



e-magazine
Second Issue



especially
exercise
nutrition
Health
condition of



COMMERCE CANVAS

August 2025-December 2025
Theme- Health & Happiness



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nutrition
Health
condition of



Editors
Dr Gargi Sarma
Dr Dipti Sitola



Commerce Canvas — The collective voice of the Department of Commerce. From insightful articles and entrepreneurial journeys to faculty highlights and student reflections, this platform captures the vibrant academic and creative spirit of the department. It celebrates ideas, achievements, and innovations that shape the world of commerce.

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Celebrating Contributions

The Commerce Canvas team sincerely appreciates the valuable contributions of Ms. Nmarata Bharali and Mr. Krishna Kamal Das, Research Scholars, Department of Commerce, for their insightful writings featured in our special pages, “Brandbeat” and “Brandscape.” We gratefully acknowledge their constant enthusiasm, efforts, and involvement in making the Second Issue of Commerce Canvas a meaningful and enriching endeavour.

-Team Commerce Canvas





Editorial | Second Issue | Commerce Canvas

We are delighted to present the second issue of Commerce Canvas, dedicated to the theme—“Health and Happiness: A Holistic Approach.”

In a world known for relentless change, increasing aspirations, and the constant pursuit of success, the meaning of well-being has gained greater significance than before. Health is no longer understood merely as the absence of illness, nor can happiness be measured solely by material prosperity. True well-being emerges from a harmonious balance of the physical, mental, emotional, social, and even professional dimensions of life. It is this broader understanding that this issue of Commerce Canvas seeks to explore.

The theme also invites us to reflect on the intrinsic relationship between health and happiness in the contemporary era. From the growing wellness economy and healthcare innovations to sustainable consumption, workplace well-being, health-conscious entrepreneurship, and responsible business practices, the world of commerce is increasingly intertwined with the pursuit of healthier and happier lives. Businesses today are not merely responding to changing consumer needs; they are also becoming active participants in shaping lifestyles, communities, and notions of well-being.

This issue is also a celebration of the idea that well-being is a collective responsibility. A healthy individual contributes to a healthier workplace; a happy workforce strengthens organisational culture; responsible businesses contribute to healthier communities; and sustainable economic practices create a better future. Thus, the pursuit of health and happiness extends beyond the individual to encompass families, institutions, businesses, and society at large.

As an academic community, we believe that education must nurture not only knowledge and professional competence but also awareness, empathy, resilience, and a balanced approach to life. Commerce Canvas endeavours to be a space where such conversations can flourish—where academic thought meets lived experience, and where learning extends beyond the classroom.

With this issue, we invite our readers, students, scholars, faculty members, entrepreneurs, and collaborators to pause, reflect, and engage with a simple yet profound question: What does it truly mean to live and work well?

May this edition of Commerce Canvas inspire us to redefine success—not merely in terms of what we achieve, but also in terms of how well we live, how meaningfully we connect, and how positively we contribute to the world around us.

Welcome to the second canvas of ideas, insights, and inspiration.

Happy reading!

Warm Regards

Editors

Commerce Canvas



Talks that Matter

THE BIGGEST DILEMA FOR PARENTS: SHOULD I FEAR FEVER OR NOT?

Dr Sreejana Sharma

MD Paediatrics, Pediatric Neuro Fellow at Rajiv Gandhi University of Health Sciences

One wise person had once asked a group of people, what is the most characteristic feature of a mother? One replied its, “to worry for her child always, all the time!”, another one said, “the one who keeps feeding food”. Well, the wiseman said “its all of those and none of those. She is mother for all”.

As a pediatrician, when i sit in outpatient department, almost sixty percent of the children will come with one or other form of fever, especially winters but 100% of the parents come with fear/frustration in their eyes. Why so? Because when a child gets fever everyone else gets to suffer as well, most of all the mother. Half of the time father had to come to emergency to make peace with the lady of the house, who maybe have not slept a wink the previous night!

Jokes apart why I write this is, coming to emergency or OPD just for one day fever is a privilege for Indians because if you ask your foreign country-based friends, it's not there in most of the developed nations! You will not even reach a doctor's chamber and might be prescribed a paracetamol by a nurse itself. So the point is, you need not run here and there when your kid runs a one day fever. Keep the essentials at home, a good quality digital/mercury thermometer, unopened bottle of paracetamol and some patience. Be patient with your little patient, let him get a bit clingy to you, let him eat whatever he likes and not try to regenerate his nutrition gap on that very day (because it is normal for a kid to eat less or very very less during the days of viral fever) and try to monitor for danger signs. Here comes the big responsibility, the monitoring. It would include, document fever, if its above 101°F give PCM, as per the age/ weight of the child, give plenty of fluids, look for signs of dehydration like not passing urine as he used to before, not wanting to drink even fluids, too much lethargy, not interested in environment (not even looking at his favorite cartoon in mobile phone!), not moving his limbs, abnormal body movements like seizures, chills and rigor in older children, bloody diarrhea, excessive vomiting, development of rash and fast breathing. But if it's just a fever, high grade or low grade, doesn't warrant antibiotics or blood investigations, unless it has continued for more than 3-4 days and child is not well. We cannot diagnose any illness by looking at the temperature reading of thermometer, meaning, a simple viral fever might show 103°F while a tuberculosis can have just 99°F for 1-2 weeks.

Unnecessary antibiotics too early can obscure the blood pathology parameters and also can hamper/alter the good bacteria in the gut of the child.

So my message is,

*Fever is not your enemy, its body's fight against the offending agent, thus don't fight it,
embrace it and try to overcome your Fear.*



Scholar's Spotlight: A Researcher's Perspective

Who Am I?-A Journey Back to the self through Yoga and Vipassana

Krishna Kamal Das, PhD Scholar,
Department of Commerce, RTU



WHO AM I? Though this question sounds simple, it carries within it a deep truth about life, the Self and the Divine. At some point in life, every human being pauses and wonders, not about money, success or relationships but about themselves. Who am I beyond my name, my body, my thoughts and roles? This question does not arise from curiosity alone. It arises from inner restlessness that no outer achievement can satisfy. Interestingly, this question does not arise during ordinary moments of life. It often appears in extreme pain or extreme happiness, when a person loses everything or when a person gains everything. It arises when fear drops for a moment, when there is nothing left to lose or nothing left to hold on to. In such moments, the mind becomes quiet and the deeper question surfaces naturally.

Human life, however, is designed to pull us outward. From childhood, we are trained to focus on the world, on survival, success, approval and security. Slowly as we grow up we forget how to look inward. The body becomes “me”, the mind becomes “me” and emotions become “me”. Yet everything we identify with keeps changing. The body grows and weakens. Thought come and disappear. Emotions changes without warning. If everything changes, then what is it that is permanent about us?

Indian spiritual wisdom has always taken this question seriously. A history that holds a lot of ways or stories regarding enlightenment or self-realisation. The sages understood that suffering is not caused by life but by confusion about who we are. When we mistake the temporary for the permanent, fear and attachment naturally arises.

One of the most profound expressions of this understanding is found in the Vigyana Bhairava Tantra. The text is so simple yet powerful. It does not argue or explain too much. Instead, it offers ways to experience awareness directly. The text is a dialogue between Shiva and Shakti, the message is simple and clear. The truth of the self is available in ordinary moments, through breath, silence, sound, touch and attention. Even a small pause between inhale and exhale can open a door inward.

The Bhagavad Gita also speaks to this same inner search in a gentle and practical way. Set on a battlefield, it reminds us that the struggle for self-realisation does not happen away from life, but right in the middle of it. When Arjuna was confused, afraid and overwhelmed, Krishna does not give him philosophy alone. He guided him to understand the difference between temporary and eternal, between the physical body and the Self. Again and again, the Gita reminds us that we are not the body that is born and dies, nor the mind that is disturbed and restless, but the silent witness within. Through paths of action (Karma Yoga), devotion (Bhakti Yoga) and knowledge (Jnana Yoga), The Gita shows that self-realisation is possible while living and ordinary life by acting without attachment, offering one's work to something higher and by remaining rooted in awareness.

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Yoga explains this through the idea of the five sheaths of human existence. The physical body is the outermost layer called the Annamaya Kosha, followed by energy body called the Pranamaya Kosha, next is mental body or the mind as the Manomaya Kosha, then wisdom body called the Vijnanamaya Kosha and lastly the divine or the blissful body which is permanent and never born or die is called the Anandamaya Kosha. Most of us live only on the surface, identified with the body and mind. Yoga does not reject these layers. The whole point is about balancing all these layers through Asanas, Pranayamas and Dhyana. When the body becomes calm, the mind naturally slows down. In that slowing down, awareness turns inward without force.

Many Indian mystics lived this truth in their own ways. Swami Vivekananda spoke with strength and confidence, reminding everyone that divinity is not something distant but something already present within them. He believed that yoga is a practical path, not a theoretical one. Ramana Maharshi taught almost entirely through silence, asking people to gently observe the feeling of “I” and trace it back to its source. And many other mystics in the land of Himalayas spoke the truth in their own way which says that truth cannot be found outside.

Vipassana

Gautama Buddha walked this same inward path with deep simplicity. He did not ask people to believe anything. He asked them to observe. From this came Vipassana meditation. It is one of the oldest technique of meditation taught more than 2,500 years ago. Vipassana is very simple, one observes the breath and the sensations in the body without reacting to them. Sensations arise and pass away. Pleasant or unpleasant they don't last. Slowly this truth becomes clear not in the mind but from experience. As this understanding deepens, attachment weakens. We stop clinging so tightly to experiences. Fear reduces. And with that, the sense of strong “I” begins to dilute.

Vipassana is taught today in Vipassana meditation centres established by S.N. Goenka across the world through silent residential courses, where people live in discipline, silence and simplicity for several days stepping away from the busy world. It is offered completely free of cost, supported only by voluntary donations, so that anyone, regardless of background can walk this path of self-discovery. A simple 10 day course can surely help any human being in distress to discover something within themselves that is never taught in schools and colleges. We cannot get this truth from books or external materials but by doing a simple Vipassana course.

Today, when life feels rushed and uncertain, these ancient paths feel more relevant than ever. Yoga and Vipassana are not escapes from life. They are ways of coming back to ourselves. They remind us that peace is not something we must achieve someday, it is something when we uncover when fear drops and attention turns inward.

In the end, “WHO AM I?” is not a question to be answered with words. It is a doorway, when extreme pain, extreme joy or deep silence removes our fear of losing anything, the question arises on its own. And when we stay with it patiently, without forcing answers, it slowly dissolves, leaving behind a quiet understanding of being whole, aware and at ease.



Brandscape Insights

A Green Bottle, Generations of Trust: The Himalaya Story



Almost every Indian home has a Himalaya product tucked away somewhere, whether it's a Himalaya neem face wash, Liv. 52 or Asvagandha. No one remembers when it first appeared in the home; it just seems to have always been part of the household, quietly depended upon, much like a family doctor is relied upon. This long-lasting and silent trust is genuinely the essence of this brand.

Built on a Doctor's Trust, Not a Celebrity's Face

Himalaya, which was established in 1930 in Dehradun, gained notoriety gradually. It had spent years gaining the trust of physicians and chemists with its pharmaceutical formulations long before it ever advertized to regular households. It wasn't a stranger by the time it ended up on a grocery store shelf as shampoo or face wash; rather, it was family members who had just switched clothes. Because of this, its slogan, "Wellness in Every Home," never required a famous person to promote it. Credibility was pre-existing.

Meet the Bestsellers

Ask any Indian household which Himalaya product they trust most, and a familiar handful of names always comes up. These are the products that have carried the brand for decades, sold not through hype but through word-of-mouth passed from one generation to the next.

Liv.52 : Perhaps Himalaya's most iconic product, this liver-support formulation has been a household name for generations, especially among an older audience that reaches for it as instinctively as they would reach for any daily supplement. It remains one of the company's top-selling and most recognised products in India.

Purifying Neem Face Wash: The product that introduced an entire generation of Indian teenagers to herbal skincare. Built around neem and turmeric, it built its reputation on one simple promise, clearer skin, without harsh chemicals, and recently celebrated 25 years in the market with the campaign "Skip the Pimple Episode."

Organic Ashwagandha: Riding the global wellness wave, Himalaya's Ashwagandha capsules have become one of the brand's fastest-growing bestsellers, appealing to a newer, stress-and-immunity-conscious consumer who wants Ayurveda in a convenient caplet.

Anti-Hair Fall Bhringaraja Shampoo : A staple of Himalaya's hair care line, built around the traditional herb Bhringaraja, long used in Ayurveda for hair strength, proof that the brand's oldest botanical knowledge still sells today.

Septilin : A trusted immunity-support supplement that has quietly built a loyal, repeat-buying customer base over the years, often recommended informally within families rather than through flashy advertising.

Ads That Feel Like Advice, Not Sales Pitches

In a lighthearted manner, Amul captures attention with a clever pun on the morning news, whereas Himalaya adopts a tone reminiscent of a wise elder offering insights. Its "Skip the Pimple Episode" campaign for the Neem Face Wash embraced digital and influencer-centric culture while prioritizing its scientific claims.

Another campaign, though subtler, was bolder, featuring a mall installation where individuals physically erased phrases like "only fair is beautiful" from a whiteboard, linking this action to the brand's Rose Face Wash. Additionally, its ongoing collaboration with the RCB Women's cricket team, particularly the recent ".



"Remember Her Face" initiative, highlights promising grassroots players instead of well-known stars, making a thoughtful choice to acknowledge someone before they gain wider recognition

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Conclusion

Himalaya was never created to follow trends. It does not pursue virality or instant transformation. Instead, it possesses something more challenging to replicate, almost a hundred years of bestselling products that families continue to purchase, not because they were marketed to, but because they have always had a reason to maintain their trust. In a sector influenced by shifting tastes and relentless competition for attention, Himalaya has forged its identity around reliability, quality, herbal knowledge, and a dedication to research. Over time, this consistency has transformed familiarity into assurance and assurance into enduring brand loyalty.

Thus, Himalaya's most significant asset lies not just in the products it provides, but in the trust it has built over generations. Its role in everyday family routines illustrates that lasting brands are established through repeated positive experiences rather than temporary hype. While trends may create attention and aggressive marketing may create short-term sales, trust creates something far more valuable, long-term relationships. Himalaya's journey is a powerful reminder that a brand does not have to be the loudest in the market to remain relevant; sometimes, the quiet consistency of delivering on a promise is what keeps a brand alive for generations.



Changemaker's Chronicle



THE PRESCRIPTION FOR JOY: A DOCTOR'S PERSPECTIVE ON HEALTH AND HAPPINESS

Dr. Dolly Kalita, MD Paediatrics, Consultant, Hayat Hospital
Licensed Zumba Instructor, RIDS, Guwahati

Health and happiness are often spoken of as two separate goals—one belonging to hospitals and clinics, the other to homes, relationships, and personal aspirations. Yet, in my journey as both a medical doctor and a Zumba instructor, I have come to understand that they are deeply intertwined. Health is not merely the absence of disease, and happiness is not just a fleeting emotion. Together, they form a dynamic partnership that shapes the quality of our lives.

From the stethoscope to the dance floor, my dual roles have given me a unique lens through which to observe how the body, mind, and emotions interact. Medicine has taught me about physiology, pathology, and prevention; Zumba has taught me about joy, community, and movement as medicine. When these perspectives meet, a powerful truth emerges: true health nurtures happiness, and genuine happiness reinforces health.

Redefining Health Beyond Disease

Traditionally, health has been defined in clinical terms—normal blood pressure, ideal blood sugar levels, healthy body weight, and disease-free organs. While these markers are undeniably important, they do not tell the complete story. I have seen patients with “perfect” reports who feel exhausted, anxious, and unfulfilled. Conversely, I have met individuals managing chronic conditions who radiate contentment and resilience.

The World Health Organization defines health as a state of complete physical, mental, and social well-being. This holistic definition aligns closely with what I observe both in my clinic and in my Zumba classes. Health is not static; it is a balance that must be nurtured daily through lifestyle choices, mindset, and meaningful connections.

Happiness, in this context, is not superficial pleasure. It is a deeper sense of well-being, purpose, and inner peace. When health is approached holistically, happiness becomes a natural byproduct rather than an elusive goal.

The Science Linking Health and Happiness

Modern research strongly supports the bidirectional relationship between health and happiness. Positive emotional states are associated with lower levels of stress hormones such as cortisol, improved immune function, and better cardiovascular health. Happy individuals tend to sleep better, make healthier choices, and maintain stronger social relationships—all of which contribute to long-term well-being.

On the other hand, chronic stress, loneliness, and unhappiness can manifest physically as hypertension, obesity, diabetes, gastrointestinal disorders, and weakened immunity. As a doctor, I often counsel patients that unresolved emotional stress can silently sabotage even the best medical treatment plans.



As a Zumba instructor, I witness how movement and music can instantly elevate mood. A one-hour dance session may not replace medication, but it can significantly complement medical care by releasing endorphins, improving circulation, and creating a sense of accomplishment and joy.

Movement as a Bridge Between Body and Mind

Exercise is frequently prescribed as a means to lose weight or control disease. However, when exercise is approached purely as a chore or punishment, its impact on happiness is limited. This is where dance-based fitness, such as Zumba, or any other fitness form plays a transformative role.

Any dance or fitness programme blends aerobic exercise with music, rhythm, and social interaction. It does not demand perfection; it celebrates participation. From a medical standpoint, all forms of aerobic exercise or dance improves cardiovascular endurance, muscular strength, coordination, and metabolic health. From an emotional standpoint, it reduces stress, boosts self-confidence, and fosters a sense of belonging.

I have seen patients who were reluctant to exercise consistently transform when they found joy in movement. The laughter during a Zumba class, the shared smiles, and the collective energy create an environment where fitness feels less like a prescription and more like a celebration. Happiness, in this setting, is not an afterthought—it is built into the process.

Mental Health: The Invisible Pillar

Mental health is a crucial yet often neglected component of overall health. Anxiety, depression, and burnout are increasingly common in today's fast-paced world. As a doctor, I recognize the importance of timely diagnosis and appropriate treatment. As a Zumba instructor, I see how regular movement, music, and social connection can act as powerful preventive tools.

Physical activity has been shown to increase levels of serotonin and dopamine—neurotransmitters associated with happiness and emotional regulation. Group fitness, in particular, combats isolation and provides emotional support, even without explicit conversation.

Many participants have shared that Zumba is their “therapy hour”—a time when they disconnect from worries, responsibilities, and self-criticism. This emotional release is not trivial; it has real physiological benefits that translate into better sleep, improved focus, and enhanced coping skills.

The Role of Lifestyle in Sustained Happiness

Health and happiness are not achieved through one-time efforts but through consistent lifestyle habits. Nutrition, sleep, physical activity, stress management, and social connection all play vital roles.

From a doctor's perspective, balanced nutrition fuels the body and stabilizes mood. Excessive sugar, processed foods, and irregular meals can lead to energy crashes and irritability. From a fitness instructor's perspective, mindful eating complements physical activity by enhancing performance and recovery.



Sleep is another cornerstone. Chronic sleep deprivation impairs immunity, increases the risk of lifestyle diseases, and negatively affects emotional regulation. Encouraging patients and students alike to prioritize sleep is one of the simplest yet most powerful interventions for both health and happiness.

Purpose, Passion, and Community

One of the most profound contributors to happiness is a sense of purpose. In my own life, combining medicine and dance has provided deep fulfillment. For many individuals, discovering an activity they love—be it dance, yoga, walking, or any form of creative expression—can reignite motivation and self-worth.

Community amplifies this effect. Fitness classes or gym sessions often evolve into supportive communities where people celebrate progress, share challenges, and uplift one another. This social bonding has tangible health benefits, including reduced stress and improved longevity.

In the clinic, I encourage patients to seek connection, not isolation. In the studio, I encourage them to move together, laugh together, and grow together. These shared experiences reinforce both physical health and emotional happiness.

Preventive Medicine Meets Joyful Living

Preventive medicine is about reducing risk before disease develops. Exercise, healthy eating, stress management, and positive relationships are cornerstones of prevention. When these are infused with joy, adherence to exercise improves dramatically.

A patient is more likely to continue an activity that brings happiness than one driven by fear of disease. This is why joyful movement is such a powerful preventive tool. It transforms “I have to exercise” into “I want to move.”

As a doctor-cum-Zumba instructor, my goal is not just to treat illness but to inspire lifestyles that sustain vitality and happiness over the long term.

A Balanced Prescription for Life

Health and happiness should not be pursued in isolation. Excessive focus on physical metrics without emotional well-being leads to burnout. Chasing happiness without caring for the body leads to imbalance. The key lies in integration.

A balanced prescription for life includes:

- Regular physical activity that you enjoy
- Nutritious food that nourishes rather than restricts
- Adequate rest and recovery
- Emotional expression and stress management
- Social connection and community engagement
- A sense of purpose and gratitude



These elements work synergistically to create resilience, vitality, and contentment.

Conclusion: Dancing Toward a Healthier, Happier Life

From the clinic to the dance floor, my experiences have reinforced a simple yet powerful truth: health and happiness are partners, not rivals. Medicine provides the knowledge to prevent and treat disease; movement and joy provide the motivation to live fully.

When we care for our bodies with compassion and move with joy, we send a powerful message to our minds—that life is not just about surviving, but about thriving. Whether through a medical consultation or a Zumba class, the ultimate goal remains the same: to help individuals feel better, live healthier, and smile more often.

In embracing both science and rhythm, discipline and delight, we can create lives that are not only longer, but richer—where health supports happiness, and happiness, in turn, becomes the most natural medicine of all.



The Learner's Lens

The Relationship Between Health, Happiness, and Commerce

Shoaib Ahmed, BBA-MBA 2nd Semester



Health, happiness, and commerce are deeply interconnected aspects of modern life. Each influences the other in powerful ways, shaping individual well-being as well as the overall progress of society. A healthy population tends to be happier, and happier people participate more productively in economic activities. At the same time, commerce plays a major role in determining access to health resources and opportunities for happiness.

Health as the Foundation of Happiness and Productivity

Good health is the basic foundation of a happy life. When people are physically and mentally healthy, they are better able to enjoy daily activities, build relationships, and pursue personal goals. Poor health, on the other hand, often leads to stress, discomfort, and emotional distress, which reduces happiness and quality of life.

Health also has a direct impact on commerce. Healthy individuals are more productive at work, have higher energy levels, and take fewer sick days. This increases efficiency in businesses and contributes to economic growth. In contrast, widespread illness can reduce workforce productivity and place a financial burden on families and governments through medical expenses.

Happiness as a Driver of Economic Activity

Happiness is not just an emotional state; it has economic value. Happy people tend to be more motivated, creative, and cooperative. These traits are highly valuable in workplaces, leading to better teamwork, innovation, and customer service. Studies have shown that employees who feel satisfied and emotionally well perform better and help businesses succeed.

Happiness also influences consumer behavior. People who feel secure and content are more likely to spend money on goods and services, supporting commerce. When happiness levels drop due to stress, unemployment, or poor health, people often reduce spending, which can slow down economic activity.

The Role of Commerce in Health and Happiness

Commerce plays a crucial role in shaping both health and happiness. Through economic activity, societies can produce and distribute essential goods such as food, medicine, housing, and healthcare services. A strong economy allows governments and businesses to invest in hospitals, sanitation, education, and mental health services, all of which improve public health.

However, commerce can also negatively affect health and happiness if not managed responsibly. Excessive work pressure, long hours, unhealthy products, and environmental pollution can harm physical and mental well-being. Therefore, ethical business practices and regulations are important to ensure that economic growth does not come at the cost of human health.

Achieving Balance for Sustainable Development

The ideal relationship between health, happiness, and commerce is one of balance. Economic growth should support healthy lifestyles and emotional well-being, not undermine them. Investments in healthcare, safe working conditions, and wellness programs benefit both individuals and businesses in the long run.

When commerce prioritizes human well-being, it creates a positive cycle: healthier people are happier, happier people are more productive, and increased productivity strengthens the economy. This balanced approach leads to sustainable development and a higher standard of living for society as a whole.



The Learner's Lens



Health, happiness, and commerce are not separate forces but interconnected pillars of a thriving society. Health enables happiness, happiness fuels productivity, and commerce provides the resources to support both. Recognizing and nurturing this relationship is essential for long-term economic success and overall human well-being.

Wellness: The Hidden Capital

Jwell Chakraborty, Alumnus, BCOM Batch 2021-24

In commerce, wealth is usually measured in profits, assets, and returns. But the single most valuable asset is often overlooked, the health of the people who run every business and build every career. Without well-being, even the greatest professional achievements lose their meaning.

For students, this lesson is crucial. College years are an investment in knowledge, skills, and connections, yet in the rush for grades and placements health is often sidelined. Late nights, irregular routines, relentless screen time, and academic pressure gradually harms both physical and mental well-being.

Wellness and productivity are not separate, they are two sides of the same coin. A rested mind improves concentration, creativity, and decision-making. A healthy body supplies the energy to pursue ambitions. Together they form the foundation of sustainable success.

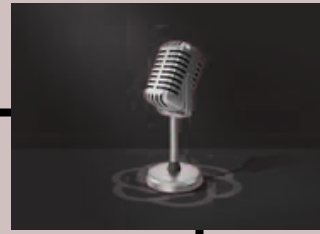
Businesses are waking up to the same truth: employees are human capital, not just line items on a balance sheet. Their well-being such as mental resilience, physical energy, and motivation directly affects organisational outcomes. Evidence links healthier employees to higher productivity and lower absenteeism, so investing in staff wellness is sound strategy, not indulgence.

For students preparing to enter the workforce, the message is simple: don't trade your health for short-term gains. Practical, high-return habits include adequate sleep (7–8 hours), balanced nutrition, regular physical activity, meaningful social connections, scheduled relaxation, and disciplined time management (focused study blocks with short breaks). These small investments pay lifelong dividends.

“Health is wealth” is more than a proverb. It’s an economic reality for individuals and organisations alike. As future professionals and leaders, redefine wealth by investing in knowledge and skills, but above all, invest in ourselves. When wellness meets business, success becomes not just about earning more, it is about living and working better.



Voices of Change



গেস্ত্ৰিক ৰোগৰ বিষয়ে কিছু অলপ।

ডাঃ অমৃত সান্না।

সহযোগী অধ্যাপক,

ৰোগ-নিৰ্ণয় বিভাগ,

ভৈৰৱ ডিষ্টিংগ্ৰা মহাবিদ্যালয়।

আগ-কথা:-

আজি কালি আমি প্ৰায়েই দৈনন্দিন জীৱনত শুনি থকা
এছাৰি শব্দ - “এনক’ৰ আৰু। মোৰ গেষ্ট্ৰাইটিছ/
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কি?

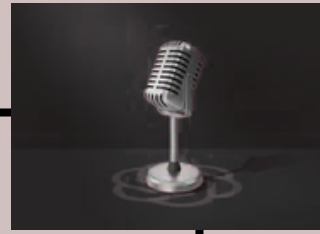
আমি যি বোৰ খাদ্য খাওঁ, সেই খাদ্য বোৰ টো
আমাৰ খাদ্যতন্ত্ৰ বা পাচন তন্ত্ৰৰ এটা অংগ-
‘পাকস্থলী’ত টো জমা হয়। আমাৰ গেষ্ট্ৰিক
গেষ্ট্ৰাইটিছ খাদ্যতন্ত্ৰটোৰ ভিতৰৰ ফালে এটা
প্ৰতিৰোধকাৰী স্নেহা আবৰণ (Mucous membrane)
থাকে। এই স্নেহা আবৰণটোৰ প্ৰদাহ (Infla-
mmation/irritation) নাইবা ক্ষয়কৰণ (Erosion)
হ’লে যি বোৰ লক্ষণে দেখা দিয়ে,
তাকে গেষ্ট্ৰাইটিছ বুলি কয়।

গেষ্ট্ৰিকৰ প্ৰকাৰ আৰু লক্ষণ:-

গেষ্ট্ৰিক ৰোগ দুই প্ৰকাৰৰ হ’ব পাৰে। এটা
হৈছে অকৃতৰ্থ (Acute/short duration) আৰু আনটো
দীৰ্ঘকালীন (Chronic/long duration)। কিছুমান ক্ষেত্ৰত



Voices of Change



ৰোগৰ লক্ষণ পৰিস্ফুট নোহোৱাকৈয়ে বোকাৰ বিষ
সোনকালেই জ্বল দৈহ যায় আৰু ৰোগ নিৰ্ণয় কৰিবৰ
বাবে কোনো প্ৰকাৰৰ পৰীক্ষাৰ দৰ্শন নহয়।
সাধাৰণতে গৈৰ্জিকৰ বাবে হোৱা লক্ষণ সমূহ
তলত উল্লেখ কৰা প্ৰকাৰ হয়:-

- ওপৰ পেটৰ অস্বাভাৱত হোৱা বিষ (বেছিভাগ
ক্ষেত্ৰত দেখা দিয়া লক্ষণ)।
- পেট ফুলা আৰু সহজে জ্বল নোহোৱা পেটৰ
বিষ।
- বমি বমি জ্বৰ হোৱা বা বমি হোৱা (কেতিয়াবা
তেজ বমিও হ'ব পাৰে)।
- বহু বৃদ্ধ হোৱা।
- বুকু ফুলা-পুৰা কৰা (Heart burn)।

এই গৈৰ্জিক ৰোগে পৃথিৱীৰ আয় অধি-
শতাধিক লোকক আক্ৰান্ত কৰে। বুলি এটা
অস্বাভাৱত অকাল পাৰে। বয়স বৃদ্ধ লগে
লগে এই ৰোগবিধ হোৱাৰ প্ৰৱণতাও বাঢ়ি
হোৱা দেখা যায়।

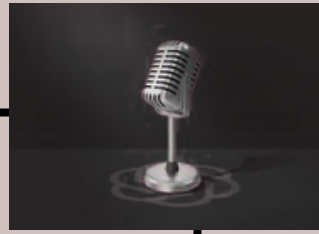
গৈৰ্জিক ৰোগৰ কাৰণ সমূহ:-

গৈৰ্জিক ৰোগৰ বিভিন্ন কাৰণ আছে। তাৰে
ভিতৰত মূখ্য কাৰণ সমূহ হৈছে:-

- হেলিক' বেক্টাৰ পাৰ্চাইল'বি নামৰ অণুজীৱ
বিধৰ সংক্ৰমণ।
- বিষ নিৰাময়ৰ বাবে ব্যৱহাৰ কৰা ক্ষুদ্ৰান



Voices of Change



ঔষধ (NSAIDs; Nonsteroidal anti-inflammatory drugs; বিশেষকৈ Aspirin)।

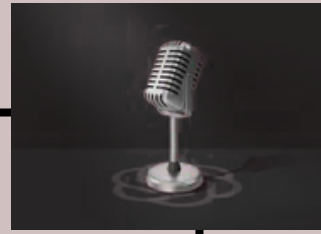
- স্বল্পপাণ কৰা।
- শূন্যপাণ কৰা।
- অত্যধিক কফি সেৱন কৰা।
- অত্যধিক স্নানসিক চাপ।
- আইবন পিল বেছি সেৱন কৰা।
- স্বক্ৰীয়জনিত ৰোগ (Autoimmune/pernicious anemia বুলি এৰিষ বিশেষ স্বক্ৰীয়জনিত ৰোগৰ বাবে হয়)।
- কিছুমান অণুজীৱৰ দ্বাৰা আক্ৰান্ত হোৱা যেনে -
স্ক যক্ষ্মা, চাইট'মেজাল' ভাইৰাচ, হাবপিচ ভাইৰাচ
আদিৰ সংক্ৰমণ।
- লগতে অধিক ভোজ্য-পুৰা কৰা খাদ্য খোৱা, অত্যধিক
মচলাযুক্ত খাদ্য খোৱা আৰু ফাৰ্ছ ফুড - এইবোৰেও
ৰোগবিশি হোৱা বা বঢ়াৰ ক্ষেত্ৰত বিশেষ অৱদান
অৰ্পাবলৈ।

ৰোগ শৰীৰ-তত্ত্ব (Pathophysiology; বহলাই ব্যাখ্যা কৰা
হোৱা নাই) :-

ওপৰত উল্লেখ কৰা কাৰণ সমূহে বিভিন্ন
উপায়েৰে বা প্ৰক্ৰিয়াৰ যোগেদি আন্তৰ্গত পাকস্থলীৰ
ওপৰত থকা প্ৰতিৰোধকাৰী স্লেজা আবৰণ খনৰ
প্ৰদাহ নাইবা ক্ষয়কৰণ কৰাৰ ফলত ৰোগবিশি
লক্ষণ সমূহ সৃষ্টি কৰে।



Voices of Change



ঔষধ (NSAIDs; Nonsteroidal anti-inflammatory drugs; বিশেষকৈ Aspirin)।

- স্নায়ুপাণ কৰা।
- শৃঙ্গপাণ কৰা।
- অত্যধিক কক্সি মেব্রন কৰা।
- অত্যধিক স্নানসিক চাপ।
- আইবণ পিল বেছি মেব্রন কৰা।
- স্বক্ৰীয়তাৰ ৰোগ (Autoimmune/pernicious anemia বুলি এবিধ বিশেষ স্বক্ৰীয়তা ৰোগৰ বাবে হয়)।
- কিছুমান অণুজীৱৰ দ্বাৰা আক্ৰান্ত হোৱা যেনে- 'হ যক্ষ্মা', 'চাইট' 'স্নেজাল', 'ভাইৰাচ', 'গ্ৰাৰপিচ ভাইৰাচ' আদিৰ সংক্ৰমণ।
- লগতে অধিক ভেদ-পূৰা কৰা খাদ্য খোৱা, অত্যধিক স্নানযুক্ত খাদ্য খোৱা আৰু ফাৰ্ম' ফুড - এইবোৰেও ৰোগবিশ্ব হোৱা বা বঢ়াৰ ক্ষেত্ৰত বিশেষ অৱদান আগবঢ়ায়।

ৰোগ শৰীৰ-তত্ত্ব (Pathophysiology; বহুলাংশে ব্যাখ্যা কৰা হোৱা নাই) :-

ওপৰত উল্লেখ কৰা কাৰণ সমূহে বিভিন্ন উপায়েৰে বা প্ৰক্ৰিয়াৰ যোগেদি আন্তৰ্গতীয় শাৰীৰিক ওপৰত থকা প্ৰতিৰোধকাৰী স্লেজা আৱৰণ সমৰ প্ৰদায় নাইবা ক্ষয়কৰণ কৰাৰ ফলত ৰোগবিশ্বৰ লক্ষণ সমূহ সৃষ্টি কৰে।



Voices of Change



কেনেকৈ ৰোগবিশি নিৰ্ণয় কৰিব পাৰি:-

বহুক্ষেত্ৰত দেখা যায় যে আত্মীয় পেন্‌টৰ বিষ শ্বেত্ৰৰ পাচত নিজে নিজেই ভাল হৈ যায়। গতিকে ৰোগীজনে বুজিব নোৱাৰে যে তেখেতৰ গেষ্ট্ৰিক ৰোগটো টাইছে। যদি ৰোগৰ প্ৰৱণতা বেছি হয় বা দীৰ্ঘম্যাদী হয়, তেতিয়া ৰোগীজনে কোৱা আৰু ওপৰত উল্লেখ কৰা লক্ষণ সমূহৰ দ্বাৰা ৰোগবিশি আৱদ্ধিক ভাৱে নিৰ্ণয় কৰিব পাৰি। উলত উল্লেখ কৰা পৰীক্ষা সমূহেও ৰোগবিশিৰ চিনাক্তকৰণ প্ৰক্ৰিয়াত সহায় কৰে:-

* BRE/ CBC (Routine blood examination/ complete blood count)।

* লিভাৰ, কিডনী, গল ব্লাভাৰ আৰু অগ্ন্যাশয় (Pancreas) পৰীক্ষা (এই অংগবোৰ পাকস্থলীৰ ওচৰ-পাঁজৰে অৱস্থিত; গতিকে এই অংগবোৰৰ প্ৰদাহ হ'লেও উপৰোক্ত লক্ষণ সমূহ ফুটি উঠিব পাৰে)।

* শ.চেলিক'বেক্টাৰ পাইল'ৰিৰ উপস্থিতিৰ পৰীক্ষা,

* প্ৰেছাৰ পৰীক্ষা।

* পায়ুখানাৰ পৰীক্ষা (বিশেষকৈ দোহিত বক্তৃতাৰ উপস্থিতি নিৰ্ধাৰণ কৰা)।

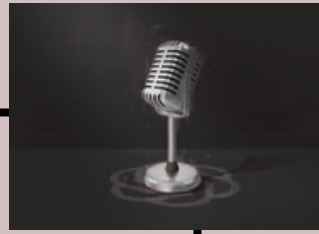
* বিশেষ X-Ray পৰীক্ষা (বেৰিয়াম সোৱন, Barium swallow)।

* এন্ড'স্কোপী (Endoscopy) জৰিয়তে পাকস্থলীৰ আৱৰণৰ প্ৰদাহ বা ক্ষয়ীকৰণৰ চাক্ষুণ্য পৰীক্ষা।

* পাকস্থলীৰ আক্ৰান্ত অংশৰ পৰা Biopsy টেন



Voices of Change



দুগ্ধাণুৰ পৰিষ্কাৰ নিৰ্ধাৰণ কৰা আৰু লগত
‘হেলিক’ বেক্টাৰ পাইল’বিৰ উপস্থিতি নিৰ্ণয় কৰা।

গেষ্ট্ৰিক ৰোগৰ চিকিৎসা:-

(নিজে নিজে চিকিৎসা (self medication) নকৰিব,
ডাক্তাৰ লগত পৰামৰ্শ কৰিহে ঔষধ খাব)।

* প্ৰথম কথা, ইভিন্গছৈ উল্লেখ কৰা ৰোগৰ
কাৰক বোৰৰাজত যি বোৰ নিৰাৱণ কৰাৰ
ক্ষমতা আমাৰ হাতত আছে; যেনে খৰক
বেয়া খাদ্যাভ্যাস বৰ্জন কৰা, অত্যধিক কফি সেৱন
কৰা বা অত্যধিক মানসিক চাপৰ পৰা মুক্ত
থাকিবলৈ চেষ্টা কৰা।

* যথেষ্ট পৰিমাণে পানী সেৱন কৰা দৰকাৰ।

* Antacids, H₂-blockers আৰু proton pump
inhibitors ব্যৱহাৰ কৰি ৰোগাণুৰ পৰা
সকাহ পাব পাৰি।

* cytoprotective agents, যিয়ে ত্ৰুটি পাৰ্শ্বক্ৰীয়া
আৱৰণৰ ওপৰত এটা প্ৰতিৰোধকাৰী আৱৰণ
সৃষ্টি কৰি আৰু বেছি প্ৰদাহ হোৱাৰ পৰা
ৰক্ষা দিব পাৰে।

আৰু কি কি ৰোগে গেষ্ট্ৰিক দৰে একে ধৰণৰ লক্ষণ
দেখুৱায়:-

ডলত উল্লেখ কৰা ৰোগ বোৰেও গেষ্ট্ৰিক দৰে
একে ধৰণৰ লক্ষণ দেখাব পাৰে; যেনে-



Voices of Change



১) Gastroesophageal reflux disease (GERD): য'ত লোক
খোঁয়া খাদ্য বোৰ ওপৰলৈ ওকাৰি আহে আৰু
অতিৰিক্তকণী হেন্সিয়া আৱৰণটোৰ প্ৰদাহ সৃষ্টি কৰি
একে ধৰণৰ লক্ষণ দেখুৱাব পাৰে।

২) পাৰ্শ্বলীৰ ছাঁ (Peptic ulcer):- 'হেলিক' বেক্টাৰ-
পাইল'ৰিচ সংক্ৰমণৰ চিকিৎসা যদি সন্মত
কৰা নহয়, লগতে সন্মত খাদ্য খোঁয়া নহয়,
তেতিয়া দীৰ্ঘদিনৰ পাছত সিহঁতে হৈগ পাৰ্শ্বলীৰ
ছাঁ সৃষ্টি কৰি একে ধৰণৰ লক্ষণ দেখুৱাব পাৰে।

৩) গল ব্লাডাৰৰ প্ৰদাহ (সংক্ৰমণ বা পাথৰ হ'ব পাৰে)।

৪) অগ্নীশয়ৰ প্ৰদাহ (সদ্যপান কৰা বা পিত্তৰসৰ
সংস্পৰ্শত আহি হ'ব পাৰে)।

৫) হাৰ্ট এটেক:- প্ৰায় একে ধৰণৰ লক্ষণ; বুকুৰ বিষ,
বমিৰ ভাৱ, বুকু জ্বলা-পুৰা কৰা। লগতে যদি
শ্বাস-প্ৰশ্বাসৰ অসুবিধা খোঁয়া আৰু, ঘিৰো বাঁও
কম্বু, হাত আৰু দাঁতৰ হুলৈ উঠায়ে আহে,
তেতিয়া হাৰ্ট এটেকৰ লক্ষণ হ'ব পাৰে।

৬) 'হেলিক' বেক্টাৰ- দীৰ্ঘদিন ধৰি যদি 'হেলিক'-
বেক্টাৰ পাইল'ৰিচ সংক্ৰমণ হৈ থাকে আৰু
চিকিৎসা মোৱা নহয়, তেন্তে সি কিছুমান
কোমৰীৰ ক্ষেত্ৰত বেক্টাৰ বোৰ ল'বলৈ পাৰে।

গতিকে আহক, আমি উপৰোক্ত লক্ষণ বোৰ চাই
'হেলিক' বেক্টাৰ বিধৰ চিনাক্ত কৰোঁ আৰু সন্মত
চিকিৎসা লৈ এটা সুস্থ দেহৰ অধিকাৰী হওঁ। সুস্থ দেহ
আৰু সুস্থ মনৰ অধিকাৰী হ'লেহে আমি এখন সুস্থ
সমাজ গঢ় দিব পাৰিম। শুন্যবাদ।



The Trade Tracker



India's pharmaceutical and healthcare industries saw significant investment in 2025. According to an industry analysis, private equity, initial public offerings (IPOs), venture capital, and strategic investments have contributed around \$10 billion to the healthcare and pharmaceutical industries. Healthcare was increasingly seen as a high-growth business environment as well as a social industry.



Pharmaceutical companies: Turn to niche goods
In 2025, there was a significant amount of M&A and investment activity in India's pharmaceutical industry. According to industry data, there were 41 transactions totaling about \$2.7 billion in the first nine months of 2025. Businesses are increasingly focusing on CDMOs, biopharmaceuticals, complicated generics, and specialty pharmaceuticals in addition to regular generics.

A significant trend: convergence of beauty and health
Around 2025, one of the most intriguing corporate developments that emerged was the dissolving of borders between:

Healthcare → Nutrition → Beauty → Wellness

Honasa was concurrently establishing specialized brands like The Derma Co. and bolstering Mamaearth, its 2025 plan makes an excellent case study.



The Trade Tracker



. Honasa Consumer/Mamaearth: Transcending a single brand
Mamaearth's main business, Honasa Consumer, decided to strategically restructure and diversify in 2025. Through Project Neev, the company improved its offline distribution while growing more dependent on brands like Dr. Sheth's, The Derma Co., Aqualogica, and Blunt. The key business takeaway is that Mamaearth's parent firm was transitioning from a single flagship brand approach to a "house of brands" model.



mamaearth



HEALTHKART

HealthKart: Robust expansion in wellness and nutrition
With revenue of roughly ₹1,368 crore and a net profit that more than tripled to ₹120 crore, HealthKart had a successful FY2025. Its proprietary brands, especially HK Vitals and MuscleBlaze, were crucial to increasing profitability. India's sports nutrition market's expansion. Change to private/owned brands from the marketplace model
Growing interest in preventative health among consumers
Brand ownership's significance for increasing margins

Marico: Digital-first companies emerge as a significant growth engine. Marico expanded its portfolio beyond well-known brands like Parachute and Saffola in FY2025. By the end of FY25, its digital-first portfolio, which includes Beardo, Just Herbs, Plix, and True Elements, had an annualized revenue run rate of over ₹750 crore. Foods and Premium Personal Care combined accounted for over 22% of Marico's India commercial income, while the company's Foods division also surpassed ₹900 crore.



marico



The Trade Tracker



Emami: Repositioning brands to take on D2C businesses
Emami concentrated on changing its product line in 2025 in response to shifting consumer tastes and intensifying competition from digital-first companies. The company strengthened its hair-care portfolio while relaunching its male-grooming product under Smart and Handsome, replacing the previous Fair and Handsome positioning. D2C rivalry was noted by Emami as a significant strategic challenge in areas including hair care and male grooming.



Kapiva: Modern wellness meets Ayurveda
If you're looking for an Indian health and wellness brand, Kapiva is a great option. In 2025, the business kept expanding its brand around contemporary Ayurveda, offering goods in a variety of categories, including cosmetics, personal care, wellness drinks, and herbal supplements. Kapiva has positioned Ayurveda as a component of a contemporary lifestyle and preventive-wellness regimen rather than as a category exclusive to ancient medicine.

Cult.fit: Transitioning from gyms to an all-encompassing health network. Cult.fit kept growing its ecosystem for health and wellness outside of traditional gyms in 2025. Under the Cult brand, the corporation combined exercise facilities, digital workouts, nutritious cuisine, mental wellbeing, and preventive health services. Its approach is in line with the growing trend of consumers seeking a variety of health-related services from a single platform, moving away from "fitness" and toward holistic wellness.



Across the Disciplines

Exploring Women's Health through Assamese Autobiographies

Dr Parishmita Hazarika, Assistant Professor, Dept of History, Rabindranth Tagore University, Hojai

When we talk about health, we usually think about physical illness and treatment. But health is much more than that. It also includes mental and emotional well-being. Looking at the lives of women in nineteenth- and twentieth-century Assam, however, we find that their health was rarely given the importance it deserved. Women were expected to look after the family, work inside and outside the home, give birth to children, and follow family traditions. Their own needs often came last.

This paper looks at women's health through Assamese autobiographies. These writings are particularly useful because they tell us about real experiences and everyday life. Official historical records may tell us about laws, institutions, and major events, but autobiographies often tell us what was happening inside homes and how people actually experienced those situations. Through the memories of writers such as Lakshminath Bezbarua, Nalinibala Devi, Homen Borgohain, Nirupama Borgohain, Hiren Gohain, Sabita Goswami, Nirmalprabha Bordoloi, and Indira Goswami, we get a glimpse of the physical and emotional struggles faced by women. One of the clearest issues that appears in the autobiographies is childbirth. Today, we understand that pregnancy and childbirth require proper medical care and attention. In earlier times, however, childbirth was often treated simply as a normal part of a woman's life. Lakshminath Bezbarua recalled that his mother went into labour while the family was travelling by boat. She eventually gave birth in a temporary shelter on an island. Though this may appear to be a simple family story, it tells us much about the difficult circumstances in which women sometimes had to give birth.

A more personal picture comes from Nalinibala Devi. In Eri Oha Dinbur, she remembered a traditional ritual performed on the sixth day after childbirth. She was weak and exhausted, yet she had to remain awake throughout the night. She was afraid that if she did not follow the custom, something bad might happen to her child. What matters here is not simply the ritual itself, but the way a woman's need for rest was placed below the demands of tradition. Homen Borgohain, meanwhile, remembered women in his family who died during labour or because of complications after delivery. These memories remind us that maternal deaths were not rare events, even though society often seemed to accept them as part of life.

Along with childbirth, food was another important part of women's health. Homen Borgohain remembered how his mother and aunt worked almost continuously. They managed household responsibilities and also worked in the fields. Even after all this work, they generally ate only after the men had finished their meals. Sometimes there was little or no nutritious food left for them. Borgohain noticed this inequality and began eating with the women of the household. It was a small act, but it shows that he had begun to question something that others considered perfectly normal.

This inequality was also reflected in the many restrictions women faced in their everyday lives. Nirupama Borgohain recalled that newly married women in her in-laws' house were not allowed to wear slippers. They had to remain barefoot and were also expected to follow rules about where they could sit. Sabita Goswami remembered a similar experience and described how she had to carry her slippers in her hand when entering her in-laws' home. These customs may seem insignificant today, but they tell us how closely women's everyday movements and behaviour were controlled.



Across the Disciplines

Beyond these physical restrictions, perhaps the most difficult part to understand is the mental and emotional suffering of women.. Hiren Gohain remembered finding his mother crying alone in a store room. When he asked her why she was crying, she said that she was thinking about her own mother who had died some years earlier. For him, the incident became a painful reminder of how women often kept their feelings hidden. They were busy looking after everyone else, but there was very little space for them to talk about their own sadness.

Such emotional suffering could become even more difficult when women found themselves trapped in troubled family situations. Sabita Goswami recalled an incident involving her husband's violent behaviour. Such experiences show that women could face fear and emotional distress within their own homes. Yet, speaking openly about domestic problems or mental health was often difficult. Society expected women to adjust, tolerate, and remain silent.

These difficulties became particularly visible in the lives of widows, who faced another set of restrictions.

Nalinibala Devi remembered how her family cared for her young widowed aunt. They tried to make her feel comfortable and supported. But this was not the experience of every widow. Nirmalprabha Bordoloi wrote about child widows whose pale and unhealthy appearance reflected the difficult lives they were forced to live. They were subjected to food restrictions and were expected to give up many ordinary pleasures of life.

Indira Goswami's *An Unfinished Autobiography* gives us one of the strongest accounts of what widowhood could mean emotionally. After losing her husband, she experienced loneliness, depression, and a deep sense of emptiness. She also encountered the social stigma attached to widowhood. Her experience shows that even after practices such as Sati were abolished, widows could still be made to suffer in other ways. Their feelings, desires, and need for companionship were often ignored.

When these autobiographies are read together, a common picture begins to emerge. Women's health was closely connected with the way society expected them to live. Poor nutrition, endless work, difficult childbirth, restrictive customs, domestic problems, and widowhood all affected their physical and mental well-being. What is particularly striking is that women's emotional suffering was rarely recognised as a health issue.

These autobiographies therefore give us something that ordinary historical records often cannot—the voices and experiences behind the history. They help us see women not simply as mothers, wives, daughters, or widows, but as human beings who experienced pain, exhaustion, loneliness, grief, and hope.



Across the Disciplines

A Student's Journey from Academic Pressure to Emotional Resilience

Ms Rutuja Deori

Assistant Librarian, RTU, Hojai

'University Life', a life every student dreamed of living since they learn the meaning and significance of academics and attaining degrees. Initially, the joy of no longer wearing the uniform excites them, with hopes of weaving different love stories. Slowly, this stage becomes one where students grow more serious about their lives—about careers, responsibilities, earning respect, and finding their place in society. They realise that life is not merely about youthful romance, but about meaning and the ability to handle responsibilities. Academic life becomes a journey of growth, learning, passion, and ambition. Along with curiosity and motivation, pressure also begins to build quietly in the hearts of young students. This case-based insight reflects the journey of a student who learned to transform academic pressure into emotional resilience through awareness, balance, and support.

The dreamy life of being a university student had begun. The joy of campus life, new opportunities, and the pride of securing a university seat in a competitive environment felt overwhelming. Life was hectic yet exciting, filled with lectures and assignments. Being recognised as one of the best among peers brought pride and confidence. However, this happiness soon faded into the pressure of always being the best in class. Constant appreciation from teachers for aiming higher and working harder increased the fear of falling behind in the race.

Gradually, small achievements began to feel insignificant. Good results no longer brought happiness, but instead created anxiety about maintaining top performance. The fear of falling behind grew stronger, driven by constant comparison with peers. Sleep became irregular, the mind rarely found rest, and even short breaks felt restless, filled with guilt rather than peace. This emotional emptiness was draining the student from inside and making him feel lonely even in the presence of others. The feeling of doing everything 'right' but feeling something was 'wrong' was eating him inside.

After a long period of silent struggle, a pause offered a turning point. A simple conversation with a mentor opened the student's mind and encouraged reflection. His reflection towards life changed. He started noticing subtle signs of self-criticism, irritability over minor issues and the importance of resting with a clear mind as well as emotional fatigue. For the first time, the student acknowledged that resilience does not mean working endlessly beyond one's limits, but understanding when to pause and care for oneself.

Slowly, small changes were adopted. Study sessions became shorter and more focused, with regular breaks that allowed the mind to breathe. Writing down thoughts and sharing feelings with close ones helped release stress and emotions. Over time, success was redefined—not merely as grades and marks, but as growth, effort, and balance. Mistakes were no longer seen as failures, but as part of learning. This shift eased the constant fear of not being "good enough."

Support from peers, parents, and teachers played a powerful role in this transformation. Shared struggles among peers normalised stress and made emotional burdens feel lighter. Guidance from teachers encouraged realistic goals and self-care. Open conversations with parents and loved ones strengthened emotional bonds and allowed the student to express personal concerns freely. These connections replaced isolation with reassurance and reinforced the understanding that no one thrives alone.



Across the Disciplines

The student also rediscovered joy outside academics, which strengthened friendships and bonding with his peer circle. Sports, short walks, cultural activities, and creative hobbies brought fun, calm and clarity in life.

These new experiences, along with studies, strengthened emotional balance and improved concentration, renewed energy and motivation. Learning began to feel not rushed nor forced but more fun and meaningful again.

By the end of this journey, academic pressure had not disappeared, but it had changed shape. It no longer controlled the student. Challenges were faced with patience rather than panic. Emotional resilience emerged not as toughness, but as flexibility, awareness, and self-compassion.

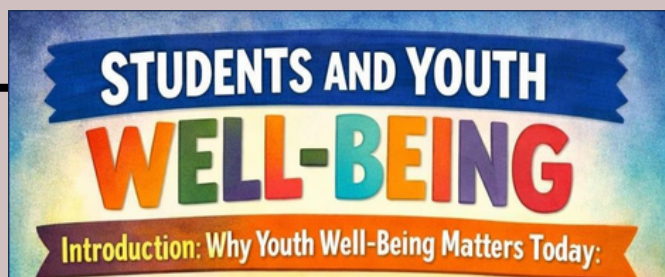
As Carl Jung wisely observed and said,

“I am not what happened to me, I am what I choose to become.”

This case reflects that very truth. When students learn to care for their emotional well-being alongside academic goals, pressure transforms into perspective. Education then becomes not merely a race for success, but a journey of self-discovery, resilience, and meaningful growth. Many students experience this reality silently—learning that resilience is not built by ignoring pressure, but by responding to it with kindness and understanding. When emotional well-being is given space alongside academic goals, students do not merely succeed; they grow.



Learner's Perspective



Aditya Gupta, BCom 2nd Semester

Students and youth are the most valuable assets of a nation. They shape the future economy, leadership, and social progress. In today's fast-paced and competitive world, young people face academic pressure, career uncertainty, social expectations, and personal challenges. Youth well-being refers to the overall physical, mental, emotional, and social health of students and young individuals.

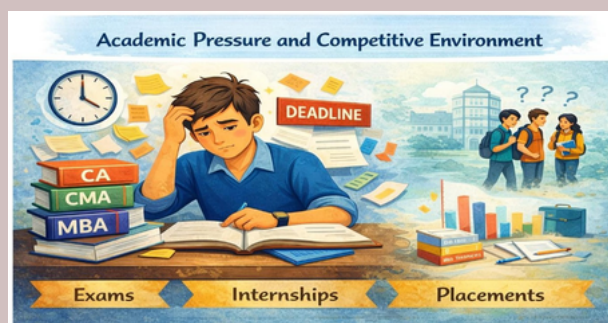
In earlier times, education focused mainly on gaining knowledge. Today, education has become highly competitive, especially in commerce and professional courses. Marks, placements, and performance dominate student life. However, true success cannot be achieved without good well-being. A student who is mentally stressed or emotionally disturbed cannot perform to their full potential. Therefore, student and youth well-being has become a central issue for educational institutions, families, and society.



Understanding Student and Youth Well-Being

Student well-being means a balanced and healthy state of mind and body, where students feel motivated, confident, safe, and supported. It is not limited to physical health alone but includes several important aspects such as mental health, emotional stability, social relationships, and academic satisfaction.

For commerce students, well-being is especially important because they prepare for careers in business, finance, management, and entrepreneurship. These fields demand decision-making ability, creativity, leadership skills, and emotional intelligence, all of which depend on good mental and emotional health.



Academic Pressure and Competitive Environment

One of the biggest challenges faced by students today is academic pressure. From examinations and assignments to internships and placements, students constantly feel the need to perform better than others. Fear of failure and comparison with peers often lead to stress and anxiety.

Commerce students, in particular, face pressure related to professional courses, competitive exams like CA, CMA, and MBA entrances, and job market expectations. Continuous pressure without proper support negatively affects concentration, confidence, and overall happiness.

Mental Health Challenges Among Youth

Mental health issues among students are rising rapidly. Stress, anxiety, depression, and burnout are becoming common

due to workload, career uncertainty, and social pressure.

Unfortunately, mental health is still considered a taboo in many societies, and students hesitate to seek help.

Ignoring mental health problems can lead to serious consequences, including poor academic performance, low self-esteem, and even withdrawal from studies. Therefore, awareness and acceptance of mental health issues are very important for youth well-being.



Impact of Digital Life and Social Media

Technology and social media play a major role in the lives of today's youth. While digital tools help in learning and communication, excessive use has negative effects. Long screen time, social media addiction, and online comparison reduce attention span and disturb sleep patterns.

Many students judge their success and happiness based on what they see online. This creates unrealistic expectations and emotional stress. A balanced digital life is necessary to protect mental and emotional well-being.

Role of Educational Institutions in Promoting Well-Being

Educational institutions have a key responsibility in ensuring student well-being. Colleges and universities should create an environment that supports not only academic growth but also emotional and social development.

Counseling centers, mental health workshops, and career guidance programs should be easily accessible.

Teachers should act as mentors and encourage open communication. Institutions should also promote sports, cultural activities, seminars, and student clubs, which help reduce stress and build confidence.

Work-Life Balance for Students and Youth

Maintaining a healthy work-life balance is essential for students. Many students spend long hours studying while ignoring rest, hobbies, and social interaction. This imbalance leads to exhaustion and loss of motivation.

Regular physical activity, proper sleep, and healthy food habits improve energy and focus. A balanced routine helps students stay productive without harming their health. Learning time management skills is crucial for long-term success.





In-House Insights

THE GROWING IMPORTANCE OF MILLETS AS SUPERFOOD, HEALTH AND ENVIRONMENTAL SUSTAINABILITY

-Neha Khaitan, Assistant Professor, Department of Commerce
Rabindranath Tagore University, Hojai (Assam)

It's interesting to note that India is the largest producer of millets in the world accounting for about 41% of the global production and producing about 180.15 lakh tonnes in 2024-25. Our government has been actively promoting millets in India and at international level because of its drought-resistant nature, rich-source of nutrients and sustainable agriculture. The year 2023 was declared as 'The International Year of Millets'. Millets have become the forgotten grains because of the Green Revolution which gave prime importance to wheat and rice cultivation for eradication of food hunger at that time. Over importance to a few selected cereals and negligence to other cereals can often lead to such a scenario. It is a truth that if we fail to give significance and appreciation as much required to a certain thing, it gets hidden; unsung; and unheard. The same has happened to millets too which requires our attention because they are the powerhouse of nutrients. In Assam, millets are cultivated in around 6000 hectares of land in 15 districts of Assam including Nagaon, Bongaigaon, and Dhubri contributing around 97 % of state's millet production. Among the different types of millets, only three types are cultivated in Assam which are finger millet, foxtail millet and proso millet. Millets have multiple uses as they can be used in food, fodder and fuel.

It's interesting to see that many celebrity chefs, nutritionist and dietician have demonstrated millets in their cooking recipes and social media platform. Many government sponsored events and international functions have placed millets in food and dining. These small initiatives will help in strengthening the value and consumption of millets in households. A brief overview about millets in India is stated as follows:

- Types of Millets: The most common type of Millets that are most widely grown and eaten are- Finger millet (ragi), Sorghum Millet (Jowar), and pearl millet (bajra). The other type of minor millets are Foxtail millet (Kangni), Barnyard Millet (sanwa), Little Millet (sama/kutki), Kodo Millet (Kodra), Proso Millet (Cheena), Amarnath Millet (Rajgira, ramdana, Chola), Buckwheat (kuttu), Browntop millet (korale) etc.
- Millets producing States: The major millets producing states in India are Rajasthan, Karnataka, Maharashtra, Uttar Pradesh, Gujarat, Madhya Pradesh, Tamil Nadu, Andhra Pradesh, Uttarakhand, Haryana etc.
- Powerhouse of Nutrients: Millets bring dietary diversity in our food which are very rich in nutrients such as iron, calcium, minerals such as zinc, potassium, manganese, antioxidants, etc. They are also gluten-free which is an alternative to gluten-free food such as wheat. Finger millets popularly known as 'ragi' is a very good source of calcium and other nutrients. Those of us who are lactose- allergic can fulfil their calcium requirements by including ragi in their diet. Karnataka is the largest producer of ragi in India followed by Tamil Nadu, Maharashtra.



Adaptability: It is also seen that unlike wheat and rice, millets require less of water for growing and are drought-resistant. They can also grow in a variety of ecological conditions requiring minimal water, fertilizers and pesticides. They are climate-resilient and improves soil health and fertility.

Sustainability: Millets are good for consumers, farmers and the planet as a whole. They are ancient crops to the mankind, connected to different cultures and traditions of the people. They are rich in heritage and bring communities together. Millets are good for small-scale farmers as it requires less input costs to grow millets (less water, less pesticides, low maintenance, easy to grow etc.) and increasing market demand for millets will help in boosting farmer's income. A great opportunity lies in the development of ready-to-eat millets food products such as breakfast cereals, snacks, pasta, noodles, cookies, bakery items etc which are being observed and invested by many food-producing and food-processing industries.

Apart from its many benefits, millets have their own share of challenges to be addressed such as millets are labor-intensive crops, not widely available as other crops, low value- product, lack of market access, limited availability of quality seeds etc. The government policy and initiatives are crucial for boosting millet commerce. It is a good source of boosting farmer's income, enhancing food security by curbing the problem of malnutrition in children and women, inclusion of millets in mid-day meal scheme in schools etc. Thus, let's make millets a part and parcel of our daily lives and increase our food diversity.

Balancing Life: A Holistic Approach to Health and Happiness

-Ms Padmalousan Thousen, Guest Faculty, Department of Commerce
Rabindranath Tagore University, Hojai (Assam)

In today's fast-paced world, people are often busy chasing success, marks, money and material achievements believing that happiness will follow once these are achieved. In this process, health is sometimes ignored and stress becomes common among people. Over time, this stress takes control over their lives and are often realized at a later period.

Most people assume that being healthy merely means the absence of illness or physical impairment while ignoring the mental health. A person can only experience true happiness when these two factors are given equal importance and is the true meaning of being healthy. This shows that health and happiness are deeply connected. A holistic approach dives into the core of a life emphasizing the importance of maintaining physical, mental, emotional and social well-being in order to achieve both health and happiness

Physical health is one of the most important aspects of a balanced life. Maintaining good physical health requires regular exercise, nutritious food, proper rest and personal hygiene. Engaging in activities such as walking, yoga, and sports help strengthen the body and improve stamina while a balanced diet provides the body with essential nutrients that support growth and protect against diseases. It can be seen that individuals who take care of their physical health feel more energetic and capable of performing their daily tasks effectively.

Mental health is equally significant in achieving happiness. In modern society, stress, anxiety and pressure from work or studies are common challenges. Therefore, it is important to take care of the mind as well as the body. Practices such as meditation, mindfulness and relaxation techniques help in reducing stress and improving concentration. Engaging in hobbies such as reading, listening to music or spending time in nature can also promote mental peace and emotional stability.



Emotional and social well-being are also essential components of a holistic lifestyle. Human's emotions are complex in nature and differs among individual. Each individual emotional needs are catered in a different manner. Emotional health involves understanding and managing one's feelings in a positive and healthy manner. It helps individuals build resilience and face life's difficulties with confidence. Humans are social being and are required to maintain connections with people around them and plays an important role in the journey towards attaining happiness. Social well-being refers to maintaining positive relationships with family, friends and society. Meaningful relationships provide support, encouragement and a sense of belonging, which greatly contribute to overall happiness. Maintaining all these aspects can greatly influence one's health and happiness.

To conclude, balancing life is essential for achieving health and happiness. A holistic approach that focuses on physical, mental, emotional and social well-being helps individuals lead more meaningful and satisfying lives. By adopting healthy habits and nurturing positive relationships, people can maintain harmony in their lives and experience lasting well-being and happiness



BrandBeat: Growth & Gains

Dabur: Where 142 Years of Ayurveda Meets the Modern Consumer

For 142 years, Dabur has built its brand on a simple but powerful belief: health rooted in nature. Born as an Ayurvedic medicines company, it's now one of India's leading FMCG brands, with its products in almost every tenth Indian household.

Dabur's power lies not only in its legacy, but in how well it bridges that history with today's changing consumer demands. From Dabur Chyawanprash and Dabur Honey to Hajmola, Dabur Red Paste, Dabur Amla, and Real, Dabur has turned traditional Ayurvedic wisdom into everyday wellness products people actually use.

The Trust Factor

Dabur's legacy has earned a deep sense of familiarity and trust that newer brands often spend years trying to build. The company operates across healthcare, personal care, and food and beverages touching many parts of everyday life for consumers. The FY2025-26 annual report highlights the power of this portfolio, with 23 brands each hitting over ₹100 crore. Real crossed the ₹1,500-crore mark, with Dabur Red Paste, Vatika, and Dabur Amla among its top brands

From Heritage to Premiumisation-

Today's consumer wants more than just what's familiar. Wellness, premium personal care, natural ingredients and convenience are becoming increasingly important. Dabur responded by strengthening premium offerings and launching new-age products. In Q1 FY2026-27, its premium brands grew at twice the pace of regular brands, while new products contributed 2.6% of revenue. Dabur's growth is now more driven by expanded distribution, premium offerings, and newer ways customers are buying. The company now reaches about 8.5 million retail outlets, making it one of India's most widely distributed FMCG brands.

Rural India: Where Last-Mile Delivery Really-

Dabur reaches over 133,000 villages across rural India. In Q1 FY2026-27, rural demand jumped 6.2%, outpacing urban's 4.6% growth a 170-basis-point. This is important because categories like hair oils, healthcare, oral care, and digestives already have strong reach in India's smaller towns and villages. Digital channels as Dabur is also riding a different consumption wave in urban India. E-commerce, modern retail, and quick commerce are now key drivers of growth.

In Q4 FY2025-26, e-commerce surged 49%, modern trade climbed 19%, and quick commerce jumped 5%. The Foods business jumped 30% this quarter, thanks largely to new channels gaining traction. Dabur's opportunity lies in connecting two very different markets: deep rural distribution and rapidly expanding digital consumption.

8.5 million outlets + 133,000 villages + fast-growing digital channels = Dabur's new distribution advantage.

ur Goes Green: Turning Sustainability Into a Business Strategy

For a company whose roots are in nature, sustainability isn't just a buzzword it can be a real edge in the marketplace. Dabur's FY2025-26 sustainability report delivers some impressive stats like hitting 107% water positivity, which means it gave back more water than it used. It also kept plastic-waste positivity above 100%.



BrandBeat: Growth & Gains



Dabur

The Green Numbers

65% — renewable energy usage in India operations

53% — renewable energy usage globally

107% — water positivity

98% — sustainable sourcing of high deforestation-risk materials

33% — reduction in water intensity from FY2018–19 baseline

14,872 — farmers supported during FY2025–26

4.1 million — people sustainably transformed through social interventions

Dabur has also eliminated coal usage across its operations, while its virgin-plastic packaging reduction for non-food products reached 3.2% during FY2025–26.

₹36.86 Crore for Communities. Sustainability isn't just about factories or packaging. Dabur invested ₹36.86 crore in community development during FY2025–26, supporting healthcare, education, skill-building, and environmental care.

Why It Matters to Business:

Today's consumers care not just about what a company sells but how it's made. For Dabur, being environmentally responsible strengthens its natural and Ayurvedic brand identity while boosting resource efficiency. For Dabur, green isn't just a message anymore it's woven into how the company operates.

The Green Outlook:

By FY 2044–45, the company aims for Net Zero emissions, while also ramping up renewable energy, sustainable sourcing, and resource efficiency.

Dabur Next: Is It Possible for a 142-Year-Old Brand to Win Over Digital Customers?

Generational trust is something that Dabur possesses that most modern consumer companies cannot create quickly. However, modern consumers find items in a new way. What ends up in the purchasing cart is increasingly influenced by search engines, Instagram, YouTube, rapid commerce, and digital producers. In response, Dabur is fusing technology and data-driven customer interaction with its established brand equity.

The Possibility of Digitalization :

Dabur's e-commerce business increased by 49% and quick commerce by 54% in the fourth quarter of FY2025–2026. The 19% surge in modern trade shows how quickly consumer buying habits are changing.

In order to increase marketing efficacy and customer engagement, the corporation has also been constructing Global Capability Centers with an emphasis on audience segmentation, content intelligence, unified dashboards, and real-time performance tracking.

“From Television to Algorithms”

Dabur faces an intriguing problem. A quick-commerce search, an influencer suggestion, or a short-form film can now lead a customer who grew up watching Dabur commercials on television to the same category.

The product might be well-known. The way to buy is not.

Ayurveda, natural ingredients, wellness, and family trust are among Dabur's traditional qualities that can really .



BrandBeat: Growth & Gains



meet a number of current market trends.

Wellness → Healthcare

Natural ingredients → Clean-label interest

Self-care → Personal care

Convenience → Quick commerce

Digital discovery → E-commerce

Additionally, the scale is already noteworthy. Eight out of ten Indian households use at least one Dabur product, according to the company, which currently has 23 brands worth more than ₹100 crore.



Youth Insight



Health and Happiness: A Holistic Approach

Md Hadiuz Zaman, BBA 2nd Semester

Health and happiness are closely related and together form the foundation of a fulfilling life. In today's fast-paced world, people often focus only on physical fitness or material success, while ignoring mental, emotional, and social well-being. A holistic approach to health considers the complete person — body, mind, emotions, social relationships, and inner purpose. True happiness is achieved when all these aspects are balanced and nurtured together. As a result, stress, anxiety, and lifestyle-related illnesses have become common. A holistic approach to health emphasizes balance among all dimensions of life and plays a crucial role in achieving true and lasting happiness.

Physical health is the most visible aspect of well-being and plays a vital role in happiness. A healthy body allows individuals to work efficiently, enjoy daily activities, and maintain independence. Regular exercise, nutritious food, sufficient sleep, and cleanliness help prevent diseases and improve energy levels. When physical health is maintained, people experience less stress and greater confidence in their abilities. Mental and emotional health are equally important in a holistic approach. Mental health helps individuals think clearly, make decisions, and manage stress, while emotional health allows them to understand and express their feelings positively. Practices such as meditation, mindfulness, deep breathing, and self-reflection promote mental peace. Emotional stability helps people cope with challenges and maintain optimism even during difficult times, leading to long-term happiness. Social health also contributes significantly to happiness. Strong relationships with family, friends, and the community provide emotional support and a sense of belonging. Healthy communication, mutual respect, and cooperation strengthen social bonds. Helping others and participating in social activities create feelings of purpose and satisfaction, which enhance overall well-being. Social health plays a significant role in overall well-being. Humans are social beings, and healthy relationships provide emotional support, security, and a sense of belonging. Strong connections with family, friends, and the community reduce feelings of loneliness and isolation. Effective communication, mutual respect, and empathy strengthen social bonds. Participating in social activities and helping others also enhance self-worth and contribute to personal happiness. Spiritual well-being completes the holistic model of health. It involves having values, purpose, and inner peace. Spiritual health may be developed through prayer, meditation, gratitude, or acts of kindness. It helps individuals stay calm, patient, and hopeful, especially during stressful situations, and encourages a positive outlook on life.

In conclusion, health and happiness cannot be achieved by focusing on one aspect alone. A holistic approach emphasizes balance among physical, mental, emotional, social, and spiritual well-being. When these dimensions are nurtured together, individuals experience lasting happiness, inner peace, and a higher quality of life. True well-being lies in harmony, self-care, and meaningful connections, making life more joyful and fulfilling. Holistic well-being not only enhances personal happiness but also contributes to a healthier society by promoting empathy, cooperation, and emotional intelligence. Ultimately, true happiness is not found in temporary pleasures or material achievements but in overall harmony and balance. By embracing a holistic approach to health, individuals can lead lives that are not only longer but also richer, more purposeful, and deeply fulfilling.



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COMMERCE CANVAS



Exercise is the key not only to physical health but to peace of mind.

— Nelson Mandela —

AZ QUOTES

