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PHOTOS FROM THE PRESS MEET TO DECLARE THE MILK QUALITY TEST ANALYSIS REPORT FOR 2017

SEE DETAILS PAGE 5
Cyber Safety

We share information constantly, for work and for fun – but who are we sharing this information with? Questions about cybersecurity are not new, but after the recent allegations about Facebook, more people are worried that personal information could be misused. A psychology expert developed an app that could be downloaded through Facebook. About 270,000 people downloaded the app and voluntarily provided information about themselves and their friends. The researcher sold this information to a company called Cambridge Analytica, which designs online political campaigns. Allegedly, Cambridge Analytica eventually collected data on more than 50 million Facebook users and used (or was planning to use) it to target voters in election campaigns in the USA, UK and elsewhere.

Facebook, Cambridge Analytica and the app developer are all accusing each other. At this stage, it is not clear how much data was leaked. Facebook learnt about this, and checking whether their security precautions were adequate. The UK government and the US Federal Trade Commission have launched enquiries. India’s IT Ministry has also sent a notice to Facebook, asking them how they collect and share (or protect) data. Facebook, like every other IT company, is constantly improving its security features – but cybercriminals are working equally hard. One has heard of robberies committed after reading on Facebook that the family is away on a holiday, but what does the average person do to protect against data theft, or many other kinds of cybercrime? Facebook has strong built-in features to make sure nobody else can log on secretly, pretending to be you. On your account settings, you can edit your login notifications so that you receive SMS and e-mail alerts if there is a login from a ‘strange’ device, i.e. different from the one you normally use.

There are many “offers” you receive on your mobile or e-mail. Recipient of a million dollars wants to share it with you. Only to avail the offer you need to show your details or put in the some money to open a joint account to enable the fraudster to send your share to you. Expensive gifts “sent” to you because he loves you and wants to marry you, which is stuck in customs. You need to pay the customs to redeem them. You have been chosen for the latest I Phone for just one dollar, so many offers and so tempting, no wonder even well informed people fall into the trap.

Last month, I attended a seminar arranged by a college on “Empowerment of women.” One of the topics covered was Cyber safety. The audience, which consisted of mostly young women found the subjects on cyber safety fascinating. The seminar also covered general cyber safety, reminding us of rules we may know but often ignore. Do not share personal information. Keep your password secret. Change them frequently. Remember that no bank or internet service provider will ever ask you for your password online or via e-mail. If you are accessing a website, never share your credit card number or other personal information like proof of age. Be careful and watchful at ATMs.

Your computer has safety tools like a firewall, pop-up blocker, antivirus software and spyware detector. Make sure these are periodically updated. Keep backups of important files. Use strong passwords – not just your nickname or date of birth. Be careful while downloading free software, music or screensavers. Do not purchase things advertised through an unsolicited email, even if (and especially if) the prices are too good to be true. For financial sites, make sure there is an “https:\\" sign and a LOCK sign at the end of the address, which means the site, is secured. Do not lend your phone to strangers. Always type in the website address yourself rather than clicking on a link provided. After checking your mail, do not just close the window, make sure to Logout or Sign-out. Are you worried that your Gmail account has been hacked? Log in to your account, click on Settings and navigate through the various options. If you do it right, you will be able to see a history of login activity. Check the times and dates of your logins. If you find something suspicious, then save the IP address and report it to the nearest Cyber Police Station.

You get an e-mail from a friend saying they are stuck some place or in a hospital and cannot access their bank account. Can I send them some money to a particular account to tide them over? This is cause for an alarm bell and should be reported to your friend to let them know their account has been hacked and of course the authorities. It is obvious - if they can send a mail, they can call you personally. What about data leakage via apps that you (or even your friends) have downloaded? The app settings page on Facebook shows a list of apps under “logged in with Facebook.” If you see strange names, you can click to de-authorize them from your account. There are also options to tighten the security settings under the “apps others use” link, to make sure your friends cannot unknowingly share your personal information with others. Fortunately, help is available from various sources. If your phone is lost or stolen, websites like the www.findmymobile.in can help you find it back. Help lines like www.cyberhelpline.in can advise you about cyber protection. In Mumbai, the police have cyber cells near CST station (Crawford Market), Bandra Kurla complex, Thane and Navi Mumbai, with highly trained professionals.

Last month I received a mail telling me I had an overdue phone bill of Rs 300. It would be disconnected unless I paid immediately to a link provided. This was not possible as my bills go directly to the Bank - ECS mandate. I am sure many of us have received scam mails, but we take them too lightly. If you receive a suspicious email, do not delete. Report it. Forward the suspicious mail with their “letterhead” even if the amount is small. Remember little drops of water and little grains of sand...are what the crooks aim for. I reported it to MTNL received a prompt and helpful response, and more important they got the details of who sent it. The more suspicious cases we report, the easier it becomes for authorities to prevent the next scam. Their database gets enlarged. In summary, we are all potential victims. All you need to do - just be aware.

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The Food Safety & Standards Authority of India (FSSAI) is banning the use of stapler pins in tea bags. FSSAI has deemed the use of stapler pins in tea bags poses potential hazard to consumers since any loose staple pin consumed inadvertently with tea may cause a serious health hazard.” Currently, tea bags are either stapled or knotted. The Food Authority, in exercise of the power conferred under Section (15) FSS Act, 2006, has directed the concerned food business operators to discontinue the manufacture, storage, distribution, sale and import of stapled tea bags by 1 January 2018. It has directed all food safety commissioners to take action, prevent the use of unsafe packaging materials by companies and take measures to enforce its order.

‘Smart Consumer’ Mobile App for Packaged Products

The Government, in co-operation with GS-1 India, has launched a new Mobile App “Smart Consumer.” Using the App, consumers can scan the bar code on the package and read all product related information of a packaged commodity. Letters printed on pre-packaged commodities have been increased through an amendment in the Legal Metrology (Packaged Commodities) Rules, 2011 vide GSR 629E dated 23 June 2017. The amendment will come into force from 1 January 2018.

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Ms. Jamna Vardhachary, Hon Editor

Keemat: May – June 2018
Twelve Signs of Vitamin D Deficiency

1. Muscle & Bone Weakness: Vitamin D is important for bones, muscles and teeth. Weak bones, teeth or muscles may be a sign that you are not getting enough of it.
2. Feeling blue or Sad: Researchers have found that woman with low levels of vitamin D are more likely to be depressed or struggle with deep feelings of sadness.
3. Great Pain Sensitivity: People who struggle with chronic pains often have inadequate vitamin D levels.
4. Chronic Gum Disease: People with lower levels of vitamin D are more vulnerable for swelling, reddening, and bleeding of gums.
5. High Blood Pressure: Vitamin D is important for your heart too. When you do not get enough of it, you are blood pressure may rise.
6. Fatigue and Sleepiness: People with lower levels of vitamin D lack the energy during the day and may have a constant feeling of fatigue.
7. Mood Swings: Vitamin D plays a role in serotonin production. This “feel good hormone” has a major impact on our mood.
8. Decreased Endurance: Studies have shown that athletes with lower vitamin D levels perform less and have lower energy levels compared to other athletes.
9. Overweight: Vitamin D is a fat-soluble vitamin, stored in our fat cells. People who are overweight or obese therefore need more vitamin D.
10. Gut Issues: People who struggle with fat absorption (ex. Crohn’s, celiac and non-celiac gluten sensitivity and inflammatory bowel disease), may also have lower vitamin D levels.
11. Allergies: Adequate vitamin D can reduce allergies. A study on 6000 individuals showed that people with low vitamin D levels are more susceptible to allergies.
12. Head Sweater: Excessive head sweating is an early sign of vitamin D deficiency.

Amy Goodrich

Congratulations, to you on receiving an award for serving the consumer movement from the Chief Minister of Maharashtra. You very much deserve the honors for the hard work you are putting for CGSI activities. You will get many more in future. Best regards.

Dr. S. G. Bhat, Life member & Former Editor of Keemat

Keemat: May – June 2018
MILK SAMPLES TESTED BY CGSI (Jan – Dec 2017)

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This is a brief collated conclusive report of the tests CGSI carried out on milk samples bought by consumers during 2017. CGSI tested the milk samples to find its compliance with the FSSAI standards and analyzed the results.


CGSI tested the milk samples using “Lactoscan-S” milk analyzer, technical details of which is available at [http://cgsiindia.org](http://cgsiindia.org).

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**BUSTING THE MYTH**

It is said that raw goat milk is considered good for treating tropical fever but there is no scientific evidence to prove this, says DR SUSHILA KATARIA and lists its harmful effects.

One of the many myths that have passed on for centuries is the magical properties of raw goat milk that can apparently not only boost immunity but also revitalise the human body. Even though there isn’t any scientific research to back this claim, raw goat milk is often in demand to treat tropical fever.

Unfortunately, little do its consumers realise that untreated goat milk can in fact cause bacterial infection, deadlier than that the fever it is believed to cure. If a person consumes raw, unprocessed goat’s milk, he is likely to develop a bacterial infection commonly found in animals called brucellosis. Breathlessness and repeated instances of fever over a span of a couple of months are symptoms of brucellosis. Other symptoms include joint and muscle pain, weight loss and fatigue. Some people might even experience stomach pain and cough.

A person suffering from these symptoms should immediately seek consultation from a doctor. The next step would be prescribed antibiotic therapy lasting over a few weeks to control this serious infection which, if left untreated, could turn fatal.

While fans of organic food laud health benefits of raw or unpasteurised milk, they severely downplay its potential risks. In reality, brucella bacteria found in the milk of infected animals including cattle, goat, camel and sheep can spread to human beings by consuming unpasteurised milk or its products like paneer and butter. These bacteria can also be transmitted by consuming raw or undercooked meat of infected animals. In fact, there are ice cream parlours that claim to make special ice cream using raw milk. However, these products should be completely avoided.

In addition to those consuming unpasteurised milk or its products, farmers, butchers and veterinary staff are also at high risk of brucellosis.

To avoid getting infected, specialists recommend the following measures.

- Avoiding direct contact with sick or dead animal bodies
- If one encounters direct contact, they should use hand gloves, boots and face and eye protection to avoid any direct or indirect contact with any bacteria
- Sick animals are advised to be treated by veterinary doctors at the earliest. Delay in treatment of their disease can worsen their health problem and put other animals and humans at risk
- Remembering to wear a mask while shearing animals
- Washing hands regularly when dealing with animals and avoid touching eyes, nose, and mouth

— The writer is Dr. Sushila Kataria, Director, Department of Internal Medicine and Geriatrics, Medanta-The Medicity.
Yoga Therapy and Ayurveda

Yoga and Ayurveda are the basics of treatment in Vedic. In Indian culture, Vedas are known as apana, and it means that the knowledge of Vedas is transmitted by God almighty, for the benefit of human beings. It is not depicted by man. Hence, yoga and Ayurveda are considered ancient sciences, as old as human civilization.

Through long-lasting patience, constant research, studies and investigations, our ancient sages advised that yoga and Ayurveda are useful for good health and benefit of lives. Besides, being great yogis, saints of Vedic period were great therapists as well. Being self aware at the level of mind, consciousness, intellect and by the collective wisdom, sages gained a deep insight of medicinal properties by getting into basic virtues of nature and universe which is described in Yogasutra. By the collective wisdom they established communication with herbs and medicinal plants.

Its detailed description is provided in Ayurvedic scriptures. Even in the practical laboratories, it is not possible to obtain complete knowledge about the qualities of each plant and herbal medicines. Similarly, yogic saints also had knowledge of Ayurvedic literature. Even in the present era, same sainthood tradition is observed in India. Hence, Ayurveda and yoga are compatible treatment systems.

Ayurveda includes a detailed description of mutual association of body, sensory organs, mind and soul, making the existence of life possible through health conservation, by the knowledge of disease etiology and therapeutic suitability along with the philosophy of achieving eternal bliss and attaining liberation. Therefore, yoga and Ayurveda have the same principle and purpose, starting from the origin of life to ultimately the liberation of soul. Hence, it is clear that Yogasutra is a part of Ayurvedic literature. Yoga has been established as an independent branch with the development of psychological and spiritual aspects mentioned in Ayurvedic scriptures. The first authentic literature on yoga is known by the name 'Patanjali Yoga Darsana'.

Theoretical Similarities in the Principles of Yogasutra and Ayurvedic Treatises

According to the Ayurveda treatises, pleasure and pain is the result of mutual connection between mind, soul, sensory organs and their subjects. When mind becomes stable in the soul, psycho-somatic functions get suspended, as a result one gets free of the sense of pleasure and pain. At this stage, desire of mind is under control of the soul. This stage is known as yoga by the scholars of yoga.

Similarly in Yogasutra, prohibition of desires is called 'Yoga'. When one is in the state of yoga, all misconceptions (vritti) that can exist in the mutable aspect of human beings (citra) disappears. It is because of these misconceptions associated with the mutable aspect, a person cannot understand the cosmic actions in their best or worst spiritual interests, as a result of which one has to bear the pleasure and pain in life, but these misconceptions can be controlled by yoga.

As in Ayurveda, we find description of fourfold qualities of a physician such as friendship, friendly behavior with the patient, compassion, satkripti (treating a patient with love and affection) and ignorance. Similarly, for eternal bliss, yoga Darsana describes about friendship, compassion, cheerfulness and ignorance.

In the scripture of Hatha-yoga, the process of satkarma is used for the purification of the body. These processes have many similarities with pancakarma in Ayurveda. The introduction of yamas (moral restraints) and niyamas (observances) myogya relates with good habits and conduct mentioned in Ayurveda for disciplined lifestyle in sadhrut (health horizons - an approach for healthy life). As the relaxing posture of the body is known as asana, likewise many such physical positions are also described in Ayurveda.

It is mentioned in Caraka Samhita that to become a good physician, while studying in a relaxing posture on the plane surface. The same viewpoint is described in Yogasutra as ‘shamam sukhamsanam’. Besides, the description of physical forms are found at many places in Ayurveda.

Regulated breathing in each exhalation and inhalation of prana vayu is known as pranayama in yoga. Even in Ayurveda, vayu is considered a vital source and is described as ‘vayusantras pranashad’. The balance of vayu is considered very important for the body and health.

Besides the above examples, the subjects related to psycho-interpretation, self-introspection, satkripti (treating a patient with love and affection) and yajna (meditation) are other subjects have the same philosophical viewpoint in both the literatures, yoga and Ayurveda. Therefore, there is a close connection between both the subjects.

Importance of Yoga in the Treatment of Ayurveda

The main purpose of Ayurveda is to protect healthy body/person and to alleviate disorders in a diseased. To fulfill this aim the tri-dimensional system of medicines, diet and lifestyle are described in Ayurveda. As per medicinal system, treatments are carried in two ways, with medicines (dravya) and non-medicinal (dravyasutha). When tablets, powders, decoctions and other medicinal pastes are used in the treatment, then the treatment is medicinal. When chants (mantra), prayers (japa), penance (tapa), fast (upavasa), insight, science, patience, memory, samadhi (total equilibrium), asanas and pranayama are used in the treatment, then the treatment is non-medicinal (dravyasutha).

Health can be protected by practicing ashta yoga as described in Yogasutra, in the form of non-medicinal treatments, asanas, pranayama, prayer, penance and fast help scientifically to provide psycho-somatic health resulting in complete fitness. Compatibility and incompatibility of food, and dietary system are also the part of yoga. Whereas yamas (moral restraints) and niyamas (observances) are directly related to lifestyle. This emphasizes that yoga also support the importance of different Ayurvedic tattvas.

Ayurveda defines health on physical, mental, social and spiritual aspects. Physical health is obtained through yagyasanas, pranayamas and satkarma. Mental and spiritual health is achieved by pratyahara (sensory withdrawal), isvara pranidhana (surrender to God), dharana (concentration) and dhyana (meditation). Social health is achieved through yamas (moral restraints) and niyamas (observances).

“Yoga is the cessation of the movements of the mind. Then there is abiding in the Seer's own form.” — Patanjali
Effective Solutions and Sources to Obtain Good Health

Main Pranayamas and Asanas

1. Bhrastika pranayama: Take a deep breath. Fill in the breath till the diaphragm is full and exhale with full force. It can be performed according to an individual capacity in three ways: slow, medium, and fast. This pranayama should be practiced minimum for three minutes and maximum up to five minutes. Practice it at a slow pace and for lesser duration in summer.

2. Kapalabhati pranayama: It emphasize on exhaling vigorously. Here inhale is natural without any effort, but breath is thrown out forcefully. Perform three rounds of 5 minutes each (15 minutes).

3. Bhraya pranayama: Sit in padmasana or tadasana and exhale out at once completely and forcefully. Now apply mulebandha, uddiyana bandha and jaladhara bandha and control the breath outside as long as possible. Relax the bandha slowly and breath in normally. Repeat this three to five times. Follow bhraya pranayama with agnisara kriya.

4. Agnisara kriya: As in bhraya pranayama, exhale out at once completely and forcefully and contract or flap your abdominal muscles in and out. When you feel like breathing inhale normally. Repeat the procedure three to five times.

5. Ujjiy pranayama: Contract the throat and inhale while doing this pranayama. Snoring sound is produced while contracting the throat. Repeat this three to five times.

6. Anulom-viloma pranayama: Press the right nostril with right thumb and take a deep breath from left nostril. Now close the left nostril and perform vice-versa this rhythmic breathing repeatedly. Inhale with full strength and exhale in the same manner. Perform up to 15 minutes in three cycles of 5 minutes each.

Some important asanas to be followed by pranayama

After pranayama, perform yogic jogging, light exercises of hands, legs, wrists, elbows, shoulders, and eyes. These light exercises can also be performed between the pranayama sequence. Besides, follow Indian exercises including types of candrasanas (sit-ups) and “Surya Namaskar" (3-5 rounds).

1. Asanas in sitting posture: Mandukasana Part 1 and 2 ( Frog posture ), Sasakasana ( Rabbit posture ), Gomukhasana ( Cow face posture ) and vakrasana ( Spinal twist ).

2. Asanas while lying down on the belly: Makarasana ( Crocodile posture ), Bhujangasana Part 1, 2 and 3 ( Cobra posture ) and Salabhasana Part 1 and 2 ( Locust posture ).

3. Asanas while lying on the back: They include Marikasana part 1, 2 and 3 ( Spinal twist ), Favanamuktasana part 1 and 2 ( Knee to Chest ), ArdhaHastasana ( Half plough posture ), Pacavattisana ( Leg rotation ), Dvacakikasana part 1 and 2 ( Knees rotation ) and Sasvasesvara or Yoginida ( Corpse ).

4. Santipatha ( for peace, harmony and happiness ): It infuses the bodily and mind with positive feelings and vibrations. It creates a feeling of well-being and peace in our environment, and ultimately in the whole Universe. "Om dhar satish prithi prithi satish prithi prithi prithi. Varan samadhi samadhi samadhi samadhi samadhi. Om satish prithi prithi prithi prithi prithi. Unto Peace, Unto the Sky and the Earth be Peace, Peace be unto the Water, Unto the Herbs and Trees be Peace, Unto all the Gods be Peace, Unto Brahma and unto all be Peace, and may we realize that Peace! Omm Peace, Peace, Peace, Peace."

5. Keemat: May – June 2018

6. By Acharya Balakrishna
Is this the time we need to stop drinking bottled water?

A G N E C I E S
Washington

With a market value of nearly $150 billion per year, bottled water from leading brands, including from India, have been found to be 50 per cent contaminated by microplastics, posing potential harm to humans, a report has said.

The report, led by Orb Media, a US-based non-profit, revealed widespread contamination with plastic debris including polypropylene, nylon, and polyethylene terephthalate (PET). The findings suggest that a person who drinks a litre of bottled water a day might be consuming tens of thousands of microplastic particles each year.

Plastic was identified in 83 per cent of the samples. Particle concentration ranged from zero to more than 10,000 in a single bottle. On average, plastic particles in the 100 micron (0.1mm) size range — known as microplastics — were found at an average rate of 10.4 plastic particles per litre.

Even smaller particles were more common, averaging about 325 per litre. Bottles of water from the same brand contained a wide range of plastic contamination, with particles as small as 6.5 microns. This variability is “similar to what is seen when we sample open bodies of water” for microplastic pollution, said Sherri Mason, leading microplastics researcher from the State University of New York at Fredonia.

Valued at $147 billion per year, bottled water is marketed as the fastest growing beverage market in the world.

Including India, the samples came from 19 locations in nine countries in five continents besides Brazil, China, Indonesia, Kenya, Lebanon, Mexico, Thailand, and the US. To test the invisible plastic in bottled water, the team used a special dye, an infrared laser and a blue light.

Under a laminar airflow hood that sucks dust and airborne particles up and away, each bottle was infused with a dye called Nile Red that binds to plastic polymer. When viewed through a microscope, under the blue beam of the crime light, with the aid of orange goggles, the residue from each bottle glowed with the flame-coloured fluorescence of tens to thousands of particles. The study identified particles between 100 microns and 6.5 microns.

‘E-waste toxins harmful to health’

Snehal Fernandes

MUMBAI: Soil from informal electronic (e-waste) recycling sites that recover metals, showed high levels of contamination across Delhi, Mumbai, Chennai and Kolkata, a study led by Tamil Nadu-based SRM University has found.

The study revealed that about 50% polychlorinated dibenzo-p-dioxin (PCDD) and polychlorinated dibenzofuran (PCDF), and almost three-fourth dioxin-like polychlorinated biphenyls (PCBs) were released from soil at precious metal recovery sites across the four metros.

“there is an increasing influx of e-waste from the developed world, and in due course of time the load of these toxicants from the e-waste recycling sites might have serious health impacts,” said Paromita Chakraborty, lead investigator, SRM University.

Metal recovery site in Wire Lane at Bandra-Kurla Complex in Mumbai, were heavily loaded with dioxin-like PCBs.

Of the 12 most toxic PCB compounds as categorised by the World Health Organisation, the most toxic PCB compound in soil at e-waste metal recovery sites were associated with the burning wires during the copper extraction process or combustion of materials made of polyvinyl chloride (PVC).

For the safe disposal of e-waste, the union environment ministry has proposed to make industry liable to collect 10% e-waste during 2017-18 and 20% in 2018-19. “The law should get implemented and producers must take the responsibility for safely disposing e-waste,” said Satish Sinha, associate director, Toxics Link, a non-government organisation.
We’ve all said something to our mate that we regret. Toxic phrases can harm a relationship to the point of irreparable damage. Here are some negative utterances that should never leave your lips.

**Don’t threaten divorce:** When you threaten divorce, you may regret it later. “It shows that you’re not truly committed to the marriage lasting forever, making your spouse feel rejected and preventing him from feeling safe loving you,” says Tracey Steinberg, a Datedologist® and author of Flirt For Fun & Meet THE One. But once it’s been said, the damage has been done to your marriage, even if it’s an idle threat. You’re telling your partner that you have one foot out the door. And it will eventually take its toll on him. “Divorce is never something to be expressed unless you’ve explored every avenue of making it work together,” says Antonia Hall, MA, a psychologist, relationship expert, and author of The Ultimate Guide to a Multi-Orgasmic Life. “Just the mention of it in jest can cause serious hurt and doubt in his mind and serious damage to the relationship.” Check out the eye-opening marriage advice from people who did get divorced.

**Don’t call him or her a liar:** “Trust is imperative for a successful relationship,” says Hall. If you suspect he’s being untruthful, telling him straight out that you don’t believe him will usually backfire. Instead, say, “I’m having trouble believing you’re telling me the entire story.” It’s less inflammatory and accusatory. Focus on asking questions about a particular incident to fully open the lines of communication. “The idea is to listen rather than fire off harsh statements,” says Stacey Laura Lloyd, the Dating Expert for about.com. “By gathering all the facts first, you’ll be in a much better position to understand your spouse’s behavior and react.”

**Here’s how you know you can trust your partner**

**Don’t tell them how to react to something:** In the same vein are also “Calm down,” “Don’t get so defensive,” and “You’re being too sensitive.” Sometimes people make comments like these to stop their partner from being so upset—but it can make the person feel like his emotions aren’t justified, valid, or being heard. “You want your partner to feel safe showing and voicing his vulnerability without fear of judgment,” says Laurel House, a dating and empowerment coach on E!’s Famously Single. So, he may get even more mad. “If your intent is to make him less upset and agitated, you’ll have the exact opposite outcome,” says Lloyd. “These phrases are perceived as demeaning directives that belittle and degrade your partner.” And he’ll respond with anger, volatility, and hostility. “Rather than telling him how to feel and react to the matter at hand, you’ll be better able to resolve things by letting him vent and listening carefully to what he’s saying,” Lloyd says. These wise quotes can help stop an argument in its tracks.

**Don’t be passive aggressive:** It’s likely obvious that something is wrong. So, when you say “nothing,” you’re being passive aggressive, and you make it seem like you’re afraid of bringing up something that could start a fight. That’s why you’re encouraging your partner to start one for you. “Fighting can be a healthy part of a long-term relationship,” says Andrea Syrtash, a relationship expert & author of Cheat on Your Husband (with Your Husband): How to Date Your Spouse. “It’s not that you fight but how you fight. Don’t worry about disagreeing or not being on the same page,” says Syrtash. “When you communicate through your differences—and actually hear each other—you’re likely to make breakthroughs and/or find common ground.” But when you avoid fighting, the issue is likely to worsen. “Being able to communicate your feelings is the only way to work through the inevitable conflicts between you and your sweetheart,” says Hall. “Acting like nothing is wrong is a lose-lose situation that will lead to frustration and could easily escalate the issue at hand,” instead, sit down and talk it out as calmly and respectfully as possible. Here are some ground rules to follow in your next relationship fight.

**Don’t dismiss feelings:** When you say “whatever,” it can make your mate feel like you’re minimizing and dismissing his feelings. “There’s nothing positive or upbeat about saying ‘Whatever,’” says relationship expert and Coach Julie Spira, founder of Cyber-Dating Expert. “It usually comes with the tone of a disgruntled wife.” Men are even programmed to please and be the hero, says Spira. So, when they’re asked “What’s wrong?” it can catch a man off-guard, especially if he thinks he’s been keeping you happy, she says. “The best thing you can do if he responds with nothing is just smile,” says Spira. “Whatever problems were brewing just might dissipate with a smile and hug. When he’s ready to talk, he’ll let you know.”

**Here are powerfully simple ways to diffuse a fight with your partner**

**Don’t speak in absolutes:** “You’re always late.” “You never put away the laundry.” When you use these phrases, they’re rarely truthful or productive, and always hurtful. You’re telling your partner that he can never do anything right and that you don’t think he can change. “When you say these words, you’re essentially making a character assassination,” says Syrtash. Studies show that when you put your partner’s character down, you’re even more likely to head for divorce. Next time, Steinberg says, “Sweetly ask for exactly what you want and tell him how happy it would make you.” You might say, “Sweetheart, it would make me so happy if you pick up your socks from next to the bed in the mornings.”

**Don’t test their love:** “When you start a sentence this way, you’re putting your partner on the defense,” says Syrtash. “This is a passive-aggressive way to communicate your needs.” Your partner shouldn’t feel pressured to do something to prove his love or that he doesn’t want to do. “You’re testing your partner when you say things like this,” says Syrtash. “Your partner shouldn’t feel like he’s on trial to prove his love.” Instead, make a request in a non-confrontational and direct way. “Approach him authentically, and in a way that connects you, rather in a way that creates a divide,” says Hall. You might say, “I miss spending time with you, and I’d like to go out to dinner this weekend.” That phrasing will likely get you what you want.

**Don’t insult their career:** When you’re in a relationship, you shouldn’t have to earn respect. Rather, it should be given unconditionally. That’s why you’re being offensive and insulting when you say comments like “I’m going to do it anyway; I don’t care what you say” or “You look like you’ve put on a few pounds.” He thinks you’re saying he’s not good enough. “You don’t want to belittle, emasculate, or marginalize your partner,” says House. “You’ll be initiating insecurity, defensiveness, resentment, and anger. You’re cracking the foundation and those cracks go deep and can be hard to repair.”

**Don’t make them feel dumb:** This is a classic example of something you shouldn’t say, pretty much ever. No one likes to be told they’re dumb or feel belittled. “The unspoken and unwelcome message is that you’re smarter than he is,” says Lloyd. “This type of comment does nothing to remedy the situation at hand.” When things go how you predicted rather than how your spouse expected, he’s more than aware of the outcome, says Lloyd. And he doesn’t need to be reminded.

**Don’t be overly sarcastic:** “The snobby driveway won’t get shoveled on its own.” “Do I look like a babysitter?” Words of sarcasm may seem harmless at first, but they can be used to dig at your partner and communicate that you’ve been frustrated by an unmet expectation. “Sarcastic comments that put your partner down will erode the relationship and are likely to leave your partner feeling frustrated,” says Hall. She suggests that you deal with the issue from a loving and genuine place, which is more likely to be heard by your partner.
Don’t be their biggest critic: “While ’stupid’ isn’t a curse word, it’s hurtful,” says April Masini, a New York-based relationship and etiquette expert and author. “It’s often worse than any other word.” The same goes for “What’s wrong with you?” “What kind of father/mother does that?” or “That’s an awful idea.” Your partner wants you to be his cheerleader, not feel like you’re on different teams or that you don’t believe in him. You shouldn’t be his biggest critic, but rather, his biggest fan. “Supporting your partner is an essential part of a happy, healthy, and successful relationship,” says Hall. “Unsupportive phrases will wear on your partner’s self-esteem, and ultimately, the relationship. Show you care about your sweetie, and he’ll be far more likely to want to be supportive and caring back.” Is the secret to a happy marriage letting your partner pick his nose?

Don’t overuse “I” statements: When you care more about yourself than your spouse, you often start sentences with “I.” “I want that pair of shoes.” “Just get it done; I don’t care what happens along the way.” Instead of it being about your partner, it’s all about you. And he may even fear that you’re going to cheat on him. “If you tell him that he can’t meet your needs, he may assume that you’ll find someone who will,” says House. “That’s initiating and instilling insecurity and jealousy. Name calling and threats are unhealthy and hard to forget.” Remember that your partner isn’t a mind reader, says Samantha Burns, a relationship counselor, dating coach and author of the eBook, Love Successfully: 10 Secrets You Need to Know Right Now. “So if you’re feeling dissatisfied in your relationship, it’s important to address your needs in a calm, non-blaming way,” says Burns. “As soon as your partner processes something as a complaint, he’s more likely to shut down since he may feel that no matter how hard he tries, it’s never good enough.”

Reasons You Have Bloodshot Eyes and How to Fix Them – BY MORGAN CUTOLO

Red, itchy, inflamed eyes are never easy to deal with. Find out what could be causing discomfort in your eye and how you can avoid it.

Dry eyes: Dry eyes are one of the common causes for red and bloodshot eyes. When your eyes are dry they become irritated and inflamed, and inflammation causes redness. Dr. Svetlana Fisher of Specs Appeal Optometry says that while dry eyes are often caused by a dry climate, they can also be caused by looking at a computer screen for too long. Dr. Fisher recommends using artificial tears to help with dry eyes. Also try these home remedies for dry and irritated eyes.

Allergies: “Many people are not aware that their household pets can cause bloodshot eyes,” says Dr. Fisher. She says that getting them groomed often and keeping their hair short can help with preventing your eyes from getting itchy and inflamed. Other allergies that cause bloodshot eyes are seasonal allergies and dust. Always make sure to keep your house clean, especially during seasons where there is a lot of pollen in the air. Another tip that Dr. Fisher recommends is changing out your carpets for hardwood floors. Beyond inflammation, allergies can also cause you to have watery eyes. To help, try applying a cold compress to your eyes multiple times a day or eye drops specifically for allergies.

Certain medications: Many common medications that some people take on a daily basis can cause bloodshot eyes. Antihistamines, sleeping pills, anti-anxiety pills, and some pain relievers like ibuprofen cause dryness and redness by reducing blood flow to the tissue in and around the eye. Use artificial tears to help with the dryness. Secrets that your doctor isn’t telling you.

Menopause: Dr. Fisher says that older woman are much more prone to having dry, bloodshot eyes because of menopause. The changing levels and imbalance of hormones causes your eyes to be dry, which can lead to redness. Dr. Fisher recommends using ocular lubricants, artificial tears, or a hot compress. Here are other body symptoms of menopause.

Not enough sleep: Your eyes need the chance to recharge overnight. If you are getting less than 7 to 8 hours of sleep every night, it could be causing bloodshot eyes. As a temporary fix, you can use moisturizing eye drops. But in the long run, it will be beneficial to work on normalizing your sleeping schedule and cutting out brightly lit screens at least one hour before bed to improve your quality of sleep. Also try these other secrets from sleep doctors to get a better night’s sleep.

Contact lenses: Contact lenses can cause red, dry, itchy eyes since you are constantly touching your eye, because the contact lens can dry out. Having something on the eye constantly can cause irritation. If you find that you can’t wear contacts for long periods of time because of irritation, talk to Dr. about switching brands.

Infections: It is common to get both bacterial and viral infections in your eyes, especially if you are around children or use contact lenses. Conjunctivitis, or pink eye, is the most well-known infection. Dr. Fisher says that if you see any discharge from the eye, are experiencing pain, reduced vision, or sensitivity, you most likely have pink eye and should see a doctor immediately.

Alcohol: When you drink too much alcohol it causes your blood vessels to relax making your eyes look red. To reduce the redness, try an eye whitening drop such as Visine. It will constrict the blood vessels and get rid of your bloodshot eyes.

Popped blood vessel: Popped blood vessels can happen when a lot of pressure or strain is put on your eye. Dr. Fisher says that it’s easy to tell if you’ve popped a blood vessel versus just having bloodshot eyes because it will only appear in one eye. If that happens, see an eye doctor immediately.
Any time we hear an outcry on account of some exorbitant price rise, we are alerted and start shouting about it along with the concerned affected persons. We do not realize, however, that we label such price rise as exorbitant; we do not give real thoughtful judgment on what is ‘exorbitant’ and what is ‘reasonable’. We find in any thinking of reasonable price, we just cannot ignore what is the basic Cost of any such product or service. As a consumer, we are always sensitive to prices of daily consumption items like petrol, sugar, milk, vegetables, toothpaste and cosmetics, medicines, onions, and services like Education Fees, Bus/Train fares, Taxi fares, Airfares, Healthcare/Hospital charges.

**Price Regulation**

When we have readiness to pay for ‘reasonable’ price for anything, we expect the Govt. or regulatory authority to impose price control, at least for essential items – products and services. As a Consumer, when we have right to information, we should exert and expect to know about Cost of such essential products and services. While resisting the ‘surge’ pricing mechanism of OLA and UBER Taxi operators, we had this obvious argument that nobody should be allowed to exploit the situation arising out of shortage of taxis on road or rise in demand during peak hours. Consequently, nobody should be allowed to do profiteering by surge pricing – exploiting the situation. The reasonable taxi fare should remain constant as a Rule. But what is reasonable cannot be judged unless the basic cost of product or services, is first ascertained and made known to all stakeholders. Predatory pricing for killing competition and Pricedumping for capturing market is prohibited even in international market under Anti-dumping regulation by WTO. The Anti-dumping cases in international Courts also require Cost data as supportive argument. In view of this, it is obvious that for any price and tariff fixation, it is essential to work out the Cost of product or service and then calculate the price that gives reasonable margin to producer or service provider.

**Cost Ascertainment**

When we are individually making any management decision, cost based analysis and comparisons are automatically happening at the back of our mind. Individual decisions though cost based, have very little impact on the economy. Even if we go wrong in cost calculation or in our judgment or decision, the adverse impact of such error is not very significant. However, if a wrong judgment is made by corporate management having thousands of crores of turnover, the economic impact of such error, may become disastrous for one or many stakeholders of corporate management. It is precisely for this reason, a basic, scientific, cost data recording, compilation, ascertainment, presentation, authentication and audit of cost records, is very important in Corporate Governance. For this reason, Companies Act, 2013 under section 148, provides for mandatory maintenance of cost records by certain class of companies. It is suggested that the compulsory cost records and annual authentication of cost records by way of Cost audit, should be extended to cover all listed companies, MNCs, FMCG and all borrowing companies. Apart from authenticated Cost Sheet, cost audit report covers the report on Indirect Tax payments, Value Addition and Financial ratio analysis of the company. A special report on Performance Appraisal of the company will help the management to introduce improvements.

**Cost consciousness in Corporate Governance**

Apart from Cost audit under the Companies Act, 2013, we are required to introduce culture of Cost Consciousness. At every stage in corporate management, we should develop habit of cost reduction, cost control, wastage control, productivity/performance improvement, cost effectiveness, cost efficiency. A separate subject, academic discipline, setting of standards for accounting and working of cost, is available through the professional Cost and Management Accountant (CMA). In India, we have The Institute of Cost Accountants of India, established under an Act of Parliament, regulating the profession of CMAs.

In any economic calculation or Accounting, everybody aims at maximizing profit under the formula Sales – Cost = Profit. When sales are dependent on market conditions, the only factor influencing the profit is the Cost factor. If we reduce cost, control cost, optimize costs in working and operations of the company, we can maximize profit. A systematic approach under CMA discipline is a great support for Corporate Governance. The recent developments in tools and techniques of costing such as Activity Based Costing, Life Cycle costing, Target costing etc. help the management and also the consumers and the economy. The data base created under Cost records, not only support management decision making, but will also support Consumers’ right to information about costing of each product and guard against profiteering in many products and activities and services.

**Cost Audit**

Annual cost audit is like annual health checkup, done for timely diagnosis and treatment and remedies. We find that in India, even the safeguarding item like helmet is not used by Motorbike drivers. The safety measures are adopted, if and when the Road Transport Authority imposes wearing of helmet as a rule. Similarly, the useful exercise of Annual Cost Audit is not taken seriously and not implemented for company’s own benefit, unless the same is imposed by statutory provisions. The existing statutory cost audit, therefore, should be extended to all listed companies, borrowing companies, MNCs etc.

**Mistake of neglecting Cost Management**

Lastly, I come to broad and general observations about Economic Management of any company, industry, Govt. policy formulation etc. In Management subject, we have a maxim saying, “What cannot be measured cannot be managed.” That gives rise to a valuable discipline of “Accounting” for recording of Rupee count of each and every transaction. But in Indian economic entities – Government, Corporate and non-corporate entities, “Accounting” is primarily aimed at legal compliance under corporate laws, Tax laws, and other legal impositions. No body keeps the Accounts on his own and for his own benefit or own Performance evaluation. Own benefit means Management’s own self-introspection. The Management Accounting or particularly Cost Management is a tool for looking at oneself in terms of self-evaluation. Management Accounting presents a Mirror in front of the Management, to look at it for oneself. Management Accounting is presentation of inside, confidential, activity, process or product wise position to Management for its own evaluation, questioning, improving, optimization and useful support system for decision making. In India, instead of such support system, the whole “Accounting” profession revolves around the Compliance, Regulation, Taxation, Reporting (including Window Dressing), Audit (verification of written evidence of Rupees), and does not look at the internal, written or unwritten facts, quantities, or Performance. The Management obviously, is interested in Performance Accounting. For that, the only essential, useful framework is Management Accounting. All private, corporate entities, therefore, have to devise their own framework of Management Accounting and offer its own Performance for Appraisal by an independent evaluator - Cost Management Auditor (CMA) as an Annual Health Checkup exercise. To support Public interest, the Corporate Law should introduce necessary regulation for Cost Audit of all listed companies, MNCs and Borrowing companies.
‘Magic coal’ in hookah infected 29-yr-old’s chest

Sadaguru Pandit

Mumbai: Doctors in the city are treating a 29-year-old man who acquired chest infection from smoking hookahs at home.

The IT engineer had been smoking hookahs fired with ‘magic coal’—charcoal chunks doused in chemicals to make it burn faster—for two months. He was hospitalised for two weeks ago to treat breathlessness, respiratory failure and severe chest infection. Dr Arvind Kate, pulmonologist from Zen Hospital, Chembur, said, “The patient, a frequent hookah smoker, had purchased a new hookah from Singapore and bought magic coal to smoke it at home. However, after two months of smoking it, he was rushed to the hospital with complaints of breathlessness,” said Dr Kate. A CT scan of the patient’s chest showed white patches across the lungs which according to the doctors, indicated severe chest infection caused by unknown bacteria.

“We kept the patient on continuous antibacterial and antifungal medicines for 10 days and kept him under observation. He was discharged recently and has been asked to abstain from smoking,” Dr Kate added. The charcoal used to make magic coal is coated with potentially hazardous chemicals for faster ignition. It’s widely popular amongst youngsters and people who smoke hookah at home as lighting it is easier than burning normal coal.

Dr Nilkanth Awad, head of the department of pulmonology at Lokmanya Tilak Municipal General Hospital, Sion, said burning of magic coal results in emission of hazardous gases such as carbon dioxide and carbon monoxide. “Asthmatic patients are especially prone to chronic obstructive pulmonary disease or bronchitis owing to prolonged use of the coal. Apart from that, burning of the coal releases particulate matter which enters the lungs and increases chances of respiratory infection and lung failure,” said Dr Awad.

Oncologists said magic coal, hookah flavours and other smoking materials used in it contain 28 cancer-causing substances such as benzopyrene, polycyclic aromatic hydrocarbon and 3,000 other harmful chemicals. “Even when tobacco is not used, carbon monoxide, a highly poisonous gas is released by burning charcoal. Even though it is filtered by water, it is considered to be carcinogenic,” said Dr Pankaj Chaturvedi, head and neck cancer surgeon at Tata Memorial Hospital.

Glass of beer may lower diabetes risk

According to a recent study, people working irregular or rotating shifts with usual night shifts were 44% more likely to have Type 2 diabetes. In addition, compared to day workers, all shift workers were more likely to have Type 2 diabetes, except for permanent night shift workers. WHO statistics indicate that the global prevalence of diabetes has nearly doubled since 1980, rising from 4.7% to 8.5% in the adult population. The majority of people with diabetes are affected by Type 2 diabetes.

Type 2 diabetes is typically brought on by poor eating habits, too much weight and too little exercise. In this condition, the cells can’t use blood sugar (glucose) efficiently for energy. This happens when the cells become insensitive to insulin and the blood sugar gradually gets too high.

Type 2 diabetes is also known as the silent killer. This is because, by the time people are diagnosed with the condition, the other health complications of diabetes may already be present.

Here are some tips to manage Type 2 diabetes in young adults:

- Maintain a healthy weight by exercising every day and consuming a healthy diet.
- Get your blood glucose levels monitored at regular intervals.
- Do not consume refined sugar in any form as this can get absorbed into the blood stream more easily and cause further complications.
- Reduce stress through activities such as meditation and yoga.

— Courtesy Indian Medical Association
Golden words of Yore

Lions, which feed on the flesh of wild animals, do not eat grass when hungry. Similarly, persons of noble origin do not follow bad paths whenever they are overpowered by adversity.

FOR A SOUND SLEEP

Millions of people find difficulties to fall asleep according to biological clock. You want to sleep early, but your mind runs you to another direction, it insists you to chat with a friend, or scroll Facebook aimlessly or watching a video on Youtube. Beside try to sleep, you get glued to the social media. This sleeplessness is called Insomnia. Among the various lifestyle disorders affecting all and sundry are hypertension, stress, depression and insomnia.

High-paced lifestyle, increased timetables and the desire to earn quick bucks have added to this suffering. Overworked body and mind, haphazard diet scheduling and over-dependence on junk food also leads to such lifestyle disorders. Insomnia can affect a person for many reasons. This disorder takes a toll on a person's physical and mental health, both. Study says in USA 30-40 per cent adults are affected by Insomnia, where 10-15 per cent adults state that they are facing this disorder as a chronic one. In India, more than 10 million adults are facing this sleep disorder problem.

The main reasons behind it is a person is trying to accomplish all his jobs, all his duties in one order; means he has to earn more money, so he stays late at office; he also has to attain a party, so he attends the party after the office. Everything in his life is perfect but one thing is missing, that is sleep.

Many of us don’t know that our brain has a sleep cycle and a wake cycle. If sleep cycle is on working mode then the wake cycle remains off as it will rise when sleep cycle stops working. So when someone gets affected by Insomnia his these two cycles work on the either side of the biological system. This unhealthy sleep habit can affect a person’s life very badly. A person finds difficulties in falling asleep and staying asleep; and this leads to low energy, concentration problem, mood swings, low performance in school or work.

TREATMENT

A person affected by Insomnia need to consult a doctor if his problem stays more than three or four weeks. Some people are afraid of treatment as they feel with the medicines side effects which will affect more. But it can be cured by natural remedies too. All you have to do is maintaining a right lifestyle for you and sleep according to your biological clock. We all need the eight hours of sound sleep to lead a good life.

Sleep is really important for our health. One, who faces Insomnia, can try a simple natural remedy in home; before going to bed take a warm shower. It is like an exercise, the hot shower will help you to fall asleep soon you hit the bed. After the hectic whole day, you need to calm your muscles and cool down your body to get a beautiful sleep for which you may have to dip your feet in lukewarm water in a foot bath tub or bucket.

For decongest/relax your body muscles and tissues, you may add one teaspoon of epsom salt/ dead sea salt. Foot bath also prevents your skin from unwanted bacteria, decreases your leg pain that you gained from the whole day. In that warm water you can also put some essential oil to help you more to relax. Essential oils are very useful for this sleep disorder. You can use basil (tulsi) oil, cedar wood oil, cypress oil, juniper berry oil, lavender oil, rosemary oil and winter green oil. Just put one or two drops into the water bucket. Essential oil has one special thing in it, it is transcutaneous, means it can invade your skin and enter into it.

Warm water works wonder on our tired body. If someone has no time for a hot shower before heading the bed, he can put his legs in warm water for hours. It is a really helpful way to relax after a long hectic day. In this remedy, the foot hydrates your skin, smoothens your muscles and help you to relax and this leads you to fall asleep soon you hit the bed.

ARE ERRATIC WORK SHIFTS AFFECTING YOUR BRAIN?

While more people are moving away from the traditional 9-to-5 work schedule, a recent study published in the Journal Neurobiology of Aging has revealed that a shift-based job can affect your cognitive functions. The research from Uppsala University, Sweden, shows that compared with non-shift workers, shift workers needed more time to complete a test that is frequently used by physicians to screen for cognitive impairment. However, those who had quit shift work more than five years ago completed the test just as fast as the non-shift workers.
A 14-year-old boy has left doctors baffled after laying an egg in front of them.

Teenager Akmal was supposedly brought to the clinic by his family who claim he has laid 20 eggs in the last two years. Medics have said it is impossible for poultry eggs to develop inside a human — and, unsurprisingly, they suspect the eggs were put inside the youngster. Akmal, from Gowa, Indonesia, has even been X-rayed, with his family claiming this is proof he is telling the truth.

His dad Rusli told local media that in two years he laid 18 eggs and 2 recently, so in total there have been 20. He cracked the first egg and its content was all yellow, no white. — Agencies

**Senior citizen cheats 32-year-old diamond trader of ₹1.36 crore**

**THE SENIOR CITIZEN, WHO IS ON THE RUN, CHEATED THE TRADER OF DIAMONDS WEIGHING 530.49 CARATS**

MUMBAI: The Bandra-Kurla Complex (BKC) police have filed a First Information Report (FIR) against a senior citizen for allegedly cheating a 32-year-old diamond trader of diamonds weighing 530.49 carats worth ₹1.36 crore. The senior citizen was not found at his home and is said to be on the run.

According to the BKC police, the complainant resides in Walkeshwar, south Mumbai and runs an office in the Bharat Diamond Bourse in BKC in Bandra (East).

A police official from BKC police station said, “The complainant had trusted the accused with the diamonds. The deal was to sell the diamonds to potential clients or return them in a stipulated time period to the complainant. The diamonds were given by the complainant to the accused earlier this year, but he never returned them.”

“The accused had also given a receipt as acknowledgement while taking the diamonds. However, the 65-year-old alleged accused neither returned the diamonds nor did he sell them. After the accused failed to settle the issue, the complainant approached us with a written complaint,” added the police official. A FIR has been registered under section 420 (cheating) and 406 (criminal breach of trust) of the Indian Penal Code on Thursday.

**CONSUMER GUIDANCE SOCIETY OF INDIA (CGSI)**


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Cold facts

SHALINI SAKSENA speaks to doctors to find out why common cold is becoming increasingly difficult to treat

When you get a flu—cold and cough—does it take weeks to recover? Do you keep coughing for weeks on end even though you have had a course of antibiotics twice over? Do you need to take a puff when the sneezing starts? You are not alone. Doctors in the Capital tell you that these days in active clinic practice they come across multiple strains of virus which has other features as well along with common cold namely mild fever, throat infection, abdominal pain, loose motion, and headache.

Dr Piyush Goel, Consultant, Pulmonologist & Critical Care, Columbia Asia Hospital, Gurgaon says: “If the runny nose doesn’t go away within one week, this might be the appropriate time to consult a doctor and get yourself examined for flu. The symptoms of flu and cold are quite similar and the former can be diagnosed only through medical diagnosis of the blood. Symptomatic treatment to be given to treat common flu. Drinking lots of fluids is thus necessary to treat the common cold or even flu. If the symptoms go untreated they can turn into pneumonia.”

He also tells you that ignorance of symptoms can lead to intensity of the cold. “Sometimes people estimate that the cold can be treated without medications. Even though part of it is true, it never hurts to ease the signs of cold by using medication. Common cold can also result in shortness of breath and chest congestion. If the fever is beyond 102 and persists for a week, please see a doctor before it turns into a flu,” Dr Goel advises and says that flu shots administered on time, undoubtedly work. “The flu shots are meant to guard the immunity of the body against viral attacks,” he says and busts a myth associated with cold.

“Thinking that taking bath in cold water would cure your cold is a myth as it just intensifies the cold. There should also be a limit to over-the-counter drugs taken during cold. They might help treat congestion faster but can have long-term health implications as the body might grow resistant to it,” Dr Goel says.

Dr Atul Arora, senior consultant physician with RG Stone Urology & Laparoscopy Hospital in New Delhi says many things that people are not aware of when it comes to common cold. “The names itself suggests that common cold is common mainly during winters.

Almost 70-80 per cent people tend to catch common cold from the infected. It is common in all age groups but mainly gets infected to children who are less than 6 years of age or at the extreme age of 60-65 years. It is normally spread due to close contact, air droplets from the infected, mainly to people who have low immune system. The biggest cause of common cold in medical terms is spread by virus and the commonest virus is Rhinovirus. Ideally there is not much treatment required as it takes its own course and self-limiting to seven-10 days until and unless it is secondary infected by bacteria and fungus,” Dr Arora, explains.

This doesn’t mean that cold can’t be avoided. The rule of thumb for an infected person is to cover his face with a tissue or a handkerchief to avoid spreading the infection. Also, do not touch your nose or mouth again and again.

In case you accidentally touch your nose and are not carrying a tissue or a handkerchief then you can use a technique which many people are not aware of is known to be under elbow technique which refers to covering your face under the elbow while sneezing as it prevents the infection from spreading. Also, try not shaking your hand with the infected person, if you do then do wash your hands after with soap and water. While travelling also you can use a mask or simply cover yourself to keep away from the infection that spreads through air.

EAT NUTS TO STAY HEALTHY, FIGHT INFLAMMATION

A new study, published in the American Journal of Clinical Nutrition, has found a link between nut consumption and inflammatory biomarkers. The study by American researchers was based on a cross-sectional analysis of 5,013 men and women participating in two ongoing prospective cohort studies: the Nurses’ Health Study and Health Professionals’ Follow-up Study. Higher nut intake (5 or more times per week) was associated with lower levels of C-reactive protein (CRP) and Interleukin 6 (IL6), both of which increase in the body when there is inflammation, leading to chronic disease.

DO NOT UNNECESSARILY TAKE MEDICINES AS IT TAKES 7-8 DAYS TO RECOVER FROM COMMON COLD. TAKING PLENTY OF LIQUIDS, STEAM, HAVING A PROPER NOURISHED DIET, PROPER REST CAN HELP ONE TO RECOVER FASTER

Keemat: May – June 2018

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A strange dry cough has beset the Capital and its ferocious persistence is leaving the citizens in a state of acute discomfort. PIONEER HEALTH tells you how to deal with this new and yet undefined virus.

**CAUSES**

There are multiple causes of a dry cough. These are:
- An allergic cough: It is the most common cough caused by dust, pollution, and pollen from the flowers.
- Bronchial hyperreactivity: Patients who have recovered from viral fever have a persistent dry cough for a month and a half because of hyperventilation following the infection.
- Acidosis and reflux: If a patient has acidity, it comes up and causes not only the dry cough but irritation in the throat due to acid reflux.
- Cough equivalent asthma: People who have asthma, that also manifest to dry a cough.
- Medication: Sometimes there are few medications and antibiotics which can cause a dry cough.

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**INVESTIGATION & PREVENTION**

Investigation in case of dry cough includes a complete blood count, a serum immunoglobulin E (IgE) level and a chest X-Ray only on the order of the doctor should be done as it has radiation in it and pregnant women should not undergo it. The patient can also get the ENT evaluation as well.

If a dry cough happens with a viral infection, it is communicable but if it is only an allergy, it is non- communicable. It is difficult to prevent a dry cough. The allergens can be in your office environment on the carpet, dust in the air conditioner, or pet at your home. All you can do is keep the surroundings clean. Prevent yourself from being exposed to allergens by wearing a good quality mask.

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**SYMPTOMS**

If a patient starts getting breathless, cough persisting seven to 10 days and worsening every day, patient having fever or blood with green or yellow colour sputum, they must immediately go to the local doctor.

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**TREATMENT**

If the patient has the fever, the patient must immediately see a local physician. But if the patient has a dry cough, they can wait for a few days or a week and then show it to the doctor. Patients can have steam inhalation and monitor the temperature. They can take home remedies for a week as it would not be harming. If a cough doesn’t go away, they must see a physician who would do a proper investigation. If the patient symptoms are not settling doesn’t or becoming worse within a week, the physician would refer the patient to the specialized doctor like a gastroenterologist, or an ENT specialist.

It is not recommended to take cough syrup by the patient by themselves. Patient must start medication only under the guidance of the doctor. Antibiotics are always not necessary for a dry cough without fever. Most of the people including doctor would give antibiotics even just for a cough.

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**AYURVEDA SAYS**

The air we breathe in sustains life, but it is also one of the most common carrier of diseases and germs. Airborne virus, bacteria, dust & smoke enters the body with air and lodge in the respiratory system including the lungs. As a natural response to that the body builds up phlegm and expels the foreign materials through cough. The production of phlegm, swelling and irritation are all mechanisms of the body which are aimed at keeping your body free of foreign particles and germs which enter the body through the respiratory channel.

**REASONS**

Cough is an ailment in itself, but it can also be symptoms of other diseases, including some life-threatening ones such as cancer or TB. In general, the reasons behind cough are simple such as exposure to cold weather, dust or smoke allergies, seasonal allergies, imbalances caused by disturbed body humours which are triggered by temperature changes, wrong diet, impaired digestion, eating too much fried or sweet foods, smoking or chewing tobacco, drinking alcohol.

**TREATMENT**

In general, Ayurveda recognizes two different forms of coughs— dry and phlegm induced cough. Coughs that persist longer than three weeks are considered old coughs and requires immediate and proper attention from an doctor.

**WHAT NOT TO DO**

- Avoid being exposed to cold air. Try not to use the AC.
- Avoid sleeping during the day, do not stay awake till late at night.
- Don’t overeat or eat when you don’t feel hungry.
- Try not to eat after sundown.
- Do not suppress natural urges.
- Adopt a lifestyle that is in consonance with nature.
- Avoid known allergy triggers.

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**HOME REMEDIES**

- Add half a teaspoon of turmeric in a glass of water and gargle. This will give relief in dry coughs.
- Drink a glass of lukewarm water after having half teaspoon ginger powder. This will add warmth and give relief in throat irritation.
- Mix 10 ml ginger juice with 10 ml tulsi juice and 1 teaspoon of honey. Consume this mixture twice every day for relief in cough and congestion.
- Chew on a clove for 10-15 minutes for relief in throat congestion and irritation.

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- Add a little rock salt to a freshly peeled ginger bud (1 inch long) and chew it. Add more salt if the hotness is too much for you to bear.
- Soak 10-12 raisins overnight. Next morning, mix a pinch of black pepper powder and eat them. This will help in warming the body.
- Rubbing the face with slightly heated sesame oil is helpful.
- Toast 2 teaspoons of cumin in a pan. Wrap the cumin in a cotton handkerchief and inhale the aroma of the cumin. Reheat the cumin and do this a couple of times. Chewing the cumin can also help.
- Take 2 teaspoons of ginger juice with 1 teaspoon of honey. Consume this twice or thrice a day.

These tips are not meant to substitute the expert advice of a doctor. Please talk to an ayurvedic doctor for proper diagnosis and medication.
Consumer’s Crossword!  (Answers to the clues are present interspersed in the current Keemat itself)

ACROSS
1. Untreated cold could lead to: (9)
2. Treatment process: (7)
3. Whitening drop: (6)
4. Salt those relax body tissues: (5)
5. Global advisory body: (3)
6. High price?: (10)
7. It surely establishes goodwill: (11)
8. Gargle with its solution for cold-cough relief: (8)
9. A vital source in Ayurveda medicine: (4)
10. It is not a curse: (6)
11. First authentic writer on yoga: (9)
12. He shows exhaustion: (7)
13. To reach heaven: (9)
14. A religious teacher: (13)
15. Medical treatments: (4)
16. Lion: (5)
17. Water borne infection: (9)
18. Medicine for sore throat: (5)
19. Occurs due to intestinal blocks: (6)
20. Erratic work shifts affect: (5)
21. Unit for weighing precious stones: (6)
22. Harmful phrases: (5)
23. Frequently change this: (9)
24. Smoking implement: (6)
25. Feeds on wild animals: (4)
26. Buzzing? (7)
27. Difference of sales and cost: (6)
28. Water borne infection: (9)
29. A poisonous gas: (14)
30. Cross this to reach heaven: (9)
31. Lion: (5)
32. Eye lubricants: (6)
33. Business Place in Mumbai: (3)
34. Monetary aid: (7)
35. An NGO: (11)
36. A lung disease: (10)
37. We use as a safety measure: (6)
38. A therapy for dehydration: (3)
39. It causes redness in eyes: (5)
40. Body posture: (5)
41. Avoid yogas that pressurize abdomen if you have this: (6)
42. Knowledge transmitted by God Almighty for human benefit: (10)
43. It is a computer safety tool: (9)
44. Option for purchasing competition product: (10)
45. A regulatory body: (3)
46. It causes non-communicable disease: (9)
47. Computer safety tool: (9)
48. Use it during common cold: (6)
49. Fast for buying: (7)
50. Computer safety tool: (9)
51. Take during cough: (6)
52. Whistle: (14)
53. It causes non-communicable cough: (9)
54. A regulatory body: (5)
55. It causes non-communicable disease: (9)

DOWN
1. Vitamin D plays a part in its production: (7)
2. Diet rich in vitamins & minerals: (7)
3. A form of greetings: (15)
4. Penance: (4)
5. A form of greetings: (15)
6. A dosha: (5)
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LAUGHTER THE BEST MEDICINE

The peasant's mother died. The priest who performed the last rites tells the peasant to bequeath a cow to him. “Your mother can then hang on to the cow's tail and cross the Vaitarini to reach heaven,” he told the peasant. The peasant obliged.

A few weeks later, the peasant visits the priest for some work. After the usual exchanges, the peasant enquires about his mother. “Oh, that is no problem. She must have crossed the river and must be in heaven now,” the priest says reassuringly.

“Well then, I suppose I can take my cow now,” says the peasant and walks away with his cow.

Sankaracharya who was touring the countryside camped outside the village. The village sorcerer heard of him and felt a little insecure looking at the crowds visiting the Acharya.

The next day he visited Sankaracharya for lunch. He paid the respects and said, “Sire, I believe you have a lot of wisdom to dispense,” sarcasm dripping from every pore.

Sankaracharya modestly replied, “I do not know if it is wisdom. I tell people what little I know and they treat me well.”

“You must have studied a lot to talk so much.”

“Not much,” said Sankaracharya briefly.

“You must have some powers or why people come to visit you.”

“No son, I do not have any powers. It is just their goodwill.”

“You say you have not studied much and you do not have any powers, then I must be greater than you.”

Sankaracharya smiled and said, “Why do you think so?”

Sorcerer says, “I have great powers you know! Want to see?”

Sankaracharya replies, “Sure son with pleasure”.

The sorcerer chants something, rises up in the air and flies for about five minutes. He then lands and beamingly says, “See! Can you ever hope to do that?”

Sankaracharya was smiling and said, “No! I cannot hope to. You must have spent a lot of time learning it.”

“Forty Years,” proudly replied the sorcerer.

“What a waste! Had you lived a life of sin and luxury, you would have been born a crow in your next life and flown all your life.”

A young doctor had moved out to a small community to replace a doctor who was retiring. The older doctor suggested that the young one accompany him on his rounds, so the community could become familiar with the new doctor.

At the first house a woman complains, “I've been a little sick in my stomach.” The older doctor says, “Well, you've probably been overdoing the fresh fruit. Why not cut back on the amount you've been eating and see if that does the trick?”

As they left, the younger man said, “You didn't even examine that woman? How'd you come to the diagnosis so quickly?”

“I didn't have to. Did you notice I dropped my stethoscope on the floor in there? When I bent over to pick it up, I noticed more than half dozen banana peels in the waste bin that was what probably was making her sick.”

The younger doctor said “Pretty clever. If you don't mind, I think I'll try that at the next house.”

Arriving at the next house, they spent several minutes talking with a younger woman. She said that she just did not have the energy she once did and said, “I'm feeling terribly run down lately.”

“You've probably been doing too much for the Church,” the younger doctor told her. “Perhaps you should cut back a bit and see if that helps.”

As they left, the elder doctor said, “I know that woman well. Your diagnosis is almost certainly correct, she's very active in the church but how did you arrive at it?”

“I did what you did at the last house. I dropped my stethoscope and when I bent down to retrieve it, I noticed the Vicar (Deputy of the Bishop) hiding under the bed.”

An unusual High-Street store in New York selling new husbands had just opened. It was publicized that each woman could visit this store ONLY ONCE! There were six floors and the value of the products increased as the shopper ascended the flights. The shopper could choose any item from any floor or choose to go up to the next floor but could not go back down except to exit the building! Single woman Cheryl went up the store to find a husband.

On the first floor the sign on the door read:

**Floor 1** - These men have jobs. She was intrigued, but continued to the second-floor, where the sign read:

**Floor 2** - These men have jobs and love kids, “that’s nice,” she thought. “I want more.” so, she continued upward.

The third-floor sign read:

**Floor 3** - These men have jobs, love kids are extremely good looking. “Wow!” she exclaimed but felt the urge to ascend further. She went to the fourth-floor where the sign read:

**Floor 4** - These men have jobs, love kids are drop-dead good looking and help with housework “Oh, mercy me!” she burst out. “I can hardly stand it!” She went to the fifth-floor where the sign read:

**Floor 5** - These men have jobs, love kids are drop-dead gorgeous, help with housework and have a strong romantic streak. She was so tempted to stay but she went to the sixth-floor. The sign read:

**Floor 6** - You are visitor 31,456,012 to this floor. There are no men on this floor. This floor exists solely as proof that women are impossible to please. Thank you for shopping at the husband store.

Last night a Chinese person came to my favorite bar.

I asked him if he knew Kung Fu or some other martial art.

He said, “Why do you ask me that? Is it just because I'm Chinese?”

“No it's because you're drinking MY beer!”

A student at a management school came up to a pretty girl and hugged her without any warning.

The surprised girl said, “What was that?”

The person smiled at her, “Direct marketing!”

The girl slapped him soundly.

“What was that?” said the boy, holding his cheek.

“Customer feedback.”
A dose of hygiene

IN INDIA

35.7% children are underweight (low weight for age)
38.4% are stunted (low height for age)
21% are wasted (low weight for height)

Frequent food-and water-borne infections such as diarrhoea lower immunity and the body’s ability to fight potentially fatal infections.

Improved sanitation can prevent these diseases:

**Anaemia, malnutrition:** Nutritional deficiencies, physical and mental stunting, fatigue, listlessness, muscle weakness.
- **Cause:** Food- and water-borne infections such as diarrhoea and worm infestations.
- **Treatment:** No vaccine, using oral rehydration solution (ORS).

**Ascaris (large roundworm):** Cramps from intestinal blockage.
- **Cause:** Eating uncooked food contaminated by human faeces or untreated wastewater.
- **Treatment:** Tablets mebendazole or pyrantel pamoate.

**Campylobacteriosis:** Severe diarrhoea, often with mucous and blood, cramps, fever, nausea and vomiting.
- **Cause:** Bacterium Campylobacter jejuni or C. coli in contaminated water, meats or raw milk.
- **Treatment:** ORS therapy, intravenous fluids for severe dehydration. Antibiotics not needed.

**Cholera:** Watery diarrhoea, nausea and vomiting caused by the bacterium Vibrio.
- **Cause:** Eating food or drink contaminated with faeces of infected persons.
- **Treatment:** ORS therapy, intravenous fluids for severe dehydration. Antibiotics not needed.

**Cyanobacteria toxins:** Skin irritation, cramps, vomiting, nausea, diarrhoea, fever, sore throat, headache, muscle and joint pain, and liver damage due to blue-green algae in fresh water.
- **Cause:** Drinking, bathing or swimming in polluted water.
- **Treatment:** Symptomatic.

**Hepatitis:** Fever, weakness, loss of appetite, nausea, abdominal discomfort, jaundice.
- **Cause:** Hepatitis A and E viruses, while unrelated to one another, are transmitted through contaminated water and food. Hepatitis A is also transmitted through injecting drug use.
- **Treatment:** Vaccine available against Hepatitis A, treatment symptomatic.

**Leptospirosis:** Fever, headache, muscle pain, chills, redness in the eyes, jaundice, skin haemorrhages, vomiting, diarrhoea and rashess.
- **Cause:** Leptospires bacteria infecting through cuts and mucous membranes (eyes, nose and mouth) through contact with contaminated fresh water or soil.
- **Treatment:** Use antibiotics as early as possible.

**Ringworm:** Contagious skin disease that leaves red or pink circular sores on the scalp, nails, feet or body due to fungi.
- **Cause:** Direct contact with an infected person or animal, or things and food handled by an infected person.
- **Treatment:** Anti-fungal lotions or creams for rash, oral anti-fungal medicines for infection.

**Schistosomiasis** (flatworm): Rash followed by fever, chills, cough and muscle ache two months later. Chronic infection causes enlarged liver and spleen and stunting.
- **Cause:** Cattle and water buffalo are reservoir hosts with free-swimming larvae developing in freshwater snails and penetrating human skin.
- **Treatment:** Praziquantel, taken for 1-2 days.

**Typhoid and enteric fevers:** Fever, appetite loss, headache, constipation or diarrhoea, rose-coloured spots on the chest, enlarged spleen and liver due to Salmonella typhi and S. paratyphi.
- **Cause:** Food and water handled by an infected person or contaminated sewage.
- **Treatment:** Vaccine available but it does not give full protection. Antibiotics used.

WHEN IT COMES TO INVESTING IN SHARES, DON’T FOLLOW THE HERD.
FOLLOW A GOOD INVESTMENT ADVISOR INSTEAD.

Do your groundwork, make sure the company is reliable, the balance sheet looks good and the management is sound before investing.

Call 022 22728097 to report any market irregularity. Issued in Public interest by BSE Investor Protection Fund.