



RAINBOW

Newsletter of Priyadarshni Academy

Vol. 4 : No. 3, July - Sept. 2008

Price: Rs.10

PRIYADARSHNI ACADEMY'S SILVER JUBILEE

Chairman's Message



September 19, 2008 will be a RED-LETTER DAY for Priyadarshni Academy as it will enter its Silver Jubilee Year that day. It has been decided to celebrate the Silver Jubilee for a year beginning that day. September 19 is indeed significant for the Academy as it is on that day that the Academy held its first annual celebration and that too with an awards

programme which has today become its internationally recognized flagship programme.

The Academy has grown leaps and bounds since a group of socially-minded individuals founded it. The Academy has achieved a number of milestones. One that is unprecedented, and stands out most prominently in its saga, is the function it held in Parliament on August 20, 1993, the 50th birth anniversary of late Shri Rajiv Gandhi, former Prime Minister of India. On that day, Chairman Rupani had the privilege of presenting a portrait of late Mr. Rajiv Gandhi to Mr. Shivraj Patil, Speaker of the Lok Sabha, for installation in the Central Hall of Parliament in New Delhi. The portrait continues to adorn the Parliament to this day. Mr. Rupani also had the rare honour of addressing Parliament, an honor that is given only to our President, Prime Minister, Speaker of the House, and Visiting Heads of States.

There is almost no aspect of society the Academy has not touched. Its annual educational scholarships, literary awards, and the National Integration through Dance and Music programmes continue to this day, just as its focus on youth, from a target audience point of view, has been maintained. In the past, among themes and projects it has fostered include: Vedic research; laughter therapy; environmental education and cleanliness; prevention of drug abuse; free legal aid; financial assistance to flood-affected students; setting up of telephone booths, in its early years, to provide easier access to communication and to provide employment to the youth through the manning of booths; book launches; international exchanges; etc., etc.

The Academy is fortunate to have the

support of people like you. Through this column, I wish to express my gratitude to you for supporting it through thick and thin, and helping it attain a dignified place in the community. It has been hard work, but all of us can look back with satisfaction and pride on what the Academy has achieved. The Academy still has miles to go, as what it can do is almost limitless. We will look forward to your continued support and participation to take the Academy further in the days to come.

This issue captures some of the Academy's nostalgic moments. It also has information about the 'Healthy Youth Healthy India' project which we will launch on July 15 at 9:00 AM at the KC College; a history of the Academy's Global Awards programme, the Silver Jubilee version of which will be conducted on September 19, 2008 at the Regal Room, The Trident in Mumbai, India; and a profile of Dr. Michael Nobel, the patriarch of the Nobel family and the great grandnephew of Alfred Nobel, the founder of the Nobel Prize, who has kindly consented to be a Guest of Honour at the awards function. I am sure you will enjoy this issue

Nanik Rupani
Chairman



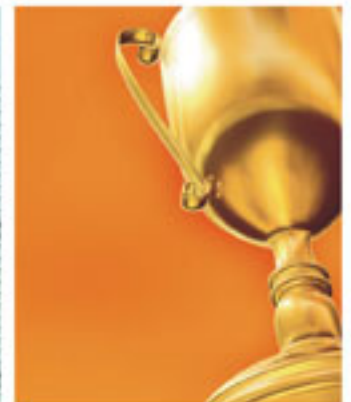
Selected
Business
Superbrand
Industry Validated

K.RAHEJA[®]
UNIVERSAL
Building Trust. Building Lifestyles.



UNIVERSALLY ACCLAIMED

Accolades are recognitions of our excellence. We build grand and futuristic buildings, choose dramatic locations, create environments to live and work in and surround you with world class luxury and amenities. But a lifetime of strengthening relationships is the acclaim we cherish most.



RESIDENTIAL • COMMERCIAL • IT PARKS & SEZS • RETAIL • HOSPITALITY

K. Raheja Universal Pvt. Ltd., Raheja Centre-Point, 294, C.S.T. Road, Kalina, Santacruz (E), Mumbai. 400 098, India.
Tel: +91 22 6641 4141. Fax: +91 22 6641 4242 E-mail: mail@krahejauniversal.com; Website: www.krahejauniversal.com.

An ISO 9001:2000 & ISO 14001:2004 certified company.

R.K. DARMYBICO KRUPA 19824



DR. MICHAEL NOBEL TO BE GUEST OF HONOUR AT THE GLOBAL AWARDS FUNCTION

Dr. Michael Nobel patriarch of the Noble family and the great grandnephew of Alfred Nobel, the founder of the Nobel Prize, and Chairman of the Nobel Family Society, the Board of Trustees of the Nobel Charitable Trust Foundation, and the Nobel Benevolent Society, has consented to be the Guest of Honour at the Global Awards function.

Dr. Nobel comes with a distinguished academic and professional career. He is a recipient of the Grand Cross of the Order of International Perfection in Moscow and honorary Doctorates from two different universities in Japan. He is a visiting professor at the Tokyo Institute of Technology, the Japanese equivalent of MIT and Caltech. He has been conferred the prestigious Mahatma Gandhi-Martin Luther King - Daisaku Ikeda Award, UNESCO Medal for Outstanding Contributions to the Cultural Dialogue between Nations, as well as the Albert Einstein Award for Outstanding Achievements in Life Sciences and Technology in Israel. He is an honorary Professor at the National Academy of Science of Azerbaijan and a Fellow of the Russian Academy of Natural Sciences.

After post-graduate education at the Harvard Business School, the United States, he obtained a Doctorate at the University of Lausanne, Switzerland, in psycho-pedagogy in 1979. At a young age, he was appointed as adviser to UNESCO in Paris and the United Nations Social Affairs Division in Geneva.

Commercially, he has participated in the introduction of magnetic resonance imaging and has remained in this field as Chairman of a diagnostic imaging group. In addition, he is the Chairman or Board member of fifteen multinational companies in diagnostics, treatment, investments and information systems in the field of medicine, satellite



communications, internet service provision, management consulting, airport security and investment banking, etc.

Dr. Nobel's acceptance is great news for the Academy whose Global Awards programme is considered by many as Asia's Nobel Prize. The Global Awards Advisory Committee Members and all others at the Academy look forward to rolling the red carpet to Dr. Nobel on September 19.

'HEALTHY YOUTH HEALTHY INDIA' (HYHI) PROJECT TO BE LAUNCHED ON JULY 15

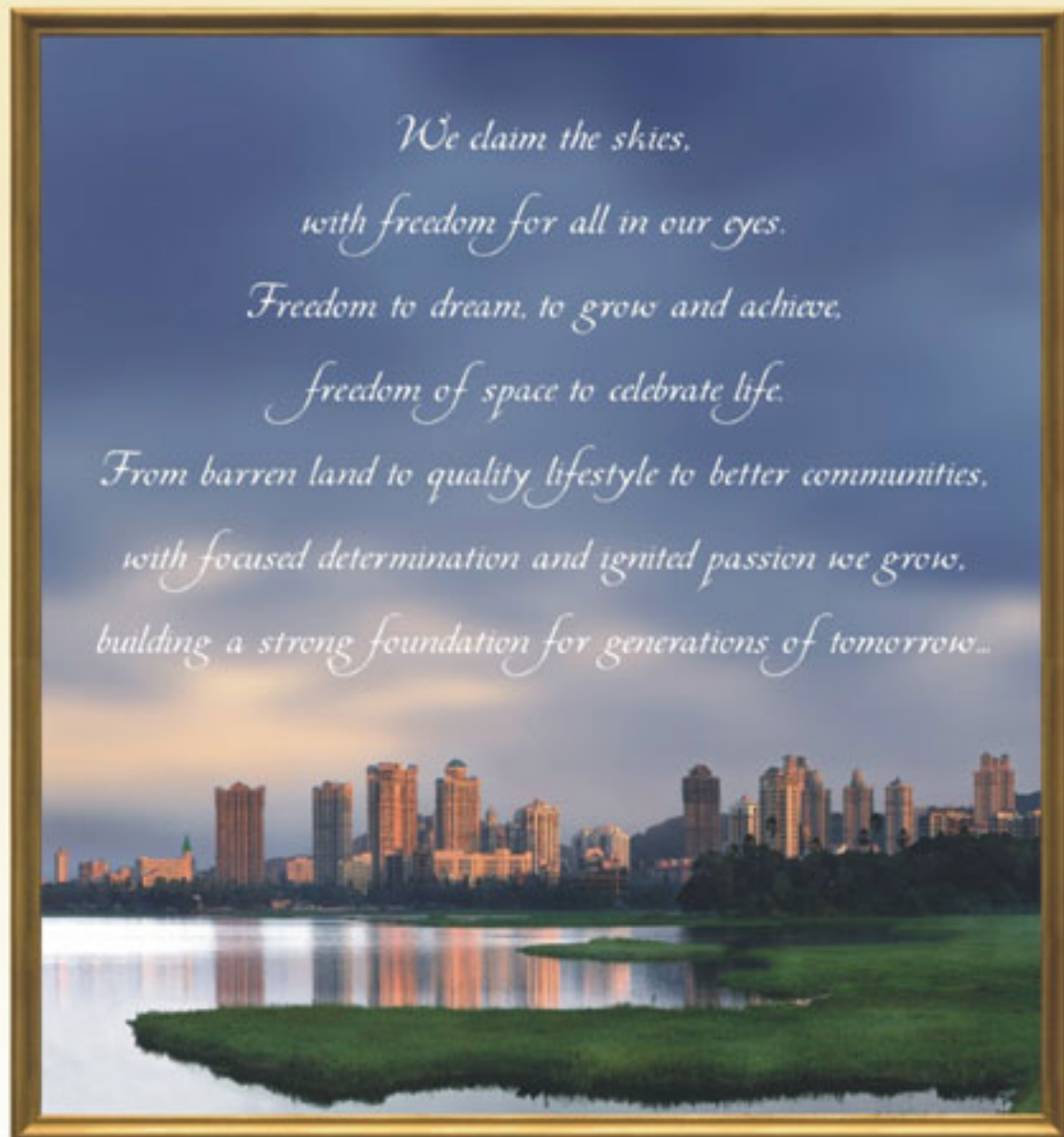
The eagerly awaited HYHI project will be launched at the K. C. College on July 15. Shri Murlidhar, MP, popular among the youth, will be the Chief Guest. Mr. Jignesh Shah, Chairman, Financial Technologies Group, will be the Guest of Honour.

The project is a joint venture among Priyadarshni Academy, Association of Adolescent and Child Care in India (AACCI), and K. C. College and has been in the making for several months. The project sub-themes are: "Prevention of Lifestyle Diseases in Adulthood" & "Life Skill Education for Adolescents".

Project Background: In India, there is a rising incidence of obesity, diabetes, hypertension, heart problems, strokes, and mental stress-related diseases. These diseases are on the increase not only in adults but also in adolescents and

young persons. Obesity in children and adolescents is going up as high as 20-29 % in some metro cities. More and more people between the age of thirty and forty are getting diabetes and heart attacks. India will be soon called the diabetes capital of the world. Fortunately, all this is preventable by the simple measure of altering bad life styles.

Indians have genetic predisposition to these diseases as they have what is called "the metabolic syndrome". So, we have to be especially careful to prevent these diseases in our country. All these problems are caused by unhealthy lifestyles that track through childhood into adolescence to adulthood. It is in the hands of parents, teachers and caregivers of children and adolescents to teach our children to adopt a healthy lifestyle (proper diet, exercise, weight maintenance and stress management), to prevent them from



Hiranandani
creating better communities

Olympia, Central Avenue, Hiranandani Business Park, Powai, Mumbai - 400 076.

Tel.: 2576 3600, 2576 6724 / 29 / 2496 • Fax: 2570 6444

E-mail: sales@hiranandani.net • Website: www.hiranandani.com

Real Estate | SEZ | Education | Healthcare | Hospitality | Retail | Entertainment

getting these diseases in the near future.

As adults, it is our moral responsibility to educate ourselves about life style diseases and the interventions to prevent them. This will not only help us to remain healthy ourselves but by adapting this into our homes and our life, we can protect our future generation from becoming diseased.

The adolescents of today are going through a very stress-filled competitive life and the modern era adds to a multitude of problems. WHO has devised a "Life Skill Education Program" which helps adolescents to face the challenges of life in a skilled manner. It has been found that the adolescents who undergo life skill education program are able to cope up and do well in all spheres of life.

The Program: Immediately following the launch on July 15,

1. A two-hour awareness session will be conducted from 10:00 AM to 12 noon for teachers, parents and students.
2. An intensive interactive workshop for students on Life skill Education and Healthy Life Style will be held on July 17 and 18
3. An intensive interactive workshop will be held for parents to: a) Understand how to deal with Adolescence, and b) Adapt a healthy life style for the whole family on July 19 and 20.

There will be a total of 40 participants for each two-day workshop and these will be held from 9:00 Am to 6:00 PM. Those interested will have to register in advance. A nominal fee of Rs.150 per student and Rs. 250 per parent will be

charged for participating in the workshop. The fee will include the cost of lunch, tea, and snacks.

The above workshops will be followed by trainers' workshops: one on August 14-15 for students to become Peer Educators and another on August 16-17 for teachers to become Master Trainers.

ACADEMY'S MOTTO:

**Service to humanity is the
best work of life**

**WE WELCOME YOU TO BE A
PART OF**

PRIYADARSHNI ACADEMY

Contact : Ms Jaanki

PRIYADARSHNI ACADEMY

Arcadia, Nariman Point, Mumbai 400 021
Tel.: 91-22-2287 3456/ 5630 7160, Telefax: 91-22-2287 5373

E-mail: pa@priyadarshniacademy.com
Website: www.priyadarshniacademy.com



MUSCO



Mahindra

World Class Producer of Alloy Steels & Special Steels

- ☐ A part of Mahindra & Mahindra group
- ☐ An ISO / TS16949 Organization
- ☐ 40 years of experience in Alloy, Tool & Specialised Steel Making and processing of Long Products
- ☐ Unique Mill offering multi products under one roof to customers like As Cast Ingots, Blooms, Billets, Heat Treated Long Products
- ☐ State of the Art Manufacturing facilities, Inspection Facility and Qualified Manpower.

For More Details : Please Visit Our Web Site www.muscoindia.com

Or E Mail: MUSCOMARKETING@mahindra.com

Reach : 02192 - 263318 , 263347 , 263589 , 263070

AON GLOBAL



"Aon Global, a joint venture between Global Insurance Services - a prominent Indian entity in the insurance market and Aon Corporation - the world's largest insurance and reinsurance brokerage and consultancy practice (ranked 212 on the Fortune 500 listing). It brings together the strength of the two entities to create the 'Power of One' for our clients and markets."

Our Expertise

Specialty Products & Services

- Aviation
- Liability
- Property
- Energy
- Trade Credit Risks
- Construction & Infrastructure
- Political Risks
- Professional Risks
- Employee Benefits

Reinsurance

- Programme design and review
- Arranging Cost effective reinsurance
- Programme placement
- Run-off management
- ART Solutions
- Training

Risk Management



Aon Global Insurance Services Pvt. Ltd.

302 Dalamal House, Jamnalal Bajaj Marg, Nariman Point, Mumbai 400 021

Tel: (91-22) 6656 0505 Fax: (91-22) 6656 0506 www.aon-global.com

Branches - Chennai • New Delhi • Bangalore • Pune

GLOBAL AWARDS - DOWN MEMORY LANE

The Global Awards programme has remained the Academy's flagship event from inception. It takes two years to mount this programme as the selections need to be made far enough in advance so as to contact the internationally-busy recipients regarding their availability nearly a year and a half in advance. A number of leaders in India consider it Asia's Nobel Prize.

The Academy's first annual awards programme was very different though. As a matter of fact, until 1998, the Academy had awardees only from various parts of India. The first Priyadarshni Academy awardee was Professor Ram Panjwani. He was the recipient of an award for social service. The same year, Barrister Hotchand Advani received an award for his contribution to education. Those were the only two awardees that year. In 1986, the currently held annual literary awards in February/March each year was held as the second annual awards programme. The awards were given for work in the Hindi, Marathi, and Sindhi languages. In 1987, the Overseas Indian award and the Smita Patil Memorial awards were introduced. Shri K. Sital was the first Overseas Indian awardee, and Kumari Tanvi Azmi was given the Smita Patil Memorial Award.

In 1993, the first international award was introduced and it was bestowed on Dr. Daisaku Ikeda, President, Soka Gokai International, Japan. He was given the Global Peace Award for International Understanding. The awards programme was annual until 1994. From 1996, it became biennial. In the year 2000, a Harish Mahindra Memorial Global Award for Outstanding Contribution to Corporate Social Responsibility was introduced and this award was given to Mr. Katsuhiko Machida, President, Sharp Corporation, Japan.

As can be seen, the awards programme has taken leaps from very modest beginnings. Both the number of awards and the disciplines in which awards were given have expanded. While the Harish Mahindra Memorial Global Award for Outstanding Contribution to Corporate Social Responsibility, the Overseas Indian Award, and the Smita Patil Memorial Award are given every time, the other awards given encompass fields of prominence during the year in which the awards are given. Last year alone, for instance, the fields encompassed management, medicine, humanitarian services, IT education, education of children and welfare of poor widows, contribution to the IT sector, human rights, and contribution to the oil sector. The nature of the awards too has changed.

Our recent state-of-the-art Boardroom Solutions at

- Anand Rathi Securities Ltd.
- Lafarge India Pvt. Ltd.
- HIRCO (Hiranandani Constructions)
- Architect Hafeez Contractor
- Bombay Stock Exchange
- Novartis Health Care Pvt. Ltd.
- Coca Cola
- L & T
- Axis Bank



Neutron receives the Top Partner Award for Customer Satisfaction for India Region again!



Can your PABX support cellphones as extensions and internet telephony??



A future-proof telephone system
for Enterprises from
an ESTABLISHED LEADER

- Analog/ Digital Extensions
- IP Extensions with OPEN SIP standard
- DECT(cordless) Extensions
- UMS (email/ fax/voicemail etc.)



• Audio/Video Conferencing • Boardroom Integration • Telephony Systems • Call Center Solutions

NEUTRON ELECTRONIC SYSTEMS PVT. LTD.

Mumbai: 103, Sumer Kendra, P. B. Marg, Worli, Mumbai 400 018.

Tel : + 91 (22) 4090 2000 (10 Lines). Fax : + 91 (22) 4090 2010.

Customer Care Centre: 205, Wadala Udyog Bhavan, Naigaum 'X' Rd., Mumbai 400 031. Tel : +91 (22) 4099 2500 Fax : +91 (22) 4099 2510

• E-mail: mumbai@neutron.in • Website: www.neutron.in

• Chairman's Website: www.nanikrupani.com

Dr. Swati Bhavé's Column



Healthy Life Style to Prevent Diseases

There are many diseases that are caused by an unhealthy life style that begins in infancy and childhood, tracks into teenage and lands into adult onset diseases. These are obesity, Type 2 diabetes mellitus (T2DM), high blood pressure, coronary heart disease (CHD), cancer, etc. These are called life style diseases or disorders.

Life style risk factors like unhealthy diet and poor physical activity develop during infancy and childhood; they are compounded by junk food, sedentary life and further added on by alcohol, smoking, drugs, etc. during teen age period. These track through into adult life and produce disease at a far earlier age, that is in early thirties and forties. By adopting a healthy life style from childhood, especially adolescence, it is possible to prevent these diseases.

In fact, it is now proved that the origin of these diseases begins in intrauterine period, which means that various factors in pregnancy determine the possibility of diseases in adulthood. This is called fetal origin of adult disease. So, healthy diet and life style during pregnancy is very important, so is the health of the "girl child" who will bear children in the future. Low birth weight (LBW) babies are produced by a malnourished mother and we have a high incidence of this in our country. It is also well proved that low birth weight babies are more at risk of these diseases if they rapidly gain weight in childhood and as adults. If a baby is born small and then rapidly gains weight in infancy and/or in adolescence, the risk of developing metabolic syndrome is very high. Hence, we must not fatten up our small babies and feel happy that they are looking well nourished. If a teen puts on too much weight at puberty, care must be taken to control his or her diet and increase the physical activity to maintain a healthy weight. This is not a healthy weight gain as thought by most people in the past.

Why do Indians get life style diseases earlier than the western population?

Indians and all Asians are at high risk of developing diabetes, high blood pressure and heart disease at a much younger age than those in other parts of the world. This is true even of those Indians who are settled abroad. This is because we have genetic predisposition to what is called a metabolic syndrome (insulin resistance or syndrome X). Because we have this genetic risk, it is all the more important that we adapt a healthy life style for the whole family and in our children so that we can prevent these diseases from attacking our teens when they are in their early twenties and thirties.

How can we know if we have the metabolic syndrome?

A simple method is you can take your waist circumference by a simple measuring tape. If this is > 90 cms in a man and > 80 cms in a woman, it means you have central obesity that means you have abdominal fat. This is the cause of all diseases called life style diseases. Look around you, you will find many people specially men, who have very thin arms and legs, BUT a big tummy and feel that is not a big deal. You will hear statements like "Its only the abdomen yar" or "it shows I am prosperous and

from katha pithe khandan" If you are fat and have abdominal fat it is called apple shape obesity compared to a pear shape where the fat is on the lower part of the body. Being apple shaped means you are more at risk. You have to get yourself checked by a physician who will check your BP and ask for blood tests for sugar levels, triglycerides and cholesterol levels, etc.

As per the 2005 International Diabetes Federation definition, the criteria for the diagnosis of the metabolic syndrome are: 1. central obesity with waist circumference >90 cms for males and >80 cms for females.

2 + any two of the following four factors:

- A. Raised serum triglycerides >150 mg/dl.
- B. Reduced serum HDL cholesterol <45 mg/dl.
- C. Raised blood pressure BP systolic >130, and diastolic >85 mm Hg.
- D. Raised fasting blood sugar level >100 mg/dl.

Additional features associated with Metabolic Syndrome can be best explained to you by your doctor.

What should we do if our Teens are Overweight or Obese?

Obese children should be screened to see if they have got metabolic syndrome so that preventive measures can be immediately taken. They should also be put into a healthy weight loss program guided by a doctor and nutritionist.

How to Prevent Metabolic Syndrome in our Children and our Teens?

All of us, i.e., parents, teachers and doctors must help to increase awareness by advocacy programs in schools and the community regarding these diseases.

We must check height and weight and chart BMI (Body Metabolic index) of children and our teens every year and compare with past records. The blood pressure should be checked every year and an annual record should be kept. If you have a family history of obesity, cardiovascular disease, and diabetes, you must get yourself and all your family members examined physically by a doctor, record BP every year and get checked for blood glucose and lipid profile as advised.

Type 2 Diabetes (T2 DM)

Diabetes that occurs in older age group is called maturity onset Diabetes Mellitus (Type 2 DM) as against the Juvenile Diabetes (Type 1 DM) that occurs in children and is dependant on insulin. If you have metabolic syndrome, then this diabetes comes at a much younger age even in your 30's and 40's. Obese persons have a higher risk of developing diabetes. Obese people, who do not do daily exercise and continue eating junk food and unhealthy items full of sugar and fat, are definitely heading towards getting diabetes.

Though it is possible to keep diabetes under control with proper diet, exercise and medications, few patients are able to do this as it means a drastic change in life style and which in most cases got them diabetes in the first place. Hence, a large number get diabetes related complications in the eye, heart, kidney, nerves, foot and almost all organs of the body. The best way is to prevent diabetes. Abdominal fat is a high risk factor and so all of us must strive to have a flat tummy. This is not just to look good but it is very important to prevent disease.

If you have both obesity and diabetes, you have a higher risk of heart disease and brain stroke.

“DOING YOUR YOGA RIGHT ?”



As I boarded an aircraft for an outstation visit, I saw two men, who were eventually seated next to me, getting into a strange posture in the centre and aisle seats. It was not any of the sitting, standing or meditative postures that I had learned (in 20 years as a Yoga student or 5 years as teacher) from any of my yoga books.

Guessing that they probably decided to “make do” with the space and situation available to them, I witnessed them doing a breathing technique, which was not totally a kapalbhatti (a shodhan kriya for detoxification involving active exhalations and passive inhalations) Neither was it a bhastrika (the bellows breath, which involves active inhalations and exhalations). It was probably a blend of both. They seemed to be very confident of doing their pranayam correctly and were also showing off to each other about how religiously and diligently they practiced it daily. Although I was not quite satisfied, I decided to postpone interrupting to ask them about this particular breathing process till they finished.

Of the limited knowledge I consider myself having, I still noticed several mistakes made in the technique (blended breathing), situation (nameless posture), the time (1.40 pm), place (grounded aircraft), environment (closed cabin), temperature (air conditioning at full blast), sound (mobile phones ringing), clothing (businesslike)! Besides, the way they were doing it could actually increase their “pitta” level so much that it could be doing more harm than good.

* Vatta is one of the three humors of the body... the other two being Vatta and Kapha.

Much has been said, seen and read about yoga, pranayam and meditation. Today's fast moving times are filled with stresses, problems and pressures of daily life. The need has arisen to address the mind as much as the

body. So along with various ways of working out from weight training to personal training and cardio to kickboxing, this decade has seen an amazing rise in people trying to “quieten the mind, as they work out the body”. However, just like most other forms of working out can get injuries if done wrongly, there can be some hidden dangers of doing yoga and pranayam incorrectly too. Some of us practicing pranayam put ourselves at risk everyday by not knowing the hidden dangers of doing them inaccurately or without being under the supervision of a qualified teacher. The last half of this decade has seen numerous schools and teachers of yoga mushrooming all over the globe due to an increasing demand for it.

So, before starting a yoga regime, pre-decide the time you can dedicate to your practice. Do not choose an unrealistic routine that is difficult to continue. The body will respond best to regular practice even if it is done three times a week. Ensure that mobile phones are silent, your mats/prop/towel, etc. are ready in a well ventilated room and that you are wearing comfortable clothing.

Although one fully understands that the science of yoga helps in getting the mind and body healed, a balanced diet supported with proper sleep and regular life style is required.

There is a tremendous demand for newer methods to understand and experience body and life's purposes, but we must realize that the answer to all this searching and aspiration lies in the natural, safe, pure and conventional approach to health and happiness. Yoga has earned a place in the medical system with its therapeutic values and by keeping the inner body and mind, clean, calm and radiant. So, just ascertain that you, as a practitioner, give yourself the right bonding and union of mind and body (that is one of the definitions of yoga) through your KNOWLEDGE of body and breath awareness.

Advertise in 'Rainbow' and derive BIG benefits
(Rainbow reaches over 5000 leaders from all walks of life all over the globe)
Advertisement Tariff

Position	Size	Single Insertion	Annual Contract (4 Insertions)
Back Cover	19.5(w) x 24(h)cm.	Rs. 50,000	Rs. 1,80,000
Inside Front & Inside Back Covers	19.5(w) x 24(h)cm.	Rs. 45,000	Rs. 1,60,000
Full page	19.5(w) x 24(h)cm.	Rs. 40,000	Rs. 1,40,000
Half page	19.5(w) x 12(h)cm.	Rs. 25,000	Rs. 80,000