



THE KEY TO AN ACTIVE AND HEALTHY LIFE

Traditonal VS New India

The transition from Old India to New India has brought about a "physical inactivity pandemic." As the economy shifted from muscle-powered labor to desk-bound digital work, the natural movement once embedded in daily life has largely disappeared.

Feature	OLD INDIA	New India
Occupational Demand	DemandHigh Exertion: Farming, manual labor, and craftsmanship required constant standing, lifting, and walking.	Minimal Exertion: Desk-bound "White Collar" jobs; 8-12 hours of sitting in front of screens.
Domestic Chores	Manual Labor	Automated
Commuting	Walking to stations or cycling long distances.	Air-conditioned cars, bikes, and app-based cabs. E-rickshaws have replaced the short walk.
Food Procurement	Walking to the <i>mandi</i> , carrying heavy bags of produce, and selecting fresh items daily.	Groceries and meals ordered via apps delivered directly to the doorstep.
Postural Health	Frequent squatting and floor-seating maintained joint flexibility.	Tech-neck" and lower back pain due to poor ergonomic chairs and slouching over devices.
Health Impact	Health risks were primarily related to hygiene and nutrition.	High rates of Obesity, Type 2 Diabetes, and Hypertension (NCDs).

NON-COMMUNICABLE DISEASES (NCDs)

The rise of Non-Communicable Diseases (NCDs) like diabetes, hypertension, and cardiovascular disorders in India is often described as a "silent epidemic." This shift is largely driven by the rapid environmental and behavioral changes that accompanied the transition from a traditional to a modern lifestyle.

MODIFIABLE RISK FACTORS



UNHEALTHY DIET



PHYSICAL INACTIVITY



ENVIRONMENTAL STRESSORS



OBESITY

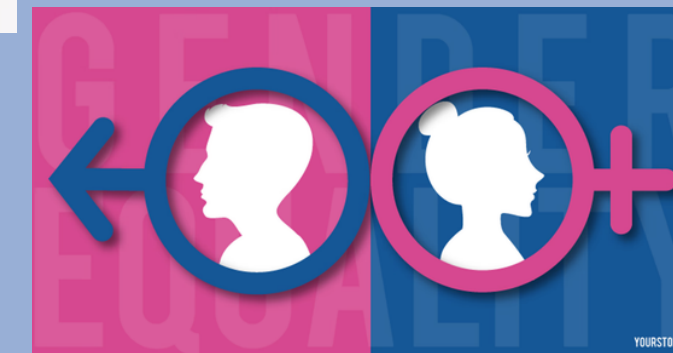
NON-MODIFIABLE RISK FACTORS



AGE



FAMILY HISTORY



GENDER



ETHNICITY

HEALTH

PHYSICAL
ACTIVITY



DIET

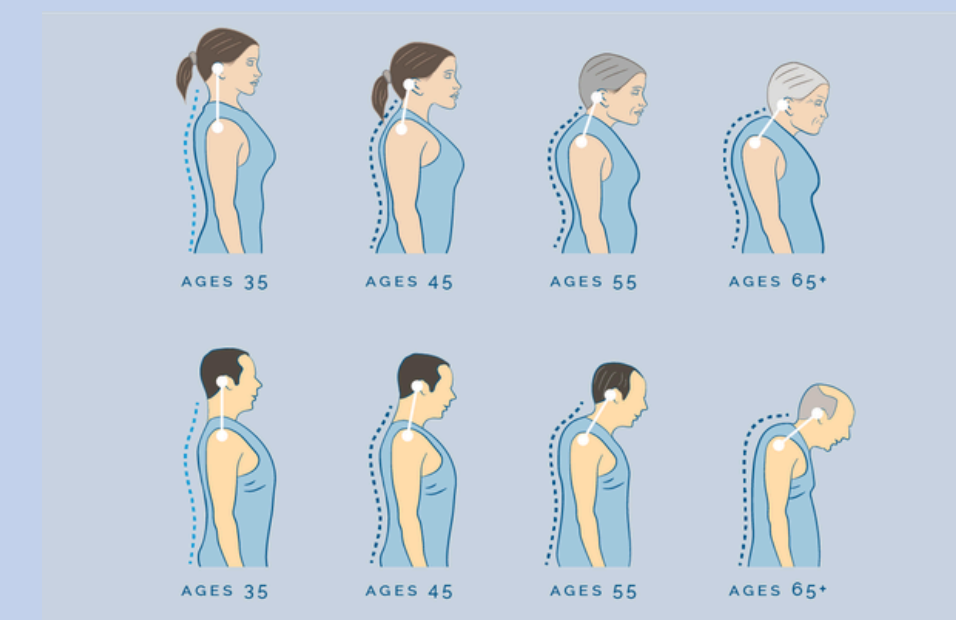
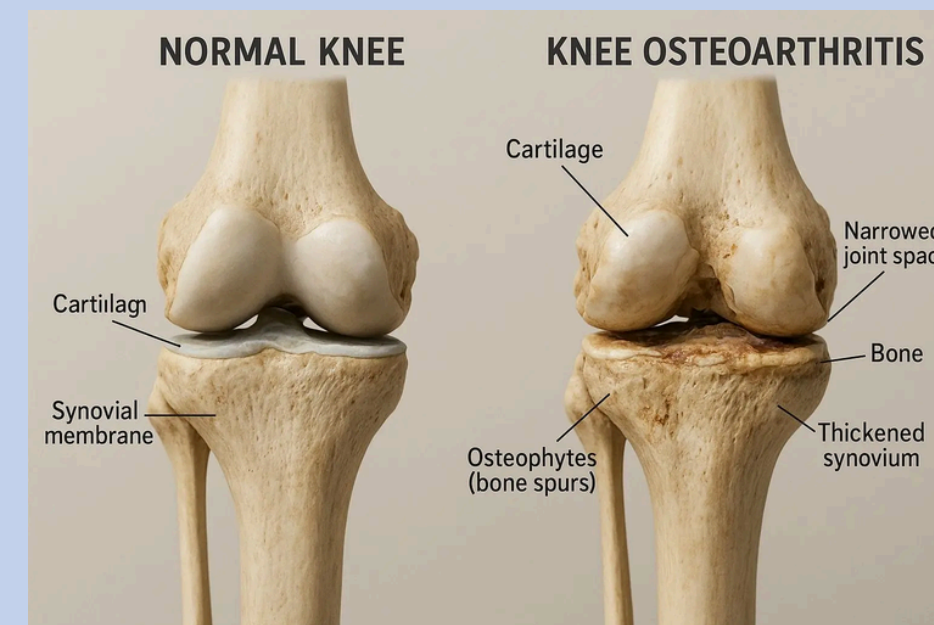
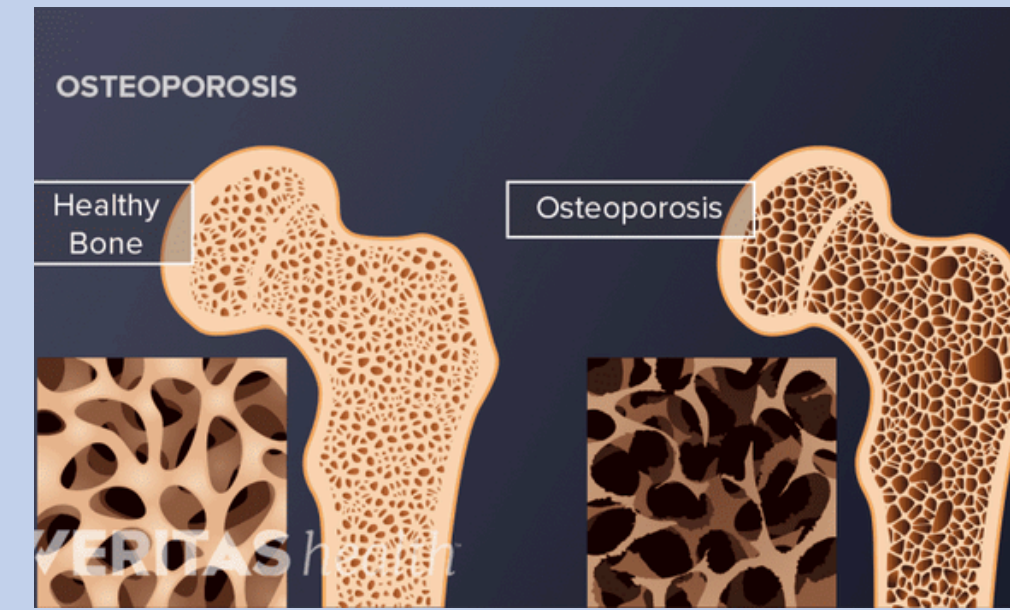
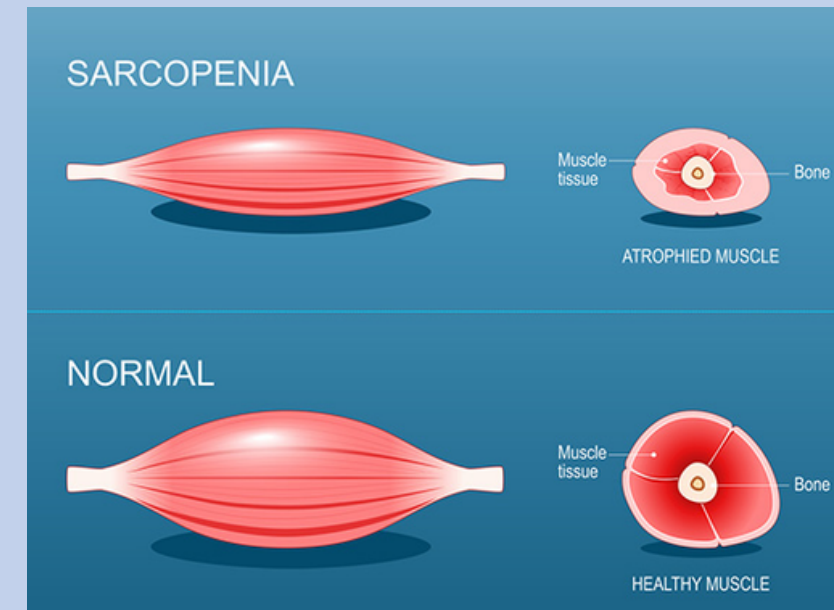
**UNSUPERVISED TRAINING OR
PHYSICAL ACTIVITY
LEADS TO INCREASED RISK OF
INJURY THUS THE PHYSICAL
ACTIVITY IS DISCONTINUED
AND WE ARE AGAIN STUCK IN
THE SEDENTARY LOOP !!**

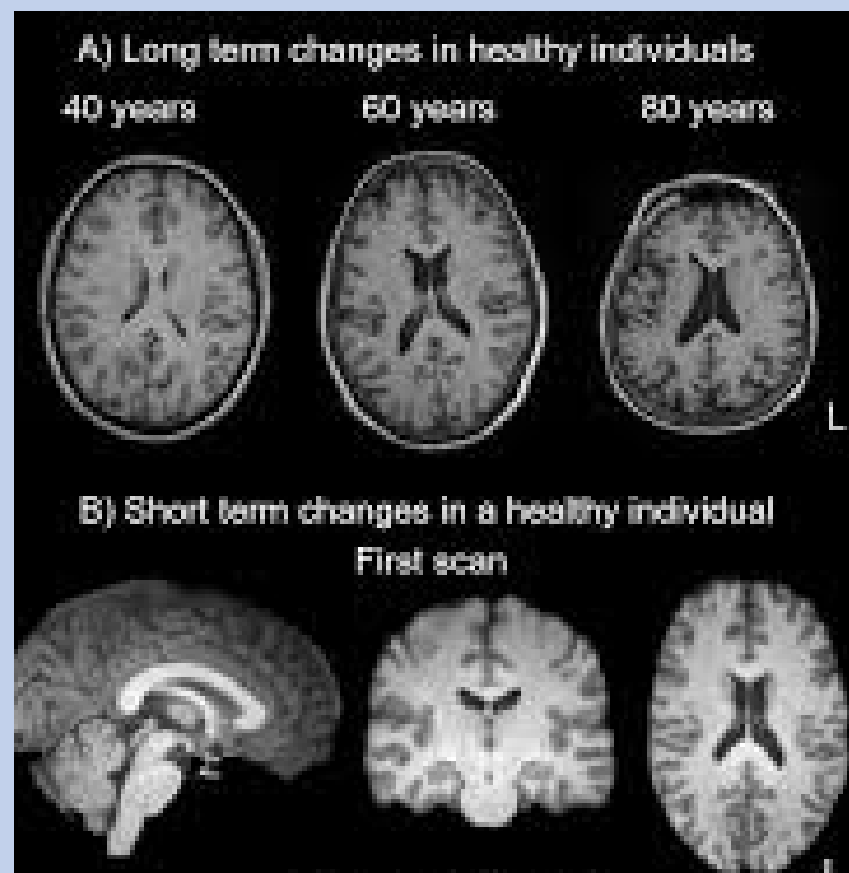
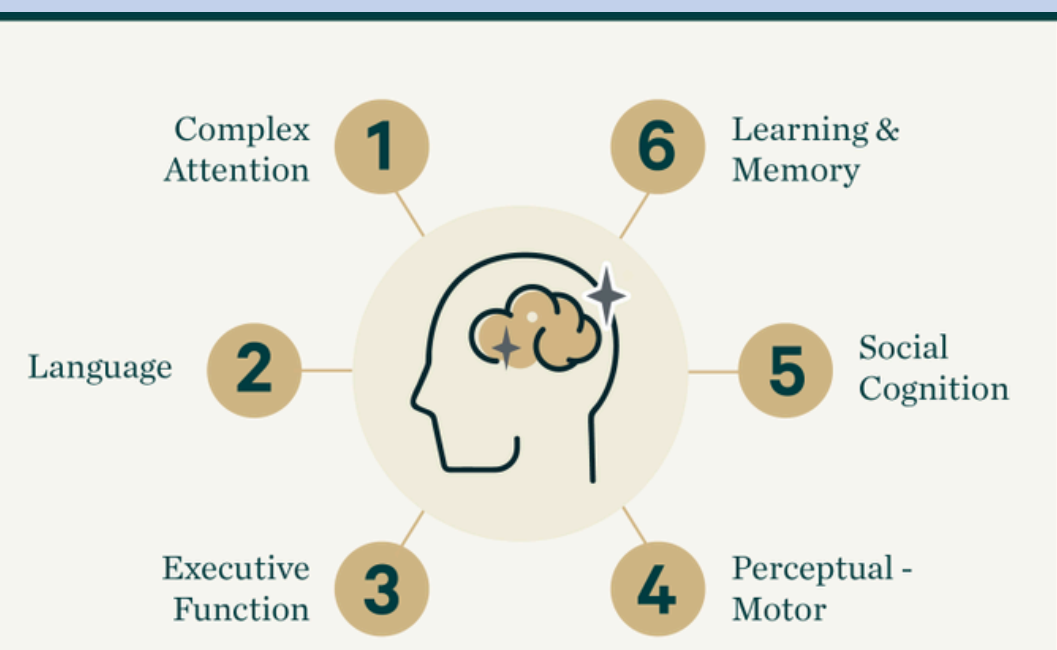


AGE RELATED CHANGES

Musculoskeletal System Changes with Aging

- Sarcopenia, Reduction in muscle mass and strength and decrease in type II (fast-twitch) fibers leading to reduced power and endurance
- Decreased bone mineral density → risk of Osteoporosis and increased bone fragility → fractures (hip, spine, wrist)
- Degeneration of articular cartilage, reduced synovial fluid → stiffness leads to Osteoarthritis and Decreased joint range of motion
- Postural Changes like kyphosis (forward curvature of spine) reduced height (vertebral compression) and altered biomechanics → balance issues.





Neurological System Changes with Aging:

- Brain Structure Changes, Decrease in brain volume (especially cortex), Neuronal loss and reduced synaptic density
- Neurotransmitter Changes, Reduced levels of dopamine, acetylcholine, Slower signal transmission
- Cognitive Changes, Mild decline in memory and processing speed, Reduced attention and executive function, Increased risk of Alzheimer's Disease.
- Sensory Changes, Decline in vision, hearing, proprioception, Slower reaction time, Reduced coordination and balance, Slower reflexes → increased fall risk

WHAT IS THE SOLUTION FOR THIS??

INJURY PREVENTION PROGRAM



- Before starting any rigorous training or activity it is necessary to make the body i.e Musculoskeletal and the cardiovascular system ready for it.
- Strength training is often misunderstood and done without any guidance or supervisions, but it is criteria based and calculative
- Strength training should be individualised and personalized as per dedicated formulae based on body weight, height and Repetition Maximum (RM)
- Criteria for strength training includes : Pain free movements , full range of motion and good flexibility.

Advantages of INJURY PREVENTION PROGRAM

01

**Injury Prevention &
Structural Integrity along
with Mastering "Mind-
Muscle" Connection and
Improved Range of Motion
(Mobility)**

02

**Correcting "Sedentary
Posture" (The New India Fix)
and improving Metabolic
Flexibility**

03

**Age-Independent Benefits
like
Joint Lubrication, improved
Balance and Fall Prevention**

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KINDLY SHARE YOUR FEEDBACK



**Thank
you!**