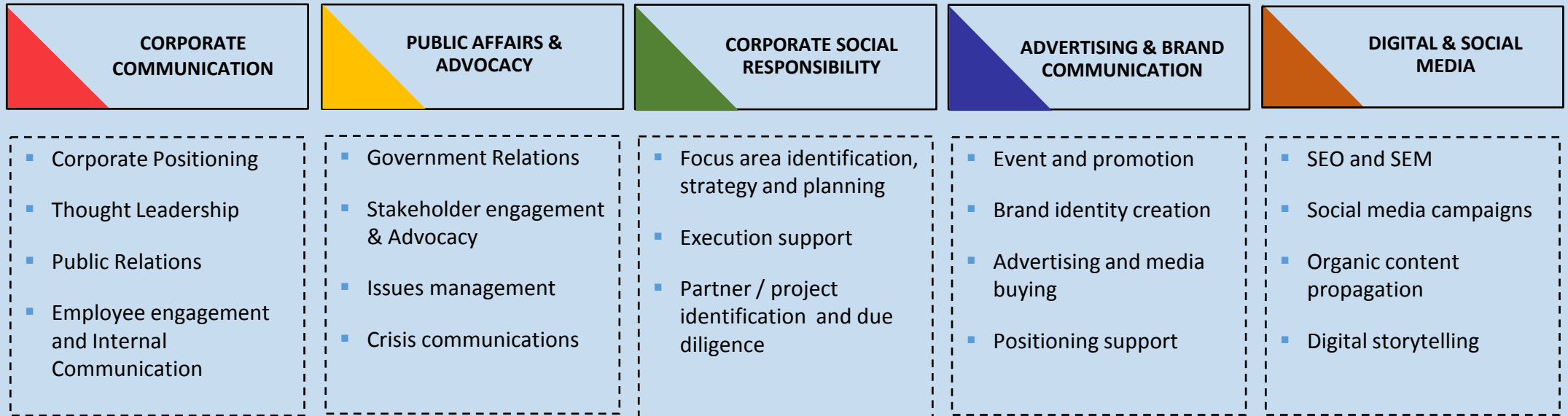
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Our capabilities extend to all tenets of communication

MEDIA RELATIONS

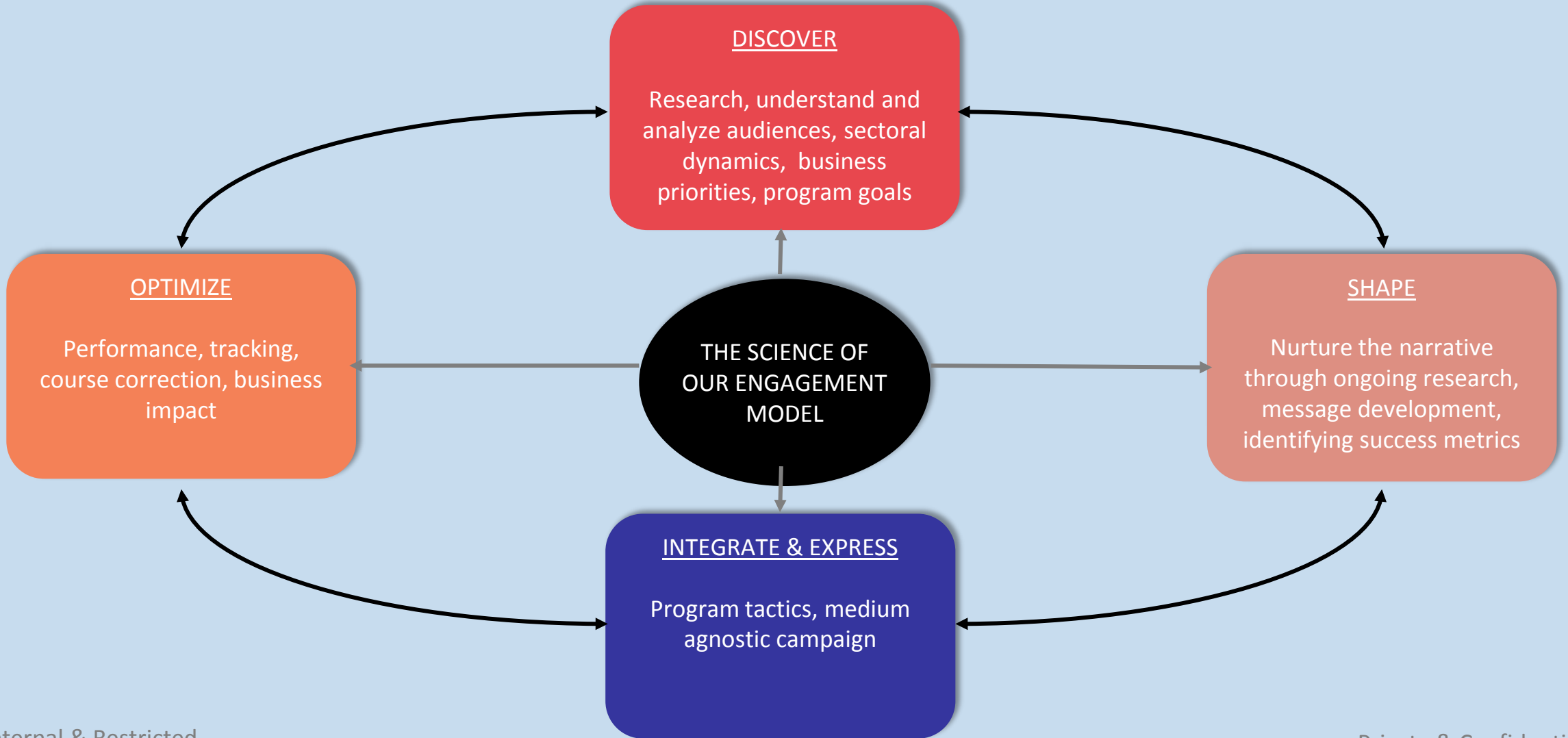




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Impact core capabilities drive value

The chain is common, application - customized



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Shaping opinions through persuasive storytelling

Four converging areas of delivery to power storytelling

1

PRESS OFFICE

Tracking and Analytics; Media relations
Media intelligence

2

CONTENT STRATEGY

Planning; Research; Copywriting; Editorial
Calendars and syndication

3

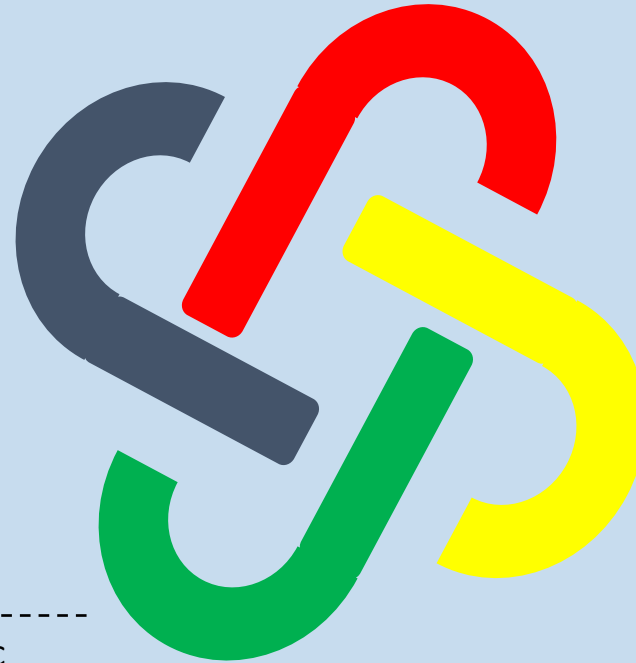
DIGITAL & SOCIAL AMPLIFICATION

Social media amplification for triggering organic
conversations, digital storytelling and campaigns

4

LOGISTICS

Scheduling; Briefing books; Proofing;
Press kit assembly, Site visits; Staffing
media engagements



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3 robust work streams on the mandate for value creation

Client Support Group

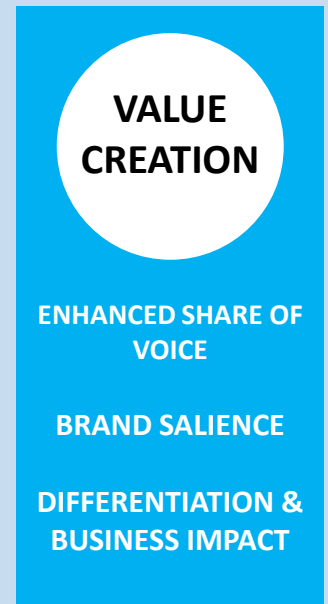
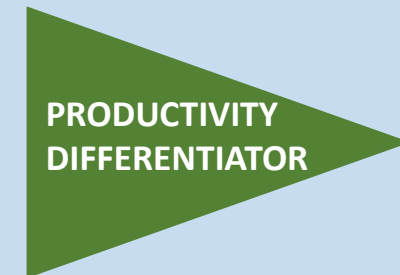
The dedicated group works in tandem with the client to spot image gaps and later, formulates customized PR strategies. It constantly interacts with clients to discuss new developments and explore new opportunities and avenues for boosting top-of-mind recall for brands.

Media Support Group

The group taps the wide variety of communication vehicles available to get the message delivered to the masses. The team is well versed with the way media operates and identifies every potential PR opportunity.

Information Support Group

This Group acts as both, a keen scout and a back-up team for instant information update. On the basis of such information provided, the potential opportunities are systematically evaluated for their latent ability to promote our clients' brands effectively.



Sectors that we cover



Healthcare

Technology



Pharmaceuticals



BFSI



**Food &
Beverage**



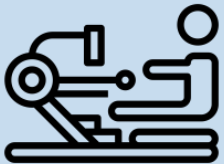
Entertainment



Government



Manufacturing



Fitness



Industry Bodies



Lifestyle



Solar Energy



Public Figures

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We specialize in healthcare sector!

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Awards

Best Healthcare PR agency of the Year



"Medgate Today world's foremost and India's leading healthcare and medical magazine organized the "10th MT India Health Care Awards 2020". These awards recognize and honour the doers and pioneers of healthcare sector.

Awards

Preferred PR Partner of the Year 2018-19

Certificate of Appreciation
Preferred PR Partner 2018



Belden

Certificate of Appreciation
As Preferred PR Partner 2019



Indian Direct Selling Association

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Awards

Women Achievers' Forum - Power Women Entrepreneur of the year 2020



ASPIRING SHE | Luxury Partner Audi Mumbai West

AspiringShe Women Empowerment Summit Mumbai 2020
March 7th-2020
Venue - Audi Mumbai West
Time: 11:00 am to 4:00 pm

Summit Highlights | Power Lecture series | Brand Story | Telling Talk shows | Exhibition Workshop | Awards & Recognition

JOIN US
aspiringshe@gmail.com/info@aspiringshe.com
www.aspiringshe.com
9974 039859

AspiringShe Speaker & Awardee
Kulpreet Freddy Vesuna
Women Health & Wellness



AspiringShe Women Empowerment Summit Mumbai 2020 recognized & felicitated, Founder & Managing Director, Impact Public Relations Pvt. Ltd, Mrs Kulpreet Freddy Vesuna as the Power Women Entrepreneur of the year.



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Our Clients

Healthcare & Wellness



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Our Clients

Finance & Industry bodies



Our Clients

Corporate & Consumer

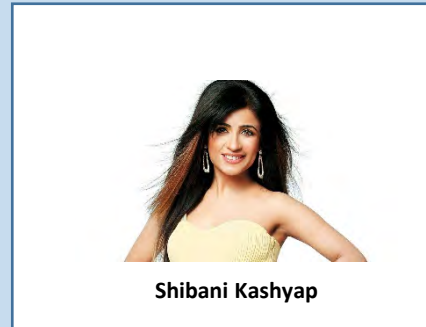
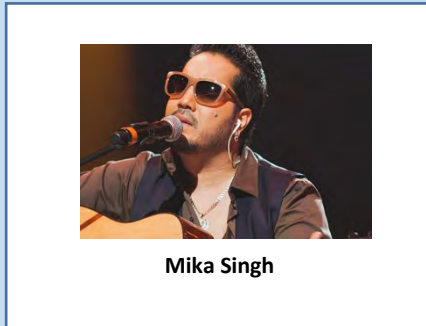


Our Clients

Corporate, Consumer, IT & Manufacturing



Our Clients Entertainment





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Our Work Print

THE FINANCIAL EXPRESS

THE FINANCIAL EXPRESS

FRIDAY, DECEMBER 27, 2020

Quick View

NATHEALTH on GST on healthcare

The Healthcare Federation of India (NATHEALTH) on Thursday urged the government for bringing in zero-rating GST for healthcare services and making it a priority sector to meet its long-term funding and financing requirements. In its pre-Budget recommendations, it also called for building capacity in Tier-II and III cities.

hindustantimes

A blueprint for making Ayushman Bharat truly effective on the ground

India doesn't have adequate workforce for health and wellness clinics. Technological innovations can help



HARSH MAHAJAN

The health and wellness centres (HWCs) under the Ayushman Bharat scheme have the potential to help achieve the Universal Health Coverage goal, but inadequate infrastructure and an insufficiently skilled workforce remain major roadblocks. A new model needs to be developed to manage population health efficiently through both the Ayushman Bharat components, the HWCs and Pradhan Mantri Jan Arogya Yojana (PMJAY).

The vision for a distress-free and comprehensive wellness system was converted into action on a mission mode last year. Close to 20,000 HWCs are delivering comprehensive primary healthcare free of cost, and providing universal prevention, promotion, and ambulatory care at the community-level. Their number is projected to reach at least 1.5 lakh by 2022.

Diagnostics plays a critical role in the

and providing a skilled workforce for its operation. For X-ray, the Atomic Energy Regulatory Board (AERB) should consider tweaking its existing norms on courses for radiographers, without compromising radiation safety for the patient and staff. Currently, the shortest course takes one year, but paramedics can be trained to perform simple radiography tests at the HWCs in about two to three months. The government should consider training and upskilling paramedics working in the Primary Health Centres (PHCs) to multi-task and perform X-rays in addition to their routine work.

Since an ultrasound is a very important basic test, it would be possible to house the machine in a mobile van. On doctor, specialising in ultrasonography, can then provide once-a-week service to a dozen HWCs that are geographically close. The van could even be stationed at different centres at given times, depending on the patient load. A mammography machine, too, can be installed in this van to screen the population for breast cancer. Tele-radiology can provide remote diagnosis on X-rays and mammograms generated by these machines, which will make it a viable model for delivering quality services at the grassroots level.

THE ECONOMIC TIMES

NATHEALTH Seeks Zero GST for Healthcare Services

NEW DELHI Healthcare Federation of India (NATHEALTH) on Thursday urged the government to bring in zero-rating GST for healthcare services and making it a priority sector to meet its long-term funding and financing requirements. In its pre-Budget recommendations, the apex industry body also called for building capacity in tier-II and III cities which will cater to the growing demands of quality healthcare in rural areas as well. The industry expects that "the Union Budget 2020-21 will be announced keeping in focus the incentives for medical value tourism, zero-rating GST on healthcare services and health insurance premiums", NATHEALTH said.

live mint

Govt moves to offer quality diagnostic services under PMJAY

The diagnostic industry is in conversation with the government to sort out challenges in operation amid rising costs, says association



The diagnostic industry is in conversation with the government to sort out challenges in operation amid rising costs, says association

Government analysis of the geographical presence of laboratories and sample collection centres of three of the largest organised chain players in the private sector revealed that more than half of the districts notified by NITI AatMangal as aspirational districts and lacking the most in terms of basic infrastructure are being served by one of these three players.

"An underserved area in India needs special attention, the government's working private sector support, under the public-private partnership mode for building infrastructure, improving diagnostic services, and ensuring availability of skilled doctors and health professionals in Tier II and III cities," said Indu Rishwan, chief executive officer, AP-PMJAY and National Health Authority (NHA), NITI AatMangal and NHA are working together to provide financial incentives and encourage private equity investment to improve quality of services and supply in tier-II and III cities," he said.

The Indian medical diagnostic industry will play a vital role in prevention and wellness, which is the foundation of Ayushman Bharat, with 60% of the expenditure on primary health care being on diagnostics, according to the Union health ministry.

"We have also asked the diagnostic industry to diversify engage with states to expand tele-radiology, which would not only help Ayushman Bharat but also other government schemes," said Vinod Paul, member health, NITI AatMangal. Sub health centres and primary health centres are being strengthened as health and wellness centres (HWCs) to expand access to comprehensive primary health care under Ayushman Bharat. The HWCs will also provide preventive, promotive, rehabilitative, and curative care for an expanded range of services including reproductive and child health services. "The private health sector including the diagnostic industry always primarily focus for profits, but the government always has a different priority to provide affordable health care to all. We are working with the government on models that will provide quality diagnostics at an affordable cost," said Harsh Mahajan, founder, Mahajan Imaging Centre and vice-president, Healthcare Federation of India.

The diagnostic industry is in conversation with the government to sort out challenges in operation amid rising costs, says association

GOVT plans to evaluate models for partnering with firms which provide such diagnostic services

THE Indian medical diagnostic industry will play a vital role in prevention and wellness, govtsaid

Thursday said the industry suffers from limited focus on expanding standards and cost pressures driven by high customer duty and the goods and services tax (GST) structure.

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THE TIMES OF INDIA

How skipping meds before delivery proved near-fatal

Durgesh Nandan Jha
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New Delhi: Skipping medicines without the doctor's advice can prove fatal.

Sunanda Sharma (name changed), a 30-year-old heart patient from Rewari in Haryana, learned this the hard way recently when both she and her newborn nearly died due to one such mistake.

Sharma, who underwent a heart valve replacement surgery seven years ago, was expecting her first child in January. A few days before the scheduled delivery, she stopped taking her blood thinner medicines.

Due to this, clots developed over her mechanical heart valve and it stopped functioning. "Within two to three days, her condition deteriorated significantly. She couldn't breathe and had to be put on ventilator support. Sharma was diagnosed with low cardiac output with pulmonary edema, which in simple terms means her he-

art wasn't working optimally and there was excessive fluid in the lungs," said Dr Abhay Kumar, director of cardiothoracic and vascular surgery (CTVS), Aakash Healthcare, Dwarka.

He added that the would-be mother required an emergency surgery to repair the heart valve, but that couldn't be done with the baby in the womb.

COSTLY ERROR

Therefore, a team of cardiac anaesthetists and gynaecologists first delivered the baby through caesarean section.

Dr Gourav Jain, the cardiac anaesthetist, said the delivery was successful, but they were shocked to see the child wasn't crying. "The newborn had no heartbeat and she wasn't breathing, possibly due to heavy medications the mother was given. They are known to have suppressed the baby's heart and lung's function," Dr Jain said. It took continued chest compression and medications injected

through the umbilical cord to revive the baby. "She remained on ventilator for nearly a week, till her heart and lung functions improved," the doctor said.

While the baby was being delivered, the mother's condition remained critical. She, too, suffered a heart attack twice even as the doctors prepared to operate on her to restore the heart valve.

"We had almost given up. But the family insisted we keep trying regardless of the results. This encouraged us to undertake the surgery, and soon, she was resuscitated despite the dangerous low blood pressure," CTVS surgeon Dr Kumar said.

Sharma was put on cardiopulmonary bypass machine, while the surgeons removed the clot from the mechanical valve. "Both the mother and the child remained in medical care for 10 days, and once their condition stabilised, they were discharged. The child is doing fine and the mother's condition has improved, too," the doctors said.

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THE ECONOMIC TIMES

live **mint**

Calorie Restriction may Add Healthy Years to Your Life

Cutting down on the number of calories without compromising on nutrition has been shown to reduce inflammatory diseases and thus increase lifespan, writes **Rashmi Ramesh**



She's better understanding the science behind calorie restriction, she says. "When you eat a diet that is low in calories, you're not eating as much as you would normally eat, which means you're not getting as many nutrients as you would normally get," she says.

DIET SENSE BEFORE YOU GET STARTED...

- If you do not belong to a culture where calorie restriction is not a part of life, first consult a dietitian
- Always talk to an experienced physician before doing anything drastic to your food and living habits
- Be aware of the health risks the diet may cause
- Take it slow - don't cut large amounts of calories from your diet in a short span of time. Go slow and steady, and let your body get used to it
- Don't just count calories, make sure the food you're eating is nutritious
- Avoid simple sugars and added sugars as they have negligible nutrition and a lot of calories
- Eat a lot of vegetables - include both leafy and non-leafy vegetables in your diet as they have high nutrient value for the number of calories they pack
- Pick mono-unsaturated fats, avoid saturated fats and eat some omega 3 fats
- Make sure your protein intake is sufficient, not too low or too abundant

Diets are one of the best ways to lose weight. However, more studies are getting done to understand the benefits of low-calorie diets. In a study published in the journal *Cell Metabolism*, it was found that healthy men who followed a low-calorie diet for 12 weeks had a significant increase in lifespan. The study also found that the men who followed a low-calorie diet had a lower risk of heart disease and other chronic diseases.

Dr. Shalini Khanna, senior dietitian at Max Hospital, Delhi, says that while calorie restriction can help with weight loss, it's important to focus on the quality of the food you're eating. "It's not just about cutting calories, it's about making sure you're getting all the nutrients you need," she says.

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Rare surgery for ruptured aorta saves life, offers hope for future too

Durgesh Mehta
@timesgnews.com

New Delhi: When 52-year-old Devendra Gupta was wheeled into the emergency at BLK super-specialty hospital with a ruptured aorta and dangerously low blood pressure, the doctors didn't know what to do.

Repairing the aorta, the main artery that carries blood from the heart to rest of the body, would require giving general anaesthesia which could worsen the blood pressure further and kill him. Not doing so was killing him anyway.

In a quick thinking of sorts, the doctors used an artery and a vein in one of his thighs to put Gupta on heart-lung machine. Instead of using the artery and vein near the heart.

This could be done while the patient was still awake, under local anaesthesia, thus avoiding the risk of any serious fall in blood pressure.

Once the blood circulation was restored by the machine, surgeons cut open the chest under general anaesthesia to repair the aorta - an invasive approach that didn't just save Gupta's life, but also paved a way to save many other patients with similar condition.

He also found a mention in the latest issue of the *Annals of Thoracic Surgery*.

Dr. Sanjay Srivastava, director, cardiothoracic and vascular surgery at BLK super-specialty hospital, told *TOI* that balloon-like bulging in the aorta, also referred to as aortic aneurysm, can be caused by uncontrolled high blood pressure, atherosclerosis and a genetic tendency to tear.

Just some back from work when, he says, he felt dizzy. "The nursing home next to my house checked the BP and found it to be 55/30 mm Hg, which is dangerously low and referred me to BLK hospital immediately," he recounted.

Tests later revealed massive build-up of blood in the space between the sac that encases the heart and the heart muscle. Further examination and CT scan confirmed there was a rupture in the ascending aorta, the beginning of the vessel where it emerges from the top of the heart, leading to low BP.

"The use of an artery and vein in one of the thighs to put the patient on heart and lung machine was an unconventional approach. It also reduced the risk of blood loss during the surgery. But, in hindsight we feel this was the only way we could save the patient," Dr. Srivastava said.

The main artery, which took around four hours, involved cutting out the damaged part of the aorta and replacing it with a tube made of synthetic material. The surgery took place in November last year and, a year later, the 52-year-old said he is surviving without any serious complications.

"Cases of aortic aneurysm are increasing due to hypertension, high cholesterol and smoking. Routine health check-up is important to detect the abnormality in time. Family members of the persons diagnosed with aortic aneurysm should also get tested for the condition," say doctors.

DOCTOR SAYS
The use of a thigh artery and vein to put the patient on heart and lung machine was unconventional

ve a weak tissue in the aorta. There may be no warning signs before the rupture occurs.

"Rupture of the aorta due to bulging is a devastating complication, and most such patients do not even make it to the hospital," Dr. Srivastava said.

Gupta was lucky. He had

WHAT IS AORTIC ANEURYSM | An aortic aneurysm is a balloon-like bulge in the aorta, the large artery that carries blood from the heart through the chest and torso

HOW IT AFFECTS
Dissection: The force of blood pumping can split the layers of the artery wall, allowing blood to leak in between them
Rupture: The aneurysm can burst completely, causing bleeding inside the body

TREATMENT
It causes where condition is diagnosed early, medicines can help
Emergency surgery is needed if the aneurysm has ruptured

WHY THIS WAS A RARE CASE
RAMESH KUMAR (52-year-old)
who was miraculously saved by doctors at BLK hospital

- Kumar was wheeled into emergency with a ruptured aorta and extremely low BP
- Repairing the aorta would require giving general anaesthesia, which may lower the blood pressure further and kill him, and not doing so was killing him anyway
- The cardiac surgeons cut open one of the arteries supplying blood to the leg from heart and used that channel to put the patient on cardiopulmonary bypass machine
- Once the pressure stabilised, the work was carried out

Air toxic for young lungs but schools remain open

hindustantimes

the air we breathe

HT Correspondents
@timesgnews.com

NEW DELHI: The air in the national capital appeared set to enter the emergency zone on Friday but officials dithered on announcing a shutdown of schools citing a technicality, even as experts said young children should be kept indoors till pollution levels ease.

The 24-hour average concentration of PM2.5 ultra-fine particles reported by the Central Control Room for Air Quality Management-Delhi NCR's dashboard was at 296.7µg/m3 at 11pm on Thursday, close to the 300µg/m3 level that is regarded as the threshold beyond which the pollution is considered to be at emergency levels.

The rise, which was consistent since the afternoon, coincides

CHILDREN MOST VULNERABLE
They breathe faster than adults, taking in more pollutants

WHAT POLLUTION CAN CAUSE

- FOR FETUSES**
 - Raised risk of preterm birth
 - Underdeveloped lung, other organs
 - Increased risk of infant mortality
- FOR INFANTS**
 - Eye, lungs and skin allergies and infections
 - Conditions like cough, pneumonia
 - Chances of long-term cognitive impairment
- FOR PRE-TEENS & TEENS**
 - Chronic coughs, bronchitis and/or asthma attacks
 - Increased risk of cardiovascular disease and leukaemia

99% of children under 5 are exposed to dangerous levels of PM2.5

HOW IT WAS ON THURSDAY | **AQI 425** at 11pm ('Severe' level) | **PM2.5 296.7** at 11pm (Safe limit 60µg/m³)

CONTINUED ON P6
FULL COVERAGE | P2,3

Milk of life

Breastfeeding can protect against various infections in infants. For mothers, it helps in losing weight and reduces the risk of postpartum haemorrhage, depression, breast, ovarian and uterine cancers

Risks of not breastfeeding

- Higher risk of overweight, respiratory infections and ear infections.
- Higher risk of otitis media.
- Higher risk of obesity, diabetes and many types of blood cancers.
- Higher risk of Sudden Infant Death Syndrome.
- Absence of use of breastfeeding in pregnancy later.
- Higher risk of breast cancer.
- Higher risk of premature ejaculation.
- Higher risk of postpartum bleeding.
- Higher risk of asthma.
- Higher risk of cavity, diabetes, high blood pressure.
- Difficult getting back into pre-pregnancy shape.
- Higher pre-diabetes.
- Lower breast-feeding duration.

Declining numbers

The increasing number of women are giving up breastfeeding completely. Lack of mother and family education support in the hospital, lack of professional support and inappropriate use of formula milk in hospitals are the main reasons. More women are facing difficulties in establishing breastfeeding, lack of family support, increasing number of剖腹产 (Cesarean section), previous breastfeeding difficulties, more work pressure, breastfeeding is a source of other family stress.

MYTHS & FACTS

- Myth:** Right timing of women to breast feed is crucial. **Fact:** Normal breastfeeding starts from birth.
- Myth:** Breastfeeding is too tiring. **Fact:** Normal breastfeeding is a natural process. It gets easier with practice.
- Myth:** Breastfeeding is too expensive. **Fact:** Breastfeeding is the most cost-effective way to feed your baby.
- Myth:** Breastfeeding is too messy. **Fact:** Breastfeeding is a natural process. It gets easier with practice.

Common problems

- Cracked nipples
- Engorgement
- Low milk supply
- Baby not latching
- Bleeding nipples
- Warts

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NBT नवभारत टाइम्स

अस्पताल में 1000 बोन मैरो ट्रांसप्लांट पूरे हुए कैंसर से जिंदगी को बचा रहा बोन मैरो ट्रांसप्लांट



बोन मैरो ट्रांसप्लांट के बाद एक साल का नज्म एल्डीन डॉक्टर धर्मा चौधरी के साथ

■ प्रमुख संवाददाता, नई दिल्ली

लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी जानलेवा बीमारियों के इलाज में बोन मैरो ट्रांसप्लांट (BMT) काफी कारगर साबित हो रहा है। बीएलके सुपर स्पेशियलिटी अस्पताल ने 1000 बोन मैरो ट्रांसप्लांट पूरे करके उपलब्धि हासिल की। बीएलके सेंटर फॉर बीएमटी एशिया की सबसे बड़ी बीएमटी इकाई का दावा है कि इसने उत्तरी भारत में सबसे तेज 1,000 बोन मैरो ट्रांसप्लांट पूरे किए हैं। अस्पताल में 1000वें रोगी यमन के नज्म एल्डीन (1 साल) का सफल इलाज किया गया।

लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी जानलेवा बीमारियों के इलाज में कारगर BMT

उन्होंने बताया कि बोन मैरो ट्रांसप्लांट के सेंटर फॉर हेमेटो-ऑन्कोलॉजी एंड बोन मैरो ट्रांसप्लांट के डॉ. धर्मा चौधरी ने कहा कि बोन मैरो ट्रांसप्लांट के जरिए लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी असाध्य बीमारियों का सफलतापूर्वक इलाज किया जा रहा है। यह गंभीर और जानलेवा बीमारियों से

दैनिक भास्कर

घातक बीमारियों से निपटने में बोन मैरो ट्रांसप्लांट एक कारगर विकल्प: विशेषज्ञ नई दिल्ली। जानलेवा बीमारियों थैलेसीमिया, लुक्कीमिया, मायलोमा से निजात दिलाते हुए बोन मैरो ट्रांसप्लांट के जरिए नई जिंदगी दी जा रही है। दिल्ली के बीएलके अस्पताल में एक हजार ट्रांसप्लांट हो चुके हैं। बोन मैरो ट्रांसप्लांट के बारे में बताते हुए बीएलके के डॉ. धर्मा चौधरी ने कहा कि हम लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी बीमारियों का सफलतापूर्वक इलाज कर रहे हैं इस मौके पर अस्पताल में ट्रांसप्लांट कराने वाले मरीज भी पहुंचे। ट्रांसप्लांट के 1000वें रोगी यमन के नज्म एल्डीन (1 साल) के दादा नासिर सालेह ने कहा कि नज्म जन्म से थैलेसीमिया से पीड़ित थी। मगर अब वह ठीक है।

अस्पताल के सेंटर फॉर हेमेटो ऑन्कोलॉजी एंड बोन मैरो ट्रांसप्लांट के वरिष्ठ सलाहकार और निदेशक डा. धर्मा चौधरी ने वृहत्स्पतिवार को संवाददाताओं से बातचीत करते हुए कहा कि बोन मैरो ट्रांसप्लांट के जरिए हम लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी असाध्य बीमारियों का इलाज कर रहे हैं। इस मौके पर यमन निवासी नज्म एल्डीन (1 साल) अपने सफल इलाज की कहानी साझा करने के लिए अपने परिवार के साथ उपस्थित था। नज्म के दादा नासिर सालेह ने कहा हमारे कच्चे को नया जीवन देने के लिए हम बीएलके सुपर स्पेशियलिटी अस्पताल और डा. धर्मा चौधरी के बिना नहीं हो पाता। नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

Our Work Print



बोन मैरो ट्रांसप्लांट कर 1020 मरीजों को दी नई जिंदगी

नई दिल्ली (एसएनबी)। बीएलके सुपरस्पेशियलिटी अस्पताल प्रशासन ने वर्ष 2010-2019 के दौरान बोन मैरो ट्रांसप्लांट (बीएमटी) के जरिए 1020 लोगों को नई जिंदगी प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

अस्पताल के सेंटर फॉर हेमेटो ऑन्कोलॉजी एंड बोन मैरो ट्रांसप्लांट के वरिष्ठ सलाहकार और निदेशक डा. धर्मा चौधरी ने वृहत्स्पतिवार को संवाददाताओं से बातचीत करते हुए कहा कि बोन मैरो ट्रांसप्लांट के जरिए हम लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी असाध्य बीमारियों का इलाज कर रहे हैं। इस मौके पर यमन निवासी नज्म एल्डीन (1 साल) अपने सफल इलाज की कहानी साझा करने के लिए अपने परिवार के साथ उपस्थित था। नज्म के दादा नासिर सालेह ने कहा हमारे कच्चे को नया जीवन देने के लिए हम बीएलके सुपर स्पेशियलिटी अस्पताल और डा. धर्मा चौधरी के बिना नहीं हो पाता। नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

अस्पताल के सेंटर फॉर हेमेटो ऑन्कोलॉजी एंड बोन मैरो ट्रांसप्लांट के वरिष्ठ सलाहकार और निदेशक डा. धर्मा चौधरी ने वृहत्स्पतिवार को संवाददाताओं से बातचीत करते हुए कहा कि बोन मैरो ट्रांसप्लांट के जरिए हम लुक्कीमिया, मायलोमा, थैलेसीमिया जैसी असाध्य बीमारियों का इलाज कर रहे हैं। इस मौके पर यमन निवासी नज्म एल्डीन (1 साल) अपने सफल इलाज की कहानी साझा करने के लिए अपने परिवार के साथ उपस्थित था। नज्म के दादा नासिर सालेह ने कहा हमारे कच्चे को नया जीवन देने के लिए हम बीएलके सुपर स्पेशियलिटी अस्पताल और डा. धर्मा चौधरी के बिना नहीं हो पाता। नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

हिन्दुस्तान

सावधानी

स्ट्रोक का कारण बन सकता है तनाव



भारत में स्ट्रोक के लगभग 30 प्रतिशत मामलों 60 वर्ष से कम उम्र के लोगों में देखे जाते हैं। हेल्थबाद रियल प्रिवेंटिव हेल्थ फ्राउंडेशन के अध्यक्ष के अनुसार, इनमें से लगभग 15 प्रतिशत तो 40 साल से भी कम उम्र में होते हैं। विशेषज्ञों के अनुसार, सर्दी के मौसम में इसकी आंशिकता काफी बढ़ जाती है। इस समस्या से बचाव के बारे में विशेषज्ञों से बातचीत कर जानकारों से रई है नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

तथ्य और आंकड़े

- 12 लाख लोग हर साल स्ट्रोक की परेशानी में अंतर्गत हैं। इसमें से 70 लाख लोग भारत में हैं।
- 4 मिलियन से अधिक लोग स्ट्रोक से निपटारे में हैं।
- 30% स्ट्रोक के मामले 60 वर्ष से कम उम्र के लोगों में देखे जाते हैं।
- 15% प्रतिशत स्ट्रोक के मामले 40 वर्ष से कम उम्र के लोगों में देखे जाते हैं।
- 73% तक बढ़ जाती है स्ट्रोक की आवृत्ति मगर अक्सर से घुटित लोगों में।
- 25% तक होती है आंशिक हल्के अक्षय से घुटित लोगों में।
- 75% तक कम हो जाती है स्ट्रोक की आवृत्ति, अगर घुटित लोग कोलेस्ट्रॉल और ब्लड प्रेशर को नियंत्रित रखें।
- 50% कम हो जाती है हृदय रोग की आवृत्ति यदि लोगों में खोलेस्ट्रॉल और ब्लड प्रेशर को नियंत्रित रख कर दें।

महामारी को रोकने के लिए

स्ट्रोक को रोकने के लिए नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

रक्त संचरण की शुद्धता और स्वास्थ्य को कोशिश की जाती है।

व्यायाम करने से रक्त संचरण को बढ़ावा मिलता है।

व्यायाम करने से रक्त संचरण को बढ़ावा मिलता है।

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ग्रेन स्ट्रोक से बचाव

नज्म जन्म से थैलेसीमिया से पीड़ित थी। वर्ष प्रदान की। इस प्रक्रिया को उत्तर भारत में सबसे तेज गति से बीएमटी तकनीक के जरिए अंजाम दिया। इंडियन स्ट्रेमसेल ट्रांसप्लांट रिसर्च की नेशनल पेशेंट रजिस्ट्री में सभी मामलों को दर्ज भी कराया गया है।

उच्च रक्तचाप और स्ट्रोक

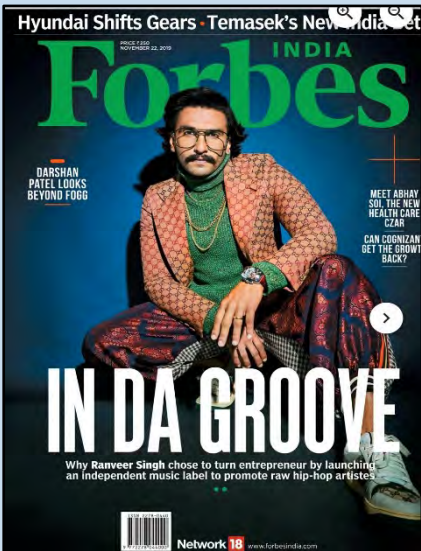
उच्च रक्तचाप और स्ट्रोक के बीच संबंध है। रक्तचाप नियंत्रित रखना स्ट्रोक को रोकने में मदद करता है।

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THE FINANCIAL EXPRESS



■ (From left) Sandeep Nulkar, founder BITS Pvt Ltd; Ajay Data, co-chairman digital economy committee, FICCI; MD Kulkarni, country manager - W3C India and Anand Katikar, head, Rajya Marathi Vikas Sansthan at the Marathi conclave. HT PHOTO

MARATHI CONCLAVE TO PROMOTE USAGE OF VERNACULAR LANGUAGES ONLINE

PUNE: Growing usage of vernacular languages online will change the country's Internet landscape bypassing the English language barrier, experts said at the Marathi conclave organised by the Federation of Indian Chambers of Commerce & Industry (FICCI)-Indian Language Internet Alliance on May 7. Ajay Data, co-chairman digital economy committee, FICCI said, "With universal acceptance-ready systems, content and applications in Marathi would empower majority of people in Maharashtra." The experts also highlighted that India needs to build the Internet for the next billion, catering to the variety of languages that are a part of our cultural fabric.

MARATHI CONCLAVE

Experts stress on breaking linguistic barriers on Internet

EXPRESS NEWS SERVICE
PUNE, MAY 7

"INNOVATIONS AND universal efforts have prompted the development of content and applications in regional or local languages such as Marathi and this transformation empowers majority of non-English internet population of Maharashtra," said an expert while speaking at a Marathi conclave, organised by FICCI-Indian Language Internet Alliance in Pune on Tuesday.



(From left) Sandeep Nulkar, Ajay Data, MD Kulkarni, Anand Katikar, Parminder Kakria and Sarika Gulyan.

language barrier for both content and access. With Universal Acceptance-ready systems, content and applications in Marathi would empower the people in Maharashtra." Chairing a session on "Issues and challenges by content publishers in adopting and generating content on the web," he said, "India has more than 50 percent of the 900+ TV channels that broadcast in regional languages.

When someone speaks in

English, it goes into mind but if someone speaks and writes in his/her own language it goes directly into heart. There are more than 1.5 billion websites in the world and around 85 million populations which speak Marathi. You can probably count websites which has Marathi Domain Name with Marathi content. This is a barrier Marathi community needs to resolve."

Citing example Marathi language, he said, "Marathi newspapers have deep penetration in terms of readership. There was a need to push internet content with local languages."

Other experts at the conclave included Sandeep Nulkar, MD Kulkarni, Anand Katikar, Parminder Kakria and Sarika Gulyan, director, FICCI.

Breaking the internet language barrier

One of the ways ICANN is trying to make the use of internet and its content accessible is through the introduction of Internationalised Domain Names (IDN)

V SRIDHAR & AJAY DATA

Sridhar is a professor at IIT, Bangalore, and Data is chair of UASG and co-chair of ICANN Neo Brahmi Generation Panel

DOMAIN NAMES PROVIDE the important link between users and content on the internet. When we type "mety.gov.in" to access the web site of the ministry of electronics and information technology, we present the domain names interspersed by "dots" to the Domain Name System (DNS) that resolves them into machine readable Internet Protocol (IP) addresses for access. However, the label to the right of the dot (also called as the Top Level Domain, TLD) in any domain name is of utmost importance as this is administered and governed by the multi-stakeholder community model of internet governance under the aegis of the Internet Corporation for Assigned Names and Numbers (ICANN). The TLDs are registered in the "root zone" of the internet with corresponding Label Generation Rules (LGRs) for the stable functioning of the domain name system.

The DNS started with 6 TLDs in the 1980s that consisted of just 3 Latin characters; subsequently, country code TLDs were made available (such as .in for India). Subsequently, generic TLDs that can have longer labels such as 'cookingchannel' and 'travelersinsurance' with certain restrictions were approved under the new gTLD programme of ICANN in 2012. While these developments were taking place, software and application developers, network engineers, and domain name registrars had to re-engineer their existing programmes to recognise the shift from legacy 2-3 character TLDs to lengthy TLDs. This, referred to as "Universal Acceptance (UA)" principle, enables any TLD, once defined in the Root Zone, to function within all applications regardless of script, number of characters, or how new it is.

Meanwhile, the internet penetration across countries started growing exponentially. However, despite the growth of

internet in non-English speaking countries, the content on the internet is still predominantly available in English followed by Chinese. One of the ways ICANN is trying to make the use of internet and its content accessible, especially among non-English speaking internet users, is through the introduction of Internationalised Domain Names (IDN). The solution was in adopting Unicode standard that provides a unique number for every character, no matter what platform, device, application or language. Realising the importance of Indian language specific TLD, the government of India obtained (Bharat) ccTLD in Devanagari script in 2011, which was introduced to the public for domain registration in August 2014. Variations of Bharat TLD is now available in 15 scripts including Bengali, Tamil, Telugu, Gujarati, Urdu and Gurmukhi.

As per the IDN World Report 2018, where IDNs are in use, the language of web content is more diverse than it is with traditional ASCII domains. IDNs help to enhance the linguistic diversity in cyberspace and seem to be accurate predictors of the language of the web content. The report also points out that Han (associated with Chinese language), Latin, and Cyrillic scripts represent nearly 90% of all registered IDNs. Major world scripts such as Arabic and Devanagari, which support some of the world's top most spoken languages, are yet to be substantially represented in IDN. To make Indian language specific TLDs possible, the Neo-Brahmi Script Generation Panel (NBGP) was formed by nine communities in 2015. NBGP is developing Root Zone LGR for Bengali, Devanagari, Gujarati, Gurmukhi, Kannada, Malayalam, Oriya, Tamil and Telugu scripts. Once implemented, domain names in the above Indian languages can be registered to address the non-English inter-

net users in the country. Apart from accessing web content, domain names are also used for email addresses and a host of other Internet applications. Hence, UA requires that software applications should be updated to accept the new gTLDs and IDNs. Once implemented in full, end users can use applications with the new domain names without compromising on functionality and performance. In a recent study by Analysis Mason, it is estimated that UA would provide an economic benefit of close to \$10 billion. To promote UA, ICANN has formed the Universal Acceptance Steering Group (UASG) which is spreading awareness of the ramifications of new gTLDs and IDNs amongst all stakeholders. Companies such as Google, Microsoft, Xgenplus have started supporting email address internationalisation (i.e. email address for IDN domain), thus providing UA-ready messaging services. Hence it is very important to educate software developers, engineers, domain name registrars and registries on the importance of UA in the context of new gTLDs and IDNs.

Currently India has more than 50% of the 900+ TV channels that broadcast in regional languages; Hindi language newspapers are the largest in terms of readership. It is time to prop up internet content with Indian languages. The internet 1.0 was the one without Web; the 2.0 variant with the hyperlinked web provided the much-needed network connectivity of content. 3.0 enabled access to the web through mobile and portable devices; internet 4.0 breaks the language barrier for both content and access. This revolution provides a fertile ground for development of content and applications based on the economic, social, cultural and linguistic diversity of the internet population around the globe.

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Anxious parents raise kids with poor coping skills

HEALTH WISE



SANCHITA SHARMA

The frequent and dramatic discussions on rape, sexual violence and assaults are fuelling fear and social anxiety that has made people feel threatened and unsafe, making some overly aggressive about protecting their friends, family and the social fabric.

The specific biomarkers for anxiety disorders have not been identified, which makes it difficult to identify persons at risk. But it is well established that women are twice as likely as men to suffer from anxiety, which is defined by excess worry, hyperarousal (constant state of alarm and physical alert), and debilitating fear.

Apart from damaging health by raising stress and related disorders, such as high blood pressure, heart disease, insomnia, mood disorders, among others, untreated anxiety also lowers productivity and affects relationships.

The fallout on children of the rising anxiety and fear around us is often neglected. Anxious parents raise 'kidults' who are not equipped to cope with the complexities of the adult world, which raises their own chances of having anxiety, stress and depression as adults. American anthropologist David F Lancy, compares different methods of child-rearing across cultures and continents in his book, Raising Children: Surprising Insights from Other Cultures, to demonstrate that overprotected children grow up to anxious adults.

"Aprehensive parents transfer their own anxiety to

children and overcompensate for the real and perceived threats by becoming over-protective. The absence of social and environmental stimulation stymies a child's natural growth and development. It's like children taught to walk with the support of a stick will struggle to walk on their own," Dr Rajesh Sagar, professor of psychiatry (child and adolescent services), All India Institute of Medical Sciences.

Signs of anxiety in children are excessive worry over grades, family issues, relationships with peers, and school and sports performance, and the need for constant approval or reassurance from others. Apart from parental stress, anxiety disorders are caused by a complex interplay of several psychosocial factors, such as childhood adversity, stress, or trauma, and a genetic vulnerability, which leads to neurobio-

logical and neuropsychological dysfunctions.

While anxiety disorders can manifest at any age, separation anxiety usually starts at the median age of seven years, social anxiety disorder at 13 years, agoraphobia (fear of places and situations) at about 20 years, and panic disorders by 24 years. Panic disorder with or without agoraphobia may begin even later in life.

The shrill and constant discussions of sexual assault and violence feed anxiety in children and threaten. "We have to move away from knee-jerk reactions to address assault and violence in ways that don't fuel fear and insecurity in children. The more we try to 'normalise' the conversation by talking about sexual assault without doing anything about it, the more the child will fear the world," said Dr Samir Par-

ikh, director, Department of Mental Health and Behavioural Sciences, Fortis Healthcare.

Anxious parenting often leads children, particularly girls and young women, lose out on self-development opportunities. "Over-protection often leads to girls and women getting pushed and restricted into a gender stereotypical behaviour and prevented from leaving home to study, work or simply meet people. This fear of restriction prevents many girls and women from reporting from social and sexual transgressions and assault even to their own family, which leads to their trauma getting internalised and the perpetrator getting away," said Dr Parikh.

Sex education, which now goes by the less controversial term of life-skills education, must begin when a child starts school. "We need to teach gender sensitivity and provide age-appropriate sex education at home and in school from a very young age to both boys and girls. Sexual violence must be taken beyond sensationalism and blame-game to a solution-based approach, such zero tolerance for violence in society, fast-tracking trials, reporting consequences for assaulters, and the emotional and human repercussions, including for the perpetrator and their families," said Dr Sagar.

highlight consequences for the assaulters and their families as a deterrent so it becomes a social learning for potential perpetrators, who should not think that people get away with it, and so will we," said Dr Parikh.

Sex education, which now goes by the less controversial term of life-skills education, must begin when a child starts school. "We need to teach gender sensitivity and provide age-appropriate sex education at home and in school from a very young age to both boys and girls. Sexual violence must be taken beyond sensationalism and blame-game to a solution-based approach, such zero tolerance for violence in society, fast-tracking trials, reporting consequences for assaulters, and the emotional and human repercussions, including for the perpetrator and their families," said Dr Sagar.

Psychiatrists suggest all reports on rapes must include solution-based information, very similar to reporting on suicides that includes counselling helplines. "New reports must



THE TIMES OF INDIA

Exam Results

NOT THE ENDGAME BUT A New Beginning

Dr Samir Parikh on why exams should be treated as a unique opportunity that teaches us to handle success and setbacks

Results come, results go. Yet, year after year, the frenzy around exam results never dies down. It has a lot to do with the pressure that adults put on children to perform well. This is that time of the year when the need to handle stress is needed by parents and young students who have a glorious tomorrow awaiting them. How often does life test us? And do we fundamentally believe that one particular exam in life can make a very big difference? You start with the need to handle stress in needed by pa-

rents and young students who have a glorious tomorrow awaiting them. How often does life test us? And do we fundamentally believe that one particular exam in life can make a very big difference? You start with the need to handle stress in needed by parents and young students who have a glorious tomorrow awaiting them. How often does life test us? And do we fundamentally believe that one particular exam in life can make a very big difference? You start with the need to handle stress in needed by pa-

For instance, you scored a century last week and today you have another match. Your previous score has no meaning left. It's a new day, new test. You have to prepare for a new challenge.

Look around your role models, be it Teachers, Virat or Rohit - it is never been a smooth graph upwards. It has been a combination of peaks and troughs, and because they believed that there was a glorious tomorrow awaiting for them, they just moved on. They learnt from one experience and then just moved on to the next. And that is what life is all about.

Look at today's results as one step towards your tomorrow. If you are happy with your results - celebrate. Reward yourself that you can maintain the level of success by putting in the effort your after you.

If you are unhappy with this result, then take a step back. Evaluate what you have done differently. Talk to seniors, teachers and parents. Take your own support and then figure out your next step. So that when you take the next test of your life, you do better than you did this time.

TIPS TO DEAL WITH POST-EXAM STRESS

Do not fall into the trap of drawing comparisons. It is often considered to be a sign of a healthy competition, but it tends to be unrealistic and adds to our stress levels. Competition with peers might increase motivation levels intermittently, but added stress will impede our coping abilities. Shift the focus to your own self, your efforts and your own performance.

Shift the focus to evaluate your actual performance, and not just the marks you have scored. It is very common to realise that the marks you get may not be proportionate to the efforts you have put in. However, we need to be able to consider the role of various extraneous variables that impact the results, and therefore, make a realistic evaluation of your actual efforts.

Yes, we need to remember that exam results are NOT the ENDGAME. Opposed to the amount of stress emanating in the exam seasons, it must be viewed as just a part of one's entire life span, which is not the only deciding factors of one's life ahead but should be considered as learning opportunities or a stepping stone.

PERCENTAGE MAY NOT MATTER

Percentage is a mere number, which matters on a particular day for a few moments, but in the larger scheme of life, that one per cent may not really matter as much as you believe it does. Take an example of sports.

SENSE OF POSITIVITY

For parents, whatever results the child has got, celebrate it. Each step is an achievement, every mark is an achievement. Bring in a sense of positivity. Tell your children that there will be times that they slip, times their results would not match expectations. Learn from them and take them to your stride. Share your own stories of how you overcame your struggles in your early years. Think that the world has ended because of a bad result, everything will now be sorted because of a good result are both extreme, unrealistic reactions. We, as adults need to bring in a sense of equilibrium and calm. If you see a child struggling, share your stories, your experiences.

Students, if you feel like you are struggling, your first job is to talk to someone. Reach out to your parents, talk to your friends. If you still feel like you need to reach out to someone, reach out to our team of psychologists on our helpline.

The author is a consultant psychiatrist and director at Fortis National Mental Health Program.

FIT & PROPER

Your weekly health guide

A need for digital detox



SAMIR PARIKH

Director, Fortis National Mental Health Program and Consultant Psychiatrist, Fortis Healthcare

It would not sound like an exaggeration to say that our lives have been bombarded with technology, especially over the last few years. And with such bombardment, our current strong dependency on technology is not unfounded. In fact, attempting to live an entire day, completely cut off from the digital world, is unimaginable for most of us. And, this unimaginable thought is what is called a Digital Detox, which, at this point, is the need of the hour for all of us, regardless of age.

This does not imply that technology is not beneficial. On the contrary, it offers a multitude of advantages, making our lives much more convenient, as well as accessible. However, it also comes with its own set of drawbacks, one of the most important one being its nature of enabling an excessive cycle of needs and demands. The more we tend to become dependent on technology for our own needs, the more demanding technology becomes of our own time and effort.

As a consequence, an overdependence on technology can have a significant amount of adverse impact on almost all spheres of our day-to-day functioning. First of all, the more we tend to depend on technology for our needs, the less we typically tend to rely on our own cognitive powers. Be it for doing arithmetic calculations, making to-do lists, or even remembering contact numbers. In the long run, such an overdependence on technology could lead to the potential erosion of some of

our cognitive abilities. However, going offline from all our technological gadgets for a limited period of time each day during the week can ensure we give our minds time and space to recuperate from spending too much time hooked to screens. This way, not only will we allow adequate rest to our eyes, but also give our minds a breather, to ensure that our cognitive processing is not neglected completely.

Secondly, an excessive dependence on technology can make us heavily rely on social networking sites to communicate with others, as opposed to indulging in face-to-face interactions. After all, heavy dependence on technology has a greater probability of alienating us from other members of the community. In fact, with the ever-increasing importance being attached to social media platforms, real-world socialisation has become a neglected activity, if not completely compromised. Be it at a family meal, a meeting with friends, or during commute, our reliance on technology has almost become second nature to the extent that we cannot imagine any of these activities without our smartphones or tablets within close reach. Which is why, just like in the case of any other addiction, a 'digital detox' is essential.

Such a detox plan simply requires us to keep aside a particular amount of time, typically an hour every day, or four hours per week, wherein we switch off all forms of social media, including gaming, television, computers, phones or any other form of technology. This is the time we can use to unwind. In fact, we can utilise this time to connect with family, friends and even ourselves!

Just like we tackle other addictions, it is the need of the hour for all of us to take a break from technology, and advocate 'digital detox' as a regular component of our lives!

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Our Work Online

World's top Robotic and Endoscopic Surgeons Share Skill & Knowledge to the Next Generation of Specialists at IGRhNS Congress

Like

BLK Super Speciality Hospital hosted the 4th Congress International Guild Robotic & Endoscopic Head and Neck Surgery (IGReHNS) to train in robotic and endoscopic surgeries through live surgeries, video presentations, technical sessions, and case discussions.



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Surgeons at Delhi hospital remove 'largest' chest tumour with robotic surgery

Lakopo Molotii, a 54-year-old native of Tuvalu, a country in the South Pacific, was diagnosed with a large tumour in his chest and was advised to undergo an open chest surgery by doctors.

PTI | December 19, 2019, 07:22 IST

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New Delhi: Surgeons at a city hospital have performed a minimally invasive **robotic surgery** to remove what they claim to be the largest thoracic tumour to ever be recorded. Lakopo Molotii, a 54-year-old native of Tuvalu, a country in the South Pacific, was diagnosed with a large tumour in his chest and was advised to undergo an open chest surgery

by doctors.

After learning about robotic chest surgery services in India, he approached the **BLK Super Speciality Hospital** here where a team of specialists removed the **thyroid tumour**, of dimensions 12x10 cm, from his **thoracic cavity**, a statement issued by the hospital said.

The hospital claimed that the procedure performed last week, that lasted five hours and was carried out through robotic intervention, was one of the biggest **retrosternal thyroid gland** removal surgeries in India.

"The tumour, removed last week, was so big that it was compressing the windpipe and had completely involved the vein of left upper limb with multiple large collaterals over the tumour," said Dr Surender Dabas, Chief of Surgical Oncology and Robotic Services at BLK Hospital.



Video games can help boost emotional intelligence

Video games can help in improving emotional intelligence but it can't help with coping strategies.

MORE LIFESTYLE | Updated: Jul 16, 2019 17:23 IST

Indo Asian News Service
Indo Asian News Service



While it's commonly believed that video games are harmful for children, researchers have found that it can help them evaluate, express and manage emotions when used as part of an emotional intelligence training programme.

"**Video games** may improve the expression of emotions, but awareness and coping strategies can't be solely understood by games. Emotional intelligence can be better explained when there are emotions involved from both sides," Manish Jain, Consultant at BLK Super Speciality Hospital, Delhi, told IANS.

According to the study published in the Games for Health Journal, researchers from the Catholic University of the Sacred Heart in Italy developed an emotional intelligence training programme that integrated video games as experience based learning tools.

The researchers created EmotivaMente, a video game, to enhance emotional intelligence among adolescents, perhaps the group that could benefit the most. They analysed 121 adolescents who participated in eight sessions.

"Games for health have been designed to address an increasing variety of issues. A relatively new health issue is emotional intelligence, which has implications for various

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Our Work Electronic



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ResMed India conducts educational training on application of Non- Invasive Ventilation (NIV)

ResMed hosted a workshop for Intensivist and Chest Physicians on when and how to prescribe non-invasive ventilation (NIV) to patients in hospital and homecare environments, at Hotel Lalit, Delhi on January 12, 2020.

ETHealthWorld | January 14, 2020, 02:39 IST



Delhi: ResMed hosted a workshop for Intensivist and Chest Physicians on when and how to prescribe non-invasive ventilation (NIV) to patients in hospital and homecare environments, at Hotel Lalit, Delhi on January 12, 2020.



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Our Work Wires



PRESS TRUST OF INDIA
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By Ajay Tyagi & Munish Shekhavat

New Delhi, Dec 28 (PTI) Nourished by increasing spending, improving accessibility and growing exports, India's pharma and healthcare sector is poised for another year of robust growth even as pricing and cost headwinds could force players to pause to catch breath.

The next wave of growth could come from increasing exports to large and traditionally under penetrated markets such as Japan, China, Africa, Indonesia, and Latin America, which would help the industry meet its aspiration of becoming the world's largest supplier by volume, according to pharma industry body Indian Pharmaceutical Alliance (IPA).

Experts said improved access to medicines in India and exploring new markets while maintaining thrust in the US will help the country's pharma industry to record double-digit growth in the coming year.

However, the sector, specially pharmaceuticals, will be up against headwinds of increased costs related to regulatory compliances, particularly for the US market, price controls across markets and mandatory genericisation in India.

"The Indian Pharmaceutical industry is a sunrise industry with a competitive advantage for India. We should leverage India's position by unleashing entrepreneurial spirit through policy stability and ecosystem," IPA Secretary General Sudarshan Jain said.

The bullish outlook for the sector is also reflected in the forecast by rating agency Icria, which has projected the Indian pharmaceutical industry to grow around 10-12 per cent between FY2019 and FY2022 while maintaining a stable outlook on the sector.



United News of India
India's Multi Lingual News Agency

Posted at: Jan 8 2020 6:14PM



Indian Chamber of Commerce (ICC) & NATHEALTH sign MoU to act as a joint platform for advocacy

Kolkata, Jan 08 (UNI) The Indian Chamber of Commerce (ICC), a leading industry body, today signed a Memorandum of Understanding (MoU) with the apex healthcare industry body - Healthcare Federation of India (NATHEALTH).

This will aim to explore and implement joint opportunities to co-develop Healthcare Initiatives in East, North-East and pan India.

The partnership also aims to act as a joint platform for advocacy which is mutually cohesive.

Speaking on the collaboration, Mr. Prashant Sharma, Chairman, ICC Healthcare Committee and MD, Charnock Hospital, said, "This partnership would help the two bodies to push healthcare initiatives across the country with special focus on East and North East regions. Our main objective is to accelerate the development of the overall healthcare delivery system across society and to provide a sustainable ecosystem to all the stakeholders."

"With technology permeating through all verticals today, we are confident that we see advanced healthcare facilities that provide easily accessible and affordable services to the citizens of our country," he added.

The MoU was signed here today by Mr. Prashant Sharma on behalf of ICC and Mr. Siddhartha Bhattacharya, Secretary-General, NATHEALTH.

"NATHEALTH was created with the core mission of credibly unifying the voice of the healthcare ecosystem to co-create a better health care model for all Indians. We are very pleased to be working closely with the Indian Chamber of Commerce and forging an alliance to drive innovation and policy recommendations across healthcare financing, delivery and policy and regulatory spectrums towards providing better healthcare. The combined footprint of NATHEALTH and ICC unifies a large national collaborative effort across healthcare providers, medical equipment manufacturers, resellers, payers, value-added services providers, SMEs, innovators, hospitals, labs, diagnostics and technology providers which will create a strong

ANI

South Asia's Leading Multimedia News Agency



Doctors raise concerns over new Surrogacy Bill

ANI | Updated: Dec 21, 2018 16:01 IST

New Delhi [India], Dec 21 (ANI): The Surrogacy Bill, which recently got the Lok Sabha's nod, did not go down well with the medical fraternity. This Bill was passed on Wednesday and is aimed at prohibiting commercial surrogacy and other unethical practices related to it.

The bill, which was first introduced by Health Minister J P Nadda, only permits surrogacy for couples who cannot conceive a child. The intending couple must be a resident of India and be married for a minimum of five years with at least one of them being infertile.

Moreover, the surrogate mother has to be close kin who has been married and has a child of her own.

Speaking to ANI, Dr. Aanchal Agarwal, Senior Consultant, Department of Infertility, IVF and Reproductive Medicine, BLK Super Speciality Hospital, stated that permitting surrogacy with robust screening and selection of cases in strictly regulated setup could have been more patient friendly than a complete ban.



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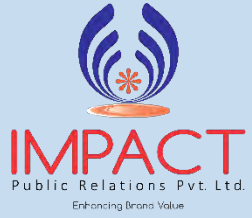
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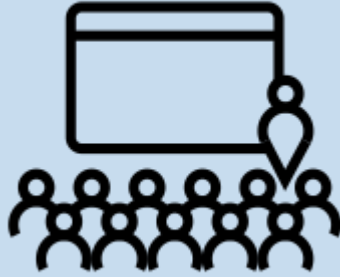
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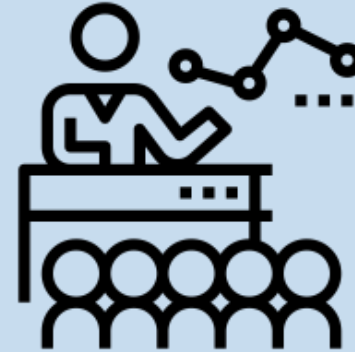
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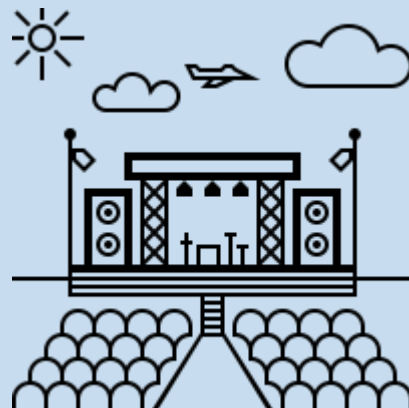


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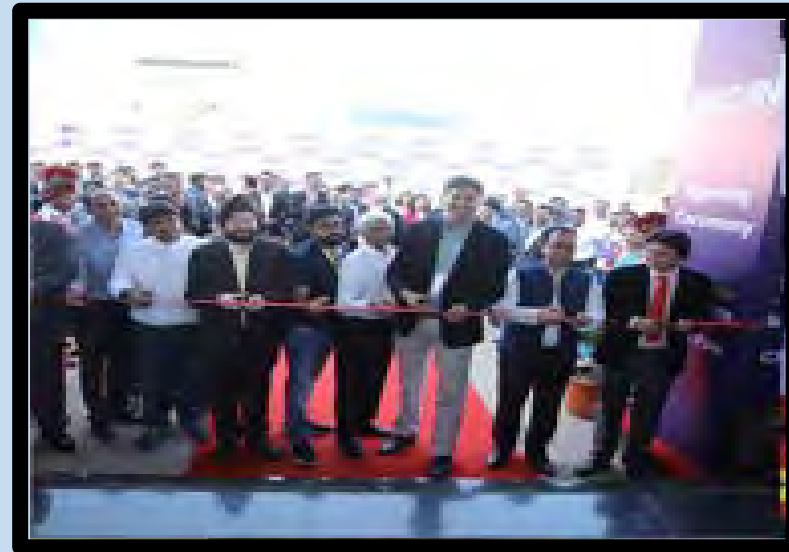
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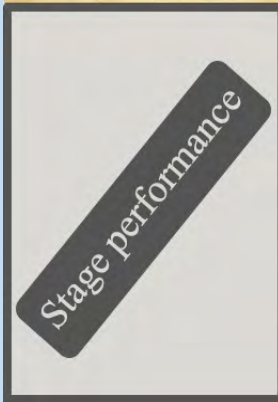
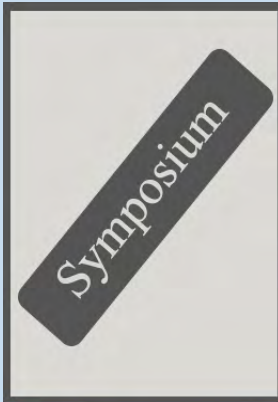


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Key People



Kulpreet Freddy Vesuna

Founder & Managing Director

23 + years of industry wide experience – widely recognized as an innovator. Noteworthy experience in media relations, brand building, social media campaigns, advocacy, integrated marketing communications and crisis management. A member of Public Relations Consultants Association of India (PRCAI) and believes that storytelling is fundamental to the game of communications. .



Freddy Vesuna

Director – Quality Assurance

22+ years of diversified experience in operational quality and project management. A proven troubleshooter adept in decision making, problem solving and people management. Believes that prevalent quality issues in the communications industry can be controlled at every level for superlative deliveries.

Key People



Braj Kishore Jha

Content & Media - Head

Masters in Sociology from JNU and an expert in economic affairs, he is a senior journalist with over 20 years of experience. He has worked with leading newspapers and magazines including Hindustan Times. His reporting experience ranges from political, socio-economic and rural affairs. He has created a wide range of network among political leaders, ministers, industry captains and top bureaucrats at Centre and States. He is a familiar face on TV Channels panel discussions on political and economic affairs.



Syed Ahtesham

Senior HR Manager

15 plus years of experience in Human Resource & Contact Centre. A self-motivated aspirational leader. He is a balanced and an assertive individual right from strategy making to execution. His core domain and proficiency revolve around : HRBP , recruiting and staffing, performance management and improvement systems, organization development & Structure, L&D, employment and compliance to regulatory concerns regarding employees, grievances & process improvement etc.

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