

Dimensionally yours....

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From The Desk of the Editor....

Dear Diamonds,

At Dimensions we have plans to influence opinion by getting and promoting business within the Christian community. We do this by inculcating this in the minds of our young Christians, by encouraging them to go for it, to grow rich and wealthy. Such power influences and enables us to enter into the mainstream of public life. Otherwise, we continue to remain an isolated community. Today with the use of the modern means of communication it will be possible to unite as a single fighting force, but we must possess the necessary motivation.

All Christians must play an active part because strength and power are only gained by unity and solidarity. A single twig is easily broken, but put many together to make a bundle and they become extremely difficult to break.

We have created "Dimensions" that is forceful and dynamic. There is lot of truth in the saying: 'All that is necessary for evil to flourish is for good people to do nothing'. At the time when Jesus was on trial for His life, good people did nothing. So He was condemned to death. Thus, we must realize that misplaced public opinion has the capability of rendering us quite impotent. Therefore, we have the great responsibility to make sure that this never happens and that as a group we will speak up, not shut up!

There is an old saying: "Pray as though everything depends on God; work as though everything depends on you." Better late than never: Let's create a rapid Christian strike force on a national level, ready for any emergency, which is made up of skilled, trained and powerful personnel. However, nothing can be achieved without infrastructure. We need a strong Christian presence in higher education, industry, government, science, medicine, television, newsprint, etc. Without this infrastructure we travel down a cul-de-sac and become totally inward looking.

To put this infrastructure in place, we need to discover our peoples' abilities, experience, trade skills, profession, employment, occupation and then put all these to good use. We also need to encourage our young people to take up studies in science, medicine, newsprint, television, etc. This will mean giving financial help for their education. All this will create, in time, various bodies of people possessing strong influence and power within our community, thereby creating a base from which we can express our own opinions.

Dimensions was born from this idea and is growing stronger day by day. Join the world of Dimensions.

Input: The Human Face of Christianity by Peter Symons. I recommend this book to all Christians. It costs Rs.40/- and is available at St. Paul's, Bandra.



With Warm Regards
Freddy Mendonca

Vision :

Dimensions is a movement of Christian entrepreneurs and professionals with a dream to create wealth for its members and the community by pooling and harnessing resources and nurturing each others growth in a spirit of transparency, commitment, excellence and trust.



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Letter to the editor

Dear Freddy,

Thank U for going out of your way to ensure that all the members are informed on all the Updates and Rapid Progress that Dimensions is making in the last few months. It gives me great pleasure to see my Christian Bretheren working towards the Progress of not only our Community but to our Society at large. Due to a varriety of professional reasons - I haven't been able to attend the meetings - and I also haven't been in touch...but I am glad to note that there is a very very good turn out for your monthly meetings and I am sure you and your team members are reaping the fruits and will continue to reap the fruits of your dedication and Hard work. Do keep in touch - its always a pleasure to hear from you.

Warm Regards and Do have a Nice Day
and a Great Week ahead.

Dale D'souza
Dsouza_dale@hotmail.com

Dear Freddy,

Warm greetings of love, peace and joy to you. "Dimensionally yours..." It is beautiful. Congratulations! You are really a precious Diamond of our community. You have a dream to develop all our people; this shows your selfless character. God bless you! I boldly say: Freddy is a man for others.

You have a kind, loving, simple and sincere heart, which is your greatest wealth. I am happy that people have recognized you as the man for others and they have full confidence in you.

You are a well-accepted leader because of your selfless service. Go ahead boldly, do not look back. You have been a great success in building up our community. God will reward your efforts.

God bless your good work!

Fr.Vincy D'Souza Alangar, Moodbidri.
vincyza@sify.com

Dear Leader in Christ Freddy Mendonca,

Greetings in Christ. Congratulations & compliments to you for your innovative idea of starting the new world of Dimensions. Indeed I felt so happy to read your article in Secular citizen "Have we Christians lost paradise? Without any apology" by Freddy Mendonca.

The capsule that you have given for Christian unity is to be well appreciated and applauded by all of us. Of course, better late than never, let us arise, awake and act.

Indeed you have awakened our community with positive thoughts. We all pray our risen Lord will shower blessings for your good health, wealth, peace and prosperity.

Thanking you,
Yours in His Service

Lion. C. Francis, Mjf, Hyderabad
lioncfrancis@sify.com

Dear Mr. Freddy,

I have gone through the site. Congratulations! It is indeed great work done. Through this site you can reach many more people. Now, in this age of the Internet, people do most of their work online, searching for business information, etc. It is through the Internet that you will succeed in your goal. This is why I feel that the directory for business information should be expanded much more.

I pray to God to give you more prospects in business and to bless you with good health and happiness.

With warm regards,

Helen
sara32390@rediffmail.com

Dear Diamonds,

A big thank you for inviting me to participate in today's meet. (28-07-07)Honestly, it was a very good experience and I am sure that this movement will onlygrow in all dimensions and directions. The warmth, zeal and gusto were present in all those present. I was under the impression that the gathering would last an hour or so and accordingly I had scheduled another meeting at Vashi at 10.30 am which could not be avoided or postponed. That is my loss that I couldn't join you all for interaction and tea later. With best regards,

Norbert T. Noronha Thomas
ttplbby@vsnl.com

Dear Freddy,

Congratulations are in order as the meeting this morning (23rd June, 2007) was not only well attended, but the topics discussed were also realistic. The cause of STRESS and STRESS BUSTING methods were well touched upon and brilliantly post-mortemed by Angelo. Good work all round and enthusiastic participation like this will not only bring in more Diamonds into the fold, but perhaps a day will come when seating capacity needed will exceed 300-500 at a time. God bless your efforts!

Ely M. Lobo
ellylobo@rediffmail.com

Dear Freddy,

I commend you for your energy, your commitment and your consistency in creating, supporting and ensuring this structure remains a powerful, business networking platform for the community.

You are an inspiration to all of us. God bless!

Raymond D. D.
raymond@successwerkes.com

"with Best Compliments" From : Antony Silva (Ex. Director)

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BUSINESS : AN ANETHEMA FOR CHRISTIANS

by Marshall Sequeira - A freelance writer

Most Christians have an aversion for business and it is not hard to trace the origin of this 'phobia'. As good Christians, we are guided by the biblical teachings that we have come into this world to 'serve' and not to be served. No wonder, by chance or choice, most of us land up with 9 to 5 jobs serving those businessmen and industrialists who, with their sheer vision and foresight, established enough enterprises for all of us to serve. The BPOs have contributed their mite.

On a more serious note, we Christians, unfortunately lack the business acumen to be successful in running it and making it profitable. Very few Christian businessmen have been successful and those very successful ones have shown that given the will and determination it is not entirely difficult. Others have given up mid-way.

Some of the constraints that come to mind why we Christians are apprehensive when it comes to business are:

- Inability to take risks we tend to forget the age old maxim higher the risks, greater the reward. Unfortunately we like to play safe and look for gains even before investing.
- As a fun-loving community obsessed with the 3 Ds [Dress, Drink and Dance] we prefer the cushy life with fixed salary, fixed timings and evenings free for dating and partying, something which is a mirage for true businessmen. They reserve the weekend for this.
- Inability to generate requisite funds for business. Safety of the family [in terms of roti, kapda and makan] always remains a priority with 'a bird in hand is worth two in a bush' mentality. Unlike other communities, other family members do not come forward with any financial help. We do not encourage the joint family system and this perhaps is one of the key factors responsible for our failure on the business front. Jealously is very much prevalent when someone succeeds.
- Before a business can be successful, it faces enormous teething troubles and we lack the patience and the mental strength to face such situations. Similarly, after successful establishment of the business, there is, what is called the 'gestation period' a period of consolidation after which one can hope to see the fruits of labour, i.e. the profits. Failure to face this spell, however long it may take, makes most aspirants nervous and more often than not, they give up.
- Facing bureaucratic hurdles is one of the essential qualities required to start a business in this country. Multiplicity of authorities, harassment from petty officials, and demand for bribes unnerve us. Every businessman has to face the municipal authorities, the sales tax authorities, the income tax officials and the excise staff. These are the realities of business and not accepting that truth will resemble the ostrich

approach. We have that 'holier than thou' attitude and this does not help matters. If you do the business without breaking the rules, it should not be difficult to overcome these road blocks. We lack negotiating skills to convince others and to get the work done.

- When it comes to dealing with workers, staff and even the vendors, one must have that entrepreneurial skill to be tough when required and be accommodative if the situation warrants. Perhaps the 'be generous' approach and 'offer your other cheek' concept do not help to develop the right attitude required for business.

Communities like the Bania and the Marwaris have shown that with hard work and willingness to put in long hours, one can be successful. They say business is in their blood. True! It comes naturally to them. Though most small businessmen are hardly educated, they know the numbers well so also the rules and regulations [including loop holes which they exploit to their advantage]. Had it not been for the likes of Ambanis, Modys, Singhanias, Tatas, Birlas, etc, we would have been stuck with farming. We curse these people for prospering through evasion of taxes, excise duties, custom duties, etc. Yet we work for them and earn our daily bread. Let us remember that "A man is not honest just because he has had no chance to cheat". It is easy to cast aspersions with sweeping statements. We take pride in saying that we salaried people pay our taxes but do we really have an option?

Communities like the Banias, have come up with sheer hard work. You can see a Bania shop open at 7.00 in the morning and remain open [without a break] till 9.00 at night. They help one another, guide others who want to start a business and even extend financial assistance. The surplus funds rotate within the community. This is unparalleled.

Can we learn something from this? We, as a Community, are generally educated and some of the people have proved to be good successful businessmen. It may be a good idea if such businessmen in each Parish offer their expertise to help those aspiring young men who have dreams but lack direction and guidance.

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INTERVIEW

“Commencing with this issue, we will be introducing a Diamond who has made a significant contribution to our Dimensions effort. This time, we present:

*Mr. Clifton D’Silva
(in an interview with Mrs. Veronica Paul)*

Mrs. Veronica Paul spoke to Mr. Clifton Desilva, Director-Altina Securities Pvt. Ltd.

You began your career more than 25 years ago. At that time the capital markets in India were underdeveloped and the scope too was limited. Why did you take this non conventional route to begin your career?

At the time when I began my career the capital market was underdeveloped and at that time the stock market was viewed as gambling dens.

After completing my education I was offered jobs at prestigious companies like Hindustan Lever, Life Insurance Corporation and Reserve Bank of India. Despite these prestigious offers, I decided to take up a job at a small and unknown firm at that time JM financial (Now JM Morgan Stanley)

I took this bold and unconventional decision on the firm belief that over a longer period of time the capital markets in India had tremendous growth potential and I was fully prepared to take a short term hit for a long term benefit.

In the initial years how did you handle an activity which was in a nascent stage?

At the time I joined the capital market there were only two small firms in the field and it acted as a limitation as it restricted your scope for both movement and growth in the short run. But as I had a firm belief that the capital market is set for explosive growth going forward, it was worth the risk.

Also over the years I gained tremendous experience in all facets in the capital market with special emphasis on Portfolio Management and equity research. From a very young age I was fortunate to have the opportunity to manage the investments of top industrialists, corporates NRIS and other professionals like doctors, lawyers etc.

In order to generate superior returns on the portfolios, it was necessary to conduct extensive research on companies and hence over the years I have visited the plants of several hundred companies and have had management interactions with almost all managements of reputed companies.

Before you launched yourself into business you were the Investment manager of Tata Investment Corporation as well as a Director in a Tata firm. Why did you take a bold step of forfeiting such a cushy job and take the risk of getting into the business of stock broking which is non conventional for our community

I was the investment manager at Tata Investment Corporation for a period of ten years i.e. from 1983 -1993. During my tenure the portfolio grew from Rs. 30 crores to over 600 crores. A feather in my cap was that a young I was appointed as a Director in one of the Tata firms. Therefore as far as my job was concerned it was both exciting as well as challenging.

However, as the capital markets were set for a major takeoff, I thought my role on my own could be much larger and also span to a larger audience. A new screen based exchange in the form of the National Stock Exchange was being set up and I was keen to acquire membership of this exchange. There were quite a few

people who were surprised by my decision and advised me that it was inappropriate to leave my job mainly on two counts-one that I was with one of the largest industrial houses and two since I was occupying a very high position at a young age, and the scope for further growth was tremendous.

However, I did appreciate their sentiments, but for me sharing my skill and expertise to a larger audience was uppermost in my mind and I was confident that my expertise built over the years could aid me in creating wealth for my clients. Also I am fortunate to have Tatas as one of my major clients as of now. Looking back the decision has paid off well as both my firm as well as my clients have grown and going forward my objective is to pursue my mission of creating wealth for my clients.

Why is the Christian community apprehensive of investing in the stock market and are there any ways of changing the mind set.

I firmly believe that the capital market is an ideal place to create huge wealth. Over the years several blue chip companies have generated enormous wealth for their stakeholders.

Barring the Christian community experience shows that most of the other communities have been active in the capital markets and have benefitted substantially. However it is unfortunate that the catholic community have preferred to ignore the capital markets and instead focus on the traditional forms of investment like fixed deposits.

However in recent times I am witnessing a rapid change in investment styles. At several investment seminars and workshops for Catholics I have made presentations highlighting the benefits of investing in equities which is being appreciated. Another limitation is that a large part of the catholic community is in service and therefore their portfolios may not be large enough for most portfolio managers to get interested.

On my part I do not look at the size of the account of any community member and apart from large accounts I manage several hundred small accounts and what is important I have never charged a management fee or a return sharing fee.

What is your investment advice to the community?

The Indian economy is in an explosive growth phase. The last two decades have witnessed a complete transformation in the economy which is reflected in the growth of the capital market. Just two decades back raising an amount of Rs. 50 crores from the capital market was a difficult proposition. Last month in a span of just 10 days two companies in the form of ICICI Bank and DLF raised almost 30,000 crores. To me this is just the tip of the iceberg.

Therefore investment in the right stocks can create huge wealth. The members of Dimension consist of many talented and enterprising businessmen, who in my view if given the right encouragement and finance can create huge empires which could bring glory to the community.

I am already in the process of initiating certain members to change their mind set and grow big. I have been instrumental in taking several companies to the IPO market and I shall be most pleased if the same service could be rendered to catholic businessmen

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PROFILE

Mr. Clifton Desilva began his investment career as Investment Manager at J.M Financial Investment Consultancy Services (now J. M. Morgan Stanley)

In the year 1993 Mr. Desilva set up Altina Securities Pvt, a company engaged in the field of stock broking, Investment management and equity research.

Prior to setting up Altina Securities Mr. Desilva was the Investment Manager of Tata Investment Corporation where he managed the firm's huge investment portfolio which amounted to several hundred crores.

During his career as an Investment Manager Mr. Desilva had the distinction of managing the investments of thousands of clients which comprised of individuals (both residents and non residents) high net worth individuals as well as corporates. Mr. Desilva has managed the portfolios of some of the best known names in the city.

In order to achieve superior returns on the portfolios managed Mr. Desilva conducted in-depth research on all the investment parameters such as the economy, sectors as well as companies. This objective was achieved through regular plant visits and management meets. Mr. Desilva has over the years visited several hundred plants all over India and also met managements of several hundred companies. This unique experience helps him in

taking balanced investment decisions

The rich experience gained over the years is channeled for the benefit of investors at large. Mr. Desilva has been very aggressively contributing to investor's education and awareness programmes. He has conducted and participated in several investment seminars both in India and abroad.

Apart from regular seminars and workshops conducted regularly Altina Securities conducts, the firm owned by Mr. Desilva conducts a seminar at the beginning of every year on the stock market outlook for the relevant year. For the past several years this seminar is held at Sacred Heart School Hall, Santacruz and is well attended. What is important to note is that all these seminars are conducted free of cost.

Another route of contributing to investor education programmes through the media, Mr. Desilva has authored a number of articles in leading investment publications. A regular feature is the article authored by Mr. Desilva on investments which appears every Tuesday in the Afternoon newspaper. Also the views of Mr. Desilva on the outlook for investments are sought regularly by leading investment publications

Mr. Desilva was also a Director on several listed companies where he was instrumental in contributing to the growth plans of these companies.

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Bran Muffins.....

* The couple were 85 years old, and had been married for sixty years. Though they were far from rich, they managed to get by because they watched their pennies.

Though not young, they were both in very good health, largely due to the wife's insistence on healthy foods (LOTS of bran muffins for their fiber) and exercise for the last decade.

One day, their good health didn't help when they went on a rare vacation and their plane crashed, sending them off to Heaven. *

* They reached the pearly gates, and St. Peter escorted them inside. He took them to a beautiful mansion, furnished in gold and fine silks, with a fully stocked kitchen and a waterfall in the master bath**.

** A maid could be seen hanging their favorite clothes in the closet.

They gasped in astonishment when he said, 'Welcome to Heaven. This will be your home now.' *

* The old man asked Peter how much all this was going to cost. 'Why, nothing,' Peter replied, 'remember, this is your reward in Heaven.'

The old man looked out the window and right there he saw a championship golf course, finer and more beautiful than any ever built on Earth.

'What are the greens fees?', grumbled the old man. 'This is heaven,' St. Peter replied. 'You can play for free, every day.'*

* Next they went to the clubhouse and saw the lavish buffet lunch, with every imaginable cuisine laid out before them, from seafood to steaks to exotic deserts, free flowing beverages.

Don't even ask,' said St. Peter to the man 'This is Heaven, it is all free for you to enjoy.'

The old man looked around and glanced nervously at his wife.

'Well, where are the low fat and low cholesterol foods, and the decaffeinated tea?' he asked.

'That's the best part,' St. Peter replied. 'You can eat and drink as much as you like of whatever you like, and you will never get fat or sick.

This is Heaven!'' *

* The old man pushed, 'No gym to work out at?'

'Not unless you want to,' was the answer.

'No testing my sugar or blood pressure or...'

'Never again. All you do here is enjoy yourself.'*

* The old man glared at his wife and said, 'You and your bran muffins. We could have been here ten years ago!'

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Contact the Editorial Team.

Another Milestone - The July Breakfast Meeting - 28th July, 2007 At Hotel Atithi.

Dear Diamonds,

Today, the total number tallied 49 to be precise! And it was a great feeling to see the meeting start exactly at 8.10 a.m. with a full house.

Freddy started the meeting with a meaningful prayer invoking the blessings of the Lord followed by a hearty welcome to all.

Mr Vinod Noronha then took up the welcome speech and did a great piece of work, since Ms Francin Pinto who was to make the speech excused herself, as being unable to attend the meeting.

Janet Pinto then took over and conducted a brief session titled Get inspires, which was followed by a very well presented session titles inspired all of us, followed by a well presented session of around 15 minutes on nutrition related issues titled "Ignorance is no excuse for forgiveness" by Ely Lobo

The topic of today's group discussion was "The Art of Decision Making", which was chaired by Tony Silva. Those present

shared their views frankly and openly, and we all took something away from the touching personal experiences shared.

Leslie Frank provided additional details on **Dimensions Trade and Commerce Ltd.** and informed those present how they could be a part of its growth and success, inviting those with ideas on how to service the capital and generate wealth to be used for nurturing talent and spirit of enterprise in the community, as well as for self growth.

A total of 20 new Diamonds introduced themselves given a brief of one minute each to do so.

Finally, Advocate Joe Reddy thanked all those present for attending the meeting, and Rev. Fr. Tony Santarita led the group in a concluding prayer.

You can get photographs and further details from www.secularcitizen.com

Minutes compiled by Leslie Frank

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THE TIME HAS COME...

The time has come for each one of us, Christians in India, to take stock of where we stand today vis-a-vis the rest of the nation. India is on the threshold of a great future and yet as a community, we exist on the fringes of mainstream society especially in business and public service. To add to our woes, we are also looked upon as a minority with a soft underbelly, our votes don't count, our voices are not heard and we are discriminated against. We need to understand that while this impacts the whole community, it also affects each one of us individually. It is not about someone in a far-off distant corner of India who is being victimized. It is about you and me. Here and now. When one of our community members is discriminated against, our individual strength is eroded.

How can we change this? Through Power:

1. **Economic Power,**
2. **Intellectual Power,** and the
3. **Power of Conviction.**

Firstly and fundamentally, we need to raise the bar in terms of prosperity and education. Next, we need to make a paradigm shift in our own way of thinking. Finally, we need to influence how others perceive us. In other words, we need to become an economic, intellectual and dynamic powerhouse.

In this section of a 3-part analysis, I would like to focus on:

Economic Power. Economic strength is power, whichever way you look at it. Money oils the wheels of society and affects every social relationship. It is not an end by itself but is certainly a means to almost everything. I do believe that we Christians have been living in denial regarding its importance and relevance to our wellbeing. We treat it as a necessary evil. It is high time we gave it the respect that it deserves. But to do this, we must first accept the fact that economic prosperity and the creation of wealth do not run counter to Christian teachings.

We are in fact exhorted by God to earn our bread and to use our money judiciously. In the parable of the ten talents, the servant who multiplied his wealth was rewarded, the one who did not was penalised. God endowed Solomon with singular wisdom **and** vast riches in order to empower him to further God's plan on earth. Money should not be our master, but rather, a useful servant. I do believe, therefore, that that we owe to ourselves to be financially sound and prudent.

Economic strength constitutes inherited wealth, property and the ability to create wealth. Previous generations by virtue of hard work, prudent spending and holding good positions in industry accumulated enough wealth to invest in equities, buy property and build a comfortable nest egg. Unfortunately, instead of multiplying these assets, many of us frittered them away through lavish lifestyles & short-term planning. As a result, the Christian community is, by and large, an impoverished lot. However, it is still not too late to stem this trend. We could start this process at our familial grassroots. Too many families today are splintered over property and inherited assets. As a result, a third party usually ends up taking advantage of the situation to the detriment of all involved. It is tragic to see that even properties that come under Catholic societies are being sold to the highest bidder in violation

of society rules. Scores of families are being driven out of developed suburbs, out of the environment they grew up in, into the far flung suburbs where life is much tougher, especially for the younger generation. Let our property that has been bequeathed to us by our forefathers remain within the family or at least within the community. Today, with the rising economy, our youth does not have to migrate to foreign lands to carve a destiny for themselves. The opportunities are right here in our own backyards. In fact, a number of young people who have settled abroad are longing to return to a glorious India. Let's help them by preserving and expanding what our forefathers in their wisdom bequeathed us. We need to give our children a better future.

Christians are known to be a "service community", meaning that a large percentage work in organizations in various rungs of the hierarchy. Mostly, at the lower rungs. Why should it be that way? We have skills that are as good as anyone else, maybe better. So what holds us back. Education? Definitely, one of the reasons, but also our apathy and lack of ambition. We, our menfolk especially, are too laid back and "susegad". Traditionally, it was the man's job to earn and support the family so that the wife could look after the children. Today, the women often end up doing "double duty" while the menfolk take it easy. I hasten to say that this is not the case in every home but increasingly, women work harder today, away from home, than in days gone by. The fallout is that our children do not get the direction, supervision and support that is so critical to their growth. We need to look at this seriously.

While we have the skills to participate in the service sector, we need to also explore and challenge our capabilities in the areas of business and enterprise. Those of us who are already entrepreneurs or own small businesses need to develop critical skills to keep abreast of the latest developments in our respective fields. While business ethics come easily to us, and this is a great asset, we also need to improve on other market-driven skills and to constantly innovate. We need to stay competitive. The support of the family, especially the youth, in expanding the scope of business is invaluable.

The creation of wealth also necessitates a hard look at our savings, investment and spending patterns. Many of us are risk averse, in which case, our preference should be towards prudent spending and wise investments rather than conspicuous and needless consumption.

Retirement and early retirement do not necessarily mean the end of our capacity to generate income, if we so desire. Many of us have probably found that our sizeable retirement funds and early retirement packages get depleted all too rapidly given the eroding value of the rupee, high inflation and dipping interest rates. Today, there are plenty of opportunities for those who look for them. For example, there is an ongoing demand in BPO's and call centers for people with good language skills. What if some of us, who are willing and able, were to give these jobs a shot, at least on a part-time or contractual basis. This would have a 3-fold benefit, the retirees could generate extra income, the BPO's would get their manpower and most importantly, our youth could continue with their education. Sounds preposterous? Look at it this way.

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LEADERS IN ORAL HEALTH CARE

Dimensionally yours....

7

*If you want others to be happy, practice compassion;
if you want to be happy, practice compassion*

THE TIME HAS COME....

At this stage in life, retired folks don't have to worry about career progression, or saving up for a house, marriage, etc, and besides, they can "call it a day" at anytime without much angst. Think about it.

We also need to change our attitude towards work. In western countries, there is dignity of labour, and people do not hesitate to take on any kind of honest work provided the payoff is good. When we work towards a goal, be it personal, further education, a promotion or career progression, work becomes a vehicle towards that end. Also, while working hard has its benefits, one should also aim to work smart. An idea that produces the same result with less effort is twice as valuable. That's where lateral thinking and innovation come in.

To summarise, the enhancement of our economic power will definitely give us the necessary edge and confidence to make a difference to our country, to our community and, not the least, to the quality of our own lives as individuals.

(To be continued in the next issue)

Veronica Paul

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HEART TIPS FOR BUSINESSMEN

1. Thumb rules for a businessman to take care of his heart:
 - Diet Less of carbohydrates, more of protein, less oil
 - Exercise Half an hour's brisk walk, at least five day's a week; avoid lifts and avoid sitting for a long time
 - Quit smoking
 - Control weight
 - Control blood pressure and blood sugar levels
 - Avoid pork and mutton as far as possible
 - Drink in moderation. Avoid alcohol if you are diabetic
2. Quite often we hear that some apparently young healthy person gets a cardiac attack. This is called silent attack. That is why everyone past the age of 30 should undergo routine health check-ups.
3. Heart diseases are hereditary.
4. Change your attitude towards life. Do not look for perfection in everything in life.
5. Walking is better than jogging, since jogging leads to early fatigue and injury to joints.
6. Cholesterol build-up in arteries starts from childhood. Diet control, daily walk, and eating walnuts can control cholesterol content in the blood.
7. Fruits and vegetables are good for the health and oil is bad.
8. All oils including sunflower and olive oil are bad for the heart.
9. Carry out routine blood tests to ensure sugar, cholesterol is okay. Check BP once a month.
10. When a person gets a heart attack help the person into a sleeping position, place an aspirin tablet under the tongue together with a sorbitrate tablet, if available, and rush him to a coronary care unit the maximum harm takes place within the first hour.
11. It is extremely difficult to differentiate between pain caused by a heart attack and that caused due to gastric trouble, without an ECG.
12. Indians are genetically three times more vulnerable to heart attack than Europeans and Americans. Sedentary lifestyles, smoking, eating junk food, lack of exercise are some of the factors responsible for steep increase in heart problems among youngsters.
13. Many of us have an irregular daily routine and many a time we have to stay late nights in office. When you are young, nature protects you against all these irregularities. However, as you grow older, respect the biological clock, cut down your activities and relax you will live longer.

J. P. Sequeira, Director

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