

# BLUE CROSS NEWS

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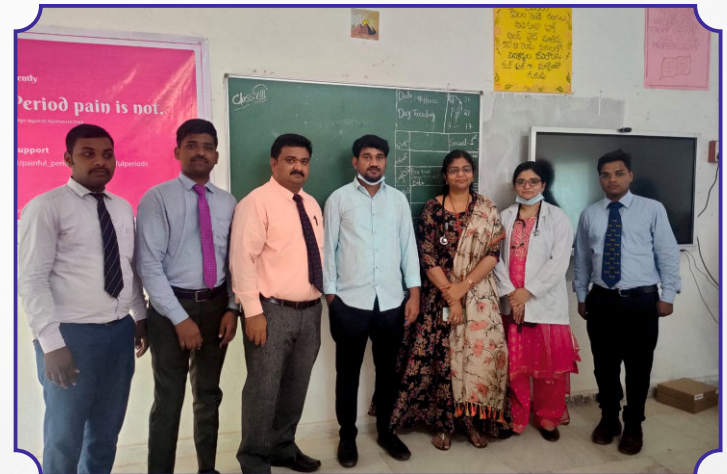
## APRIL 2022 – GOOD SALES PROGRESS!

The new financial year has started well with our second highest ever sales performance!

Appreciation goes to everyone in the Field for contributing to this performance especially as there was no covid related demand in this month. More than 1000 field personnel have achieved / exceeded their targets and we are sure many more will follow in May 2022. We had record achievements for product groups like MEFTAL-SPAS, K-GLIM-M, ANGICAM, LOSTAT, XSTAN, etc.

**All the best for even stronger performance in May 2022!**

### MEFTAL-SPAS Dysmenorrhoea Awareness Workshop



Conducted at RBH School, Malegaon. Dr. Yogita Khairnar (Gynecologist) guided 500 + girl students during the workshop. SE Vikas Patil, ABM Navid Shaikh & ZM Sudhir Jadhav were present.

Conducted at St.Peters Education Society, Hanamkonda-Warangal with Dr. Rubeena Afroz and Dr. Nazia. Guided 100 + girl students during the workshop. Doctors and school management appreciated the camp.



**Simple ways to...**

# INTERMITTENT FASTING



**I**ntermittent fasting involves entirely or partially abstaining from eating for a set amount of time, before eating regularly again.

This way of eating may offer

benefits such as fat loss and better health.

Each person's experience of intermittent fasting is unique and different styles will suit different people.

There are many ways of intermittent fasting which vary in the number of fast days and the calorie allowances.

## \* FASTING FOR 12 HOURS A DAY

The rules for this diet are simple. A person needs to decide on and stick to a 12-hour fasting window every day. This type of intermittent fasting plan may be a good option for beginners. This is because the fasting window is relatively small, much of the fasting occurs during sleep, and the person can consume the same number of calories each day.

The easiest way to do the 12-hour fast is to include the period of sleep in the fasting window.

## \* FASTING FOR 16 HOURS A DAY

Fasting for 16 hours a day, leaving an eating window of 8 hours, is called the 16:8 method.

During the 16:8 diet, men fast for 16 hours each day, and women fast for 14 hours. This type of intermittent fast may be helpful for someone who has already tried the 12-hour fast.

On this fast, people usually finish their evening meal by 8 p.m. and then skip breakfast the next day, not eating again until noon.

## \* FASTING FOR 2 DAYS A WEEK

People following the 5:2 diet eat standard amounts of healthy food for 5 days and reduce calorie intake on the other 2 days.

Typically, people separate their fasting days in the week.

For example, they may fast on a Monday and Thursday and eat normally on the other days. There should be at least 1 non-fasting day between two fasting days.

## \* ALTERNATE DAY FASTING

Alternate day fasting plan, involves fasting every other day. For some people, alternate day fasting means a complete avoidance of solid foods on fasting days, while other people allow up to 500 calories. On feeding days, people often choose to eat as much as they want.

## \* WEEKLY 24 HOUR FAST

Fasting completely for 1 or 2 days a week, known as the Eat-Stop-Eat diet, involves eating no food for 24 hours at a time. Many people fast from breakfast to breakfast or lunch to lunch.

People on this diet plan can have water, tea, and other calorie-free drinks during the fasting period.

A 24-hour fast can be challenging, and it may cause fatigue, headaches, or irritability. Many people find that these effects become less extreme over time as the body adjusts to this new pattern of eating.

People may benefit from trying a 12-hour or 16-hour fast before transitioning to the 24-hour fast.

## \* MEAL SKIPPING

This flexible approach to intermittent fasting may be good for beginners. It involves occasionally skipping meals.

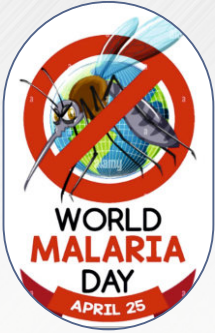
People can decide which meals to skip according to their level of hunger or time restraints. However, it is important to eat healthy food at each meal.

This may feel more natural for some people than the other fasting methods.

**Numerous studies have shown that intermittent fasting can have powerful benefits for your body and brain. Apart from weight loss, it can have health benefits for diabetes, heart health, brain function and cancer.**

**CHOOSE A PATTERN THAT IS APT FOR YOU AND ADAPT A HEALTHY FORM OF EATING!!!**

## WORLD MALARIA DAY 2022

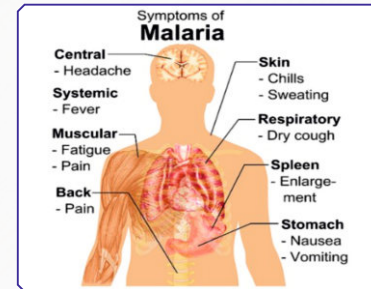
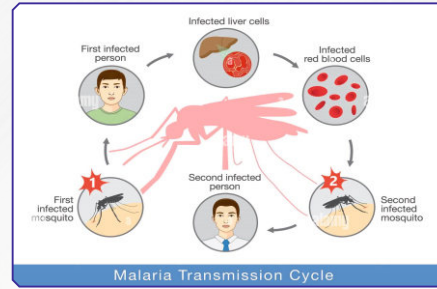


World Malaria Day is held each year on April 25th. Under the theme **“Harness innovation to reduce the malaria disease burden and save lives”**, this year's World Malaria Day will draw attention to the critical role innovation plays in helping to achieve global elimination goals.

Malaria is an infectious disease caused by a parasite, called Plasmodium that invades red blood cells and liver cells. The parasites are transferred to humans by the bite of an infected female Anopheles mosquito. Four different species of Plasmodium parasites identified are: Plasmodium vivax, Plasmodium falciparum, Plasmodium ovale, and Plasmodium malariae.

### Transmission

When the mosquito bites an infected person, it ingests the malarial parasites along with blood. When this infected mosquito bites the next person, it infuses the parasite and infects him. Malaria can also be transmitted through blood transfusion, organ transplant, use of infected syringes and from mother to child during pregnancy.



### The ABCDE of Malaria Prevention:



**A**

#### AWARENESS

Be **Aware** of the risk and the symptoms.



**B**

#### BITE PREVENTION

Avoid being **Bitten** by mosquitoes, especially between dusk and dawn.



**C**

#### CHEMOPROPHYLAXIS

If prescribed for you, use **Chemoprophylaxis** (antimalarial medication) to prevent infection.



**D**

#### DIAGNOSIS

Immediately seek **Diagnosis** and treatment if a fever develops one week or more after being in a malarial area (up to one year after departure).

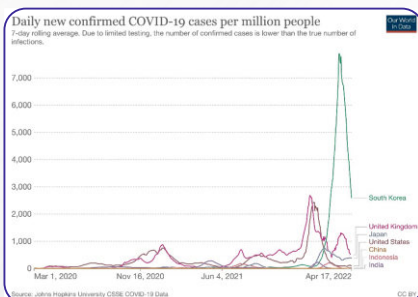


**E**

#### EMERGENCY

Carry an **Emergency Standby Treatment (EST)** kit if available and recommended (the kit that contains malaria treatment).

## Is Fourth Wave Simmering In India?



India saw the rapid emergence & decline of third wave during Jan & Feb 2022 affecting younger population with Omicron variant and now is getting back to normalcy. With offices, schools reopening and local authorities lifting Covid restrictions across, the country may finally have entered the Covid green zone.

However, new SARS-CoV-2 variants continue to emerge, several of which are capable of evading both vaccine-induced and natural immunity.

We are seeing cases surge in several countries due to mutated variants. In India, there are no restrictions anywhere and all the activities have resumed just like the

pre-Covid period.

Experts predict that there is lesser probability of fourth wave due to larger population being either infected naturally or protected with vaccinations. However, we should still remain vigilant & take necessary precautions:-

- ✿ Avoid physical contact like hugging, touching, shaking hands.
- ✿ Avoid long time exposure in crowded places.
- ✿ Clean hands frequently with soap & water or use alcohol-based sanitizer.
- ✿ Wear mask whenever you go out in crowded/ public places.
- ✿ If you or anyone from your family is having Flu like symptoms (fever, cough, cold), then please consult a doctor.
- ✿ Take Booster dose if you have any comorbidities or low immunity.



## Long Servers Felicitated

**35 years**

**Surekha More**



**25 years**

**Shirish Chumble**

**20 years**

**Panchanan Routray**



**Shrikant U. Phirke**

**Anjali Borkar**

**Rajan Mahto**



**15 years**

**Nishad P**

**Mohammad Alam**

**Krishna Kishore**

**Muthu Aynan**



**10 years**

**Yunusahmad A Takked**

**Gurvinder Singh**

**Vijay Kumar**

**Sachin Vasveliya**

**Mohammad Azam**

**D Prasanna Rayudu**

**Bhushan E Gadhe**

**Nomesh Girde**

**Vijaykumar M Koujalgi**

**Bella Sankara**

**Mahamadirfan Sayyad**

**5 years**

**Sunil Patidar**

**Avinash Thorat**

**Gade Rao**

**T R Harish Kumar**

**Harpreet Singh**

**Banoth Nayak**

**Lekhraj Saini**

**Prabir P Debnath**

**Kumar Satyam**

**Rahul Kumar**

**Areti Obaiah**

**Balkrishnan T**

**Sreesan V K**

**Binod Kumar Singh**

**Sanjeev Sarkar**

**Vikash Pandey**

**Shanthakumar Reddy G**

**B Gangadhar**

**Prashant Awasthi**

**Shiva Kumar Aellavula**

## \* Congrats on Your Promotion \*

**G.M. Distribution Services**

**Ramesh Kumar Reddy**

**Manager Sales Services**

**Merciana Nayak**

**Distribution Manager**

**Narayan Bisht**

**Dy. Zonal Manager**

**Ganesh Hari Bhosale**

**Regional Manager**

**Arshad Hussain**

**Mahendra Kushwaha**

**Mohammad Asim**

**Pankaj Kumar**

**Rajendra Khemnar**

**Pattela Bhanu Chendar**

**Raghavendra Rathore**

**Kamal Jeet**

**Sr.Area Business Manager**

**Mahamadirfan Sayyad**

**Rajeev Kumar**

**S. R. Chippalkatti**

**Jailani Talli**

**Area Business Manager**

**Santosh Powar**

**Dileshwar Dewangan**

**Ansari Usman Ali**

**Nomesh Girde**

**Atul Kumar Shukla**

**G Nagaraju**

**Shaik Abdul Imran**

**Kishor Kadam**

**Territory Manager**

**Posan Kumar Matre**

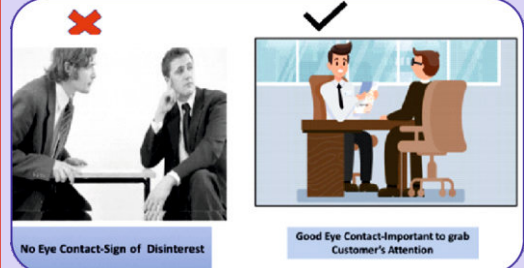
**Kunj Bihari**

**Ambuj Kumar Pal**

**Sharif Khan**

**Yogesh Arya**

## Sales Mantra



Lack of eye-contact is a sign of nervousness. Good eye-contact reflects the confidence level of Medical Representative. It comes only when PSO is verbatim with text of Visual Aid. Good eye-contact during detailing holds Doctor's interest and ensures high chances of brand registration and prescription.

So colleagues, in next call

**Be thorough with Detailing & Maintain GOOD EYE CONTACT.**

## \* Kudos to the Toppers \*

**Top Region - Highest % Achievement**

**Yadav Rimal**



**Top RM -% to Target Achievement**

**Farooq Ali (Excel Div)**



## A Warm Farewell



**Sabu John recently retired after serving 16 years at our Head Office**