

# 'Life' Bliss

DIGITAL EDITION

## IMPACT OF DIGITALIZATION IN MODERN ERA



**Our heartiest wishes for Happy Diwali and a Prosperous New Year for all our Associates, Friends and Families, Philanthropists and Well-wishers.**

With the adaptation of information technology, throughout the world, things have shifted from manual work to the digitalization. The demand of adapting digitalization has increased in the companies as it has made the work easier, quick, and flawless. These three important advantages have largely impact not only on the growth of any business but also to service sector. Digitalization provides several ways to use digital technologies to modify the business and service model and provide better revenue and value-produced opportunities. Digitalization includes all activities and processes that have been thought impossible to attempt by people in less time period.



The digital era brings all kind of information to our fingertips. For eg. people now rely heavily on computers and mobile phones with internet, which gives us an immediate answer to any

questions we might have. Digitalization has also transformed our ability to communicate, with numerous apps which allows us to send messages to each other immediately and in many different formats. Thanks to digitalization we are also better able to communicate new ideas, which helps to spread more quickly.

Technology has become so much essential that people can't imagine their life without it. Use of technology can serve as an advantage or disadvantage, based on the way how the user uses it. **When it is used judiciously, it comes to as an advantage, but when it is used extensively or without any purpose / leisure, then it definitely leads to a disadvantage.** Many people have become addicted to using technologies that has made them overly dependent on it. Improper use of it leads to its

abuse that results in causing a variety of safety and health consequences. Every advancement of technology has resulted in creative destruction. As most of the things are automated nowadays, technology has reduced the need of manual work in organizations. This has increased the rate of unemployment. With the growing online financial transactions, the possibility of cybercrime and frauds have also increased. The cases of misusing of personal information and photos on social media has increased.

On the other side technology has a significant influence in our day to day operation. Whether it is telephone, water, electricity or transport, technology has made its contribution everywhere. Technology has a greater effect on the fundamental characteristics of cultures that includes laws, art, language, mobility, health care, religion and education. Technological advancements have significantly improved our living standards. Enhanced technological developments in the field of medicine has enabled doctors with latest technological equipment that offer quick and precise detection of the illness. This helps in treating an ailment at the early stage. Video conferencing has enabled doctors to treat patients in a virtual environment.

Digitalization has connected underserved and unreachable rural people to make it easier for them to access technological services. As in the same way Project 'Life' decided to make the transition and transformation on digital platform. Almost in overnight, we launched the digital version of all programs of Project 'Life's' all interventions. We took all our training and events online ensuring our reach to the most remote parts of the region, exceeding beyond geographical barriers of state and country. All this was materialized on the basis of the timely foresight of making the digital transition for all the interventions of Project 'Life'.



**Chandrakant Koticha**  
Founder Executive Trustee  
Project 'Life'

Digitalization is like the two sides of coin that gives positive as well as negative effects. It is in our hands to decide how to use it in the right way. It is important to remember that we must use it for the conservation of resources and not its exploitation. If each one of us do it in this way, then we can save our planet from the negative influence of technology and make world a safer place for present as well as future generations.



**Meetal Koticha Shah**  
Joint Executive Trustee  
Project 'Life'

**From next edition we are going to start an article series on “5 Ways to be Mentally Healthy”. So, keep reading and spread the positivity.**



1981

## CSR Initiative of IDBI Trusteeship



## New Technology NEO IRIS



## Progress Report

Particulars	Total Blood Units Collected	Total Blood Units Supplied
April-2021	709	1927
May-2021	871	1867
June-2021	1094	1389

## Procurement of New Ambulance



**Mrs. Ranjan & Mr. Ravi Cheral**

Donor, Project 'Life', Rajkot



Virtual Inauguration by

**Mr. Manoj Aggarwal, IAS**

Additional Chief Secretary Health & Family Welfare Department  
Government of Gujarat, Gandhinagar, India.



**Mrs. Rinny & Mr. Jaydev Unadkat**

Indian Cricketer  
Brand Ambassador, Life Global, USA

## Life Thalassaemia Prevention Centre

We completely comprehend and accept the fact that 'Prevention is better than cure'. Ascribing to this tenet, the Life Thalassaemia Prevention Centre commenced initiatives to prevent the growing prevalence of this deadly disease and being pioneer in the field of blood transfusion. Through mass awareness drives, we have screened over 6,78,000 tests and reached to over 14,74,000 people. The efforts of the centre are gradually yielding positive results but we still believe that much more needs to be done.





## VACCINATION AWARENESS DRIVE UNDER CORONA VIRUS DISASTER RELIEF



**30,000**  
People  
Reached



**15,000**  
Registered  
for COVID  
Vaccination



**15,000**  
People  
Received 1<sup>st</sup> Dose  
of Vaccine



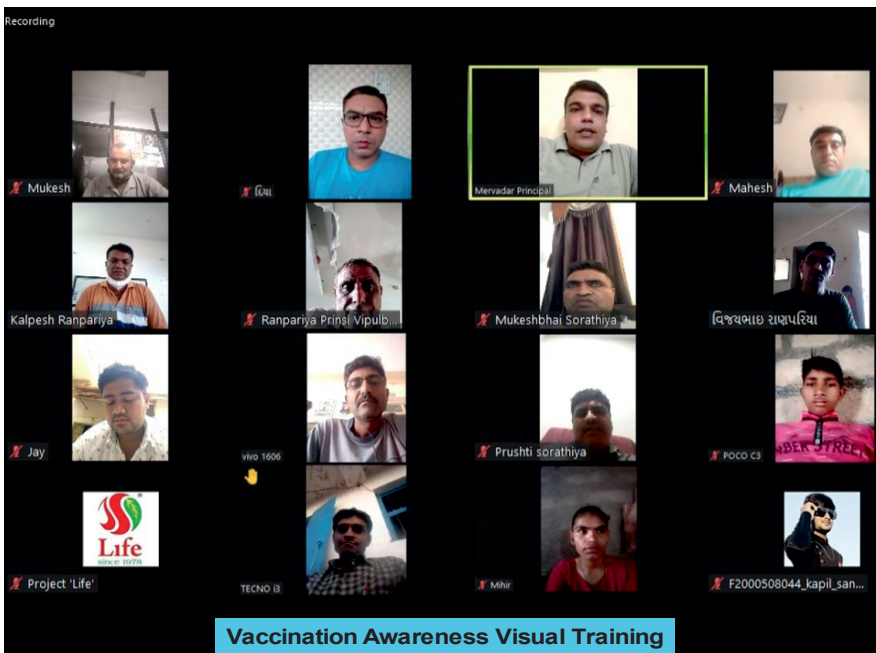
**1,500**  
Family  
Received Hygiene  
Kits & Masks



**22**  
Health Kits  
Distributed to  
Vaccination Centre

### VIRTUAL AWARENESS FOR VACCINATION

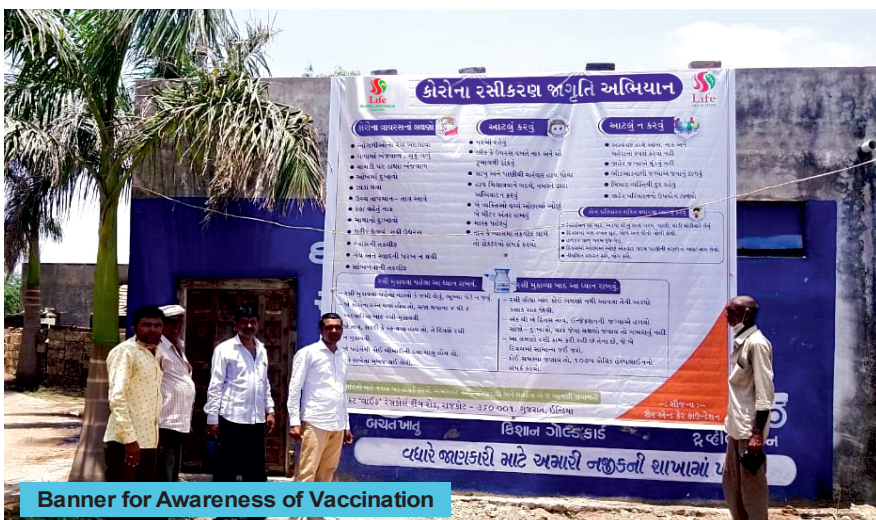
Virtual Vaccination Awareness Campaigns are organized through digital platform for 30,000 people. It has impacted 60,000 family members and society at large in the second wave of Corona wherein we have included family members and parents of students & villagers.



Registration Process



Vaccination at the Health Centre



Banner for Awareness of Vaccination



Family Hygiene Kit Distribution





## EMPOWER WOMEN... EMPOWER NATION



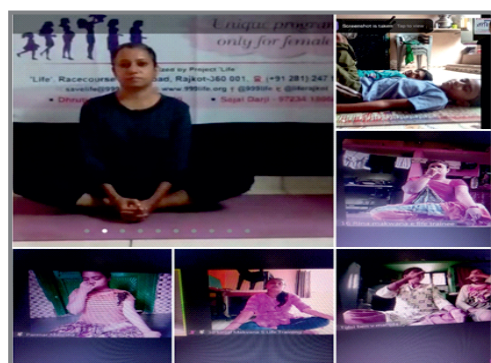
Virtual Equipment/Kit Distribution to 137 Trained Women of Junagadh District on 21<sup>st</sup> August 2021.



Virtual Equipment/Kit Distribution to 221 Trained Women of Ahmedabad District on 28<sup>th</sup> August 2021.



Virtual training on Self Defense for 300 women of Ahmedabad District on 10<sup>th</sup> to 22<sup>nd</sup> Sept. 2021



Virtual training on Yoga Awareness & Practice for 150 Women of Ahmedabad District on 27<sup>th</sup> Sept. 2021 to 1<sup>st</sup> Oct. 2021

### “Kirti - A woman with strong determination”

Chudasama Kirtiben Manishbhai comes from a poor family of Junagadh. She married at an age of 21. There are eight members in the her family including husband and his brothers. Since her husband was doing masonry work, he did not earn regularly. Although it was very difficult to survive with limited income but he somehow managed to meet the expenses. Gradually over a period of time his brothers separated from joint family. In the meanwhile a son and a daughter were born. It was then more difficult to manage expenses of the family. Kirtiben realized that she will have to support the family by doing some work to increase the income, she has to make some efforts to earn. She made up her mind to find way out of the difficult situation but without support from anyone it was rather impossible.



Under the circumstances, she came to know about various vocational training being provided free of cost by Women Empowerment Program under Project 'Life'. She worked hard and completed her training in

Embroidery trade. She learnt a lot from training. She was more confident than ever before. She was given branded embroidery machine free of cost to earn on her own. She started working from home by making embroidered mobile cover, keychain, toran, hairbands etc. and now she earns INR 20,000 per month. She is grateful to Project 'Life' and the generous donors for giving her an opportunity to bring out her own talent through training to become self-reliant.

Yes, there are many more to be transformed.  
**Come & join the crusade....**



## ACTIVITIES AT A GLANCE

[illegible]

**Yoga For Senior Citizens**

 **Life**  
since 1978

**Starts from**  
**Date : 19.07.2021, Monday**  
**Time : 6.30 To 7.30 PM**  
**Contact No.**  
**85 11 33 11 33**

**LIFE HEALTH & WELLNESS CENTRE,  
PROJECT 'LIFE', RAIKOT.**



**महिला सेमिनार - वेबिनार - प्रोग्राम 'माइल', रात्रिको  
आध्यात्मिक विद्युत् माइल कार्यक्रम**

**योग द्वारा पोस्ट-पॉजिटिव टिक्कर**

(विद्युत् माइल यात्रा को भी मंगलपूर्व स्वागत प्राप्त हो)



- आप अपने मनोकांक्ष को साधें।
- आपने क्या चीजें सीखीं।
- आप क्या काम शुरू करने को हैं।
- आप अपने मायजिंदगी को समझें।
- आप अपने परिवार की जिम्मेदारियाँ समझें।




**आपकी काम सरलताएं**

- कठिनीय अभिव्यक्ति प्रदान करने में सक्षम हों।
- अभिव्यक्ति में आध्यात्मिक विद्युत् माइल की सहायता लें।
- अपने प्रशिक्षक अभिव्यक्ति से विचार को निर्गुण भी बनाना
- कठिनीय करने में सक्षम हों।



**LIVE**

**Watch on**

**facebook.com/999life**

**समय: 11 अक्टूबर 2023, रविवार, शाम 4:00 बजे 7:30 बजे**

**वर्षाभाषी :**

- डॉ. राधिका मिश्रा
- डॉ. प्रियंका राय

- डॉ. प्रियंका राय
- डॉ. प्रियंका राय

जिन्होंने अपने जीवन में योग प्रयोग

अनुभव किया है।

## Kids Yoga

## Senior Citizen Class

## Post Covid Shibir

## Outdoor Yoga Sessions of Project ‘Shakti’





**Life**  
HEALTH & WELLNESS CENTRE

**Life Health & Wellness Centre**  
**Project 'Life'**



**HEALTH & WELLNESS**

# Obesity Unit

Starts from  
**6<sup>th</sup>**  
**September 2021**  
6:30 am to 8:00 am

- To Maintain Weight
- To Keep Body & Mind Healthy
- To Improve Mental Attitude & Behavior
- To Reduce Obesity



For more details please contact on +91 85 11 33 11 33

**Project 'Life'**

**Saurashtra Medical & Educational Charitable Trust**  
**'Life', Racecourse Ring Road, Rajkot - 360 001, Gujarat, India.**  
**Dr. Jyoti Chavhan & Dr. Anshu Chavhan**

## Pranayama & Meditation Workshop

## Obesity Unit

## Yoga Program for Women





2003

## CCY Course - 9<sup>th</sup> Batch

**Life Yoga Academy, Project 'Life', Rajkot**  
&  
**Kaivalyadhama, Lonavla**  
Jointly organize

### CERTIFICATE COURSE IN YOGA (C.C.Y.)

Yoga certificate course is a stepping stone for yoga seekers who wish to pursue a career in this field. It gives you in-depth understanding of yoga covering the textual, psycho-physiological & practical aspects of yoga, as well as, teaching methods in yoga.

**Starts from**  
7<sup>th</sup> October 2021  
**to**  
25<sup>th</sup> February 2022

**Course Duration : 200 Hours**  
**Time : 6-00 to 8-00 am (Monday to Saturday)**

**Project 'Life'**  
Saurashtra Medical & Educational Charitable Trust  
'Life', Racecourse Ring Road, Rajkot - 360 001, Gujarat, India.  
☎ (+91 281) 247 91 33 ☎ 85 11 33 11 33  
✉ savellife@999life.org | www.999life.org | @999life | liferajkot

**લાઈફ યોગ એકેડમી, પ્રોજેક્ટ 'લાઈફ' રાજકોટ**  
કેવલ્યાધમા, લોનાવલા  
સર્ટીફિકેટ કોર્સ ઈન યોગ  
(C.C.Y.)

**શરૂઆત તારીખ : ૦૭ ઓક્ટોબર ૨૦૨૧ થી ૨૫ ફેબ્રુઆરી ૨૦૨૨**  
**સમય : સવારે ૬:૦૦ થી ૮:૦૦**  
**સંપર્ક : ૮૫ ૧૧ ૩૩ ૧૧ ૩૩**

**પ્રોજેક્ટ 'લાઈફ'**  
સૌરાષ્ટ્ર મેડિકલ એડુકેશનલ ચારિટેબલ ટ્રસ્ટ  
'લાઈફ', રેસકોર્સ રિંગ રોડ, રાજકોટ : ૩૬૦ ૦૦૧, ગુજરાત, ભારત.  
☎ (+91 281) 247 91 33 ☎ savellife@999life.org | www.999life.org  
✉ @999life | @liferajkot

## Virtual Yoga Shibir for BPL women / widows of Ahmedabad & Junagadh



## Lecture Series

**Invitation** Lecture No. 232

You are cordially invited to attend  
Free Lecture under series 'How Not to Fall Sick?'

### Mucormycosis

Causes, Treatment and Prevention

**Sunday**  
25<sup>th</sup> July, 2021

**10:00 am**  
to 11:00 am

**LIVE**

**Dr. Yash Pandya**  
M.S. ENT, F.A.S.N. OT (Italy)

<https://www.facebook.com/999life>

**Life Health & Wellness Centre**  
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**Lecture no. 232 on**  
**'Mucormycosis'**  
**by Dr. Yash Pandya**

**Invitation** Lecture No. 233

You are cordially invited to attend  
Free Lecture under series 'How Not to Fall Sick?'

### Heart Disease

Prevention to Treatment

**Thursday**  
19<sup>th</sup> Aug, 2021

**05:00 pm**  
to 06:00 pm

**LIVE**

**Dr. Madhav Upadhyay**  
MS, M.Ch, CVTS (AIMS), FACS (Canada)  
Cardiothoracic & Vascular Surgeon

<https://www.facebook.com/999life>

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**Lecture no. 233 on**  
**'Heart Disease'**  
**by Dr. Madhav Upadhyay**

**Invitation** Lecture No. 234

You are cordially invited to attend  
Free Lecture under series 'How Not to Fall Sick?'

### BRAIN HEMORRHAGE

Causes & Treatment

**Sunday**  
28<sup>th</sup> September, 2021

**18:00 hrs to 19:30 hrs**

**LIVE**

**Dr. Jigarsinh Jadeja**  
MS, MCh, Neurosurgery  
Neurosurgeon

<https://www.facebook.com/999life>

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**Lecture no. 234 on**  
**'Brain Hemorrhage'**  
**by Dr. Jigarsinh Jadeja**

**Meetal Koticha Shah**  
Joint Executive Trustee

**Kirit Vassa**  
Joint Executive Trustee

**Chandrakant Koticha**  
Founder Executive Trustee

**Bakul Mehta**  
Patron

### Project 'Life'

**Saurashtra Medical & Educational Charitable Trust**  
**Indian Medical Scientific Research Foundation**

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