

Programme to promote healthy living with focus on wellness and preventive health through healthy habits, diet, exercise, and holistic health

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Webinar revealed that the Delhi Government has deployed 30 yoga instructors in COVID centres to help the patients; and yoga therapy is being extended to the contact chain like family members, police personnel, medical professionals among others

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The Associated Chambers of Commerce and Industry of India (ASSOCHAM), one of the apex trade associations of India has started a national health & wellness awareness program called 'Illness to Wellness' to promote healthy living and preventive health through holistic measures.

Supported by the hygiene brand SAVLON, the programme was kicked off with a webinar on the topic "Illness to Wellness - The Yoga Way" which saw leading health and yoga experts and recognized industry leaders deliberate on how Yoga could be the answer for mitigating threats caused by viruses and other ailments like the COVID 19.

A key speaker at the session Dr Ishwar V. Basavaraddi, director, Morarji Desai National Institute of Yoga, Ministry of Ayush, Government of India, revealed that, "we have deployed 30 instructors in COVID centres run by the Delhi government, who would teach patients yoga for three hours in the morning. Additionally, we have undertaken yoga lessons for COVID patients in the neighbouring 11 districts. We received 500 applications from Department of Science & Technology to understand the beneficial aspects of yoga especially for COVID patients and so are working on three projects with renowned yoga institutes to arrive at findings." The programme is being expanded to cover people who have come in contact with COVID patients like family members, police personnel, medical professionals etc.

For centuries yoga has proven to be a tool for mental and physical well-being. As the focus on boosting immunity grows due to the widespread adverse health effects caused by the COVID 19 pandemic, the role of this ancient and spiritual practice has become prominent in the journey from illness to wellness. Other eminent speakers emphasised the importance of wellness, not just in challenging times, but in general as a way of life.

While sharing his perspective, Mr Rajiv Chandran, director and office-in-charge, UN Information Centre emphatically stated that United Nations embraced the Yoga and 175 out of 193 countries unanimously agreed to celebrate Yoga as an annual International Day. The COVID-19 pandemic has completely transformed the concept of wellness. Now, wellness is not merely an individual's concern rather a community strategy and is being viewed in a very broader perspective of people's relationship with planet and the society."

Promoting adoption of correct lifestyle and wellness strategy, (Padma Shri) Guruji Dr. H. R. Nagendra, Chancellor, Swami Vivekananda Yoga Anusandhana Samsthana & President, Indian Yoga Association said, "During the present COVID pandemic situations, Yoga - A Way of Life - can bring wellness for people at large. Coronavirus has the potential to infect and affect the human lives, however our immune system is also very strong as WBC (white blood cells) acts a gigantic robust army to defend from many viruses including corona. Stress weakens our immunity system and thus it becomes a victim of virus (corona) attack. He further stated that although one can cure through medicines, vaccinations and other supplements, the solution to strengthen our immunity is Yoga only."

Sharing his views, Mr Anil Rajput, Chairman, ASSOCHAM CSR Council said, "COVID pandemic has taught human race the hard lesson that medical science may not have readymade answers to emerging health crises. Therefore, we need to go back to the basics by putting focus on preventive measures and healthy living. Illness to Wellness has been timely conceived to bring the spotlight back on aspects we perhaps know at the back of our mind, but many are not able to practice in the rush of a busy life, such as the importance of healthy diet, exercise, hygienic habits, timely preventive practices among others."

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