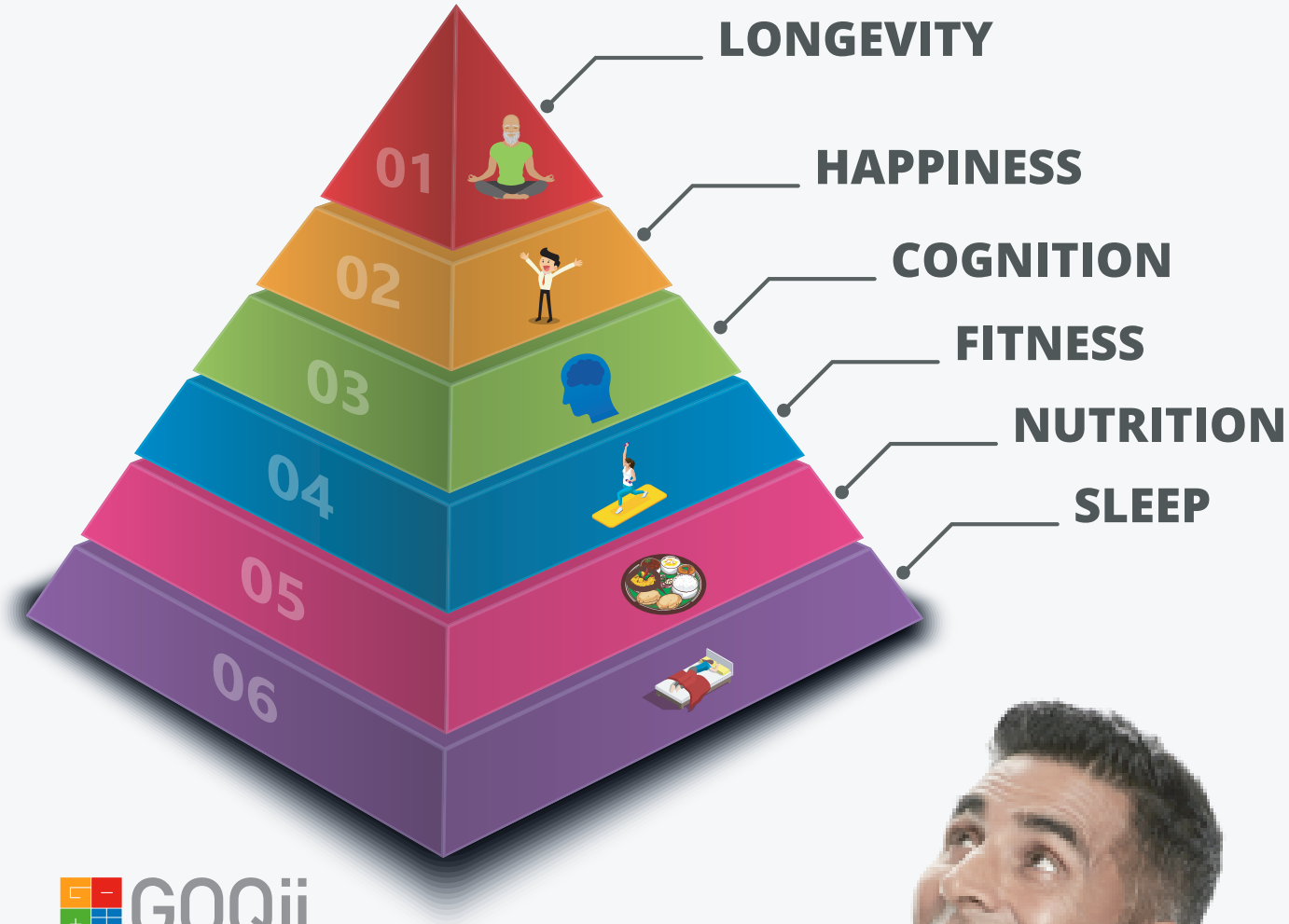
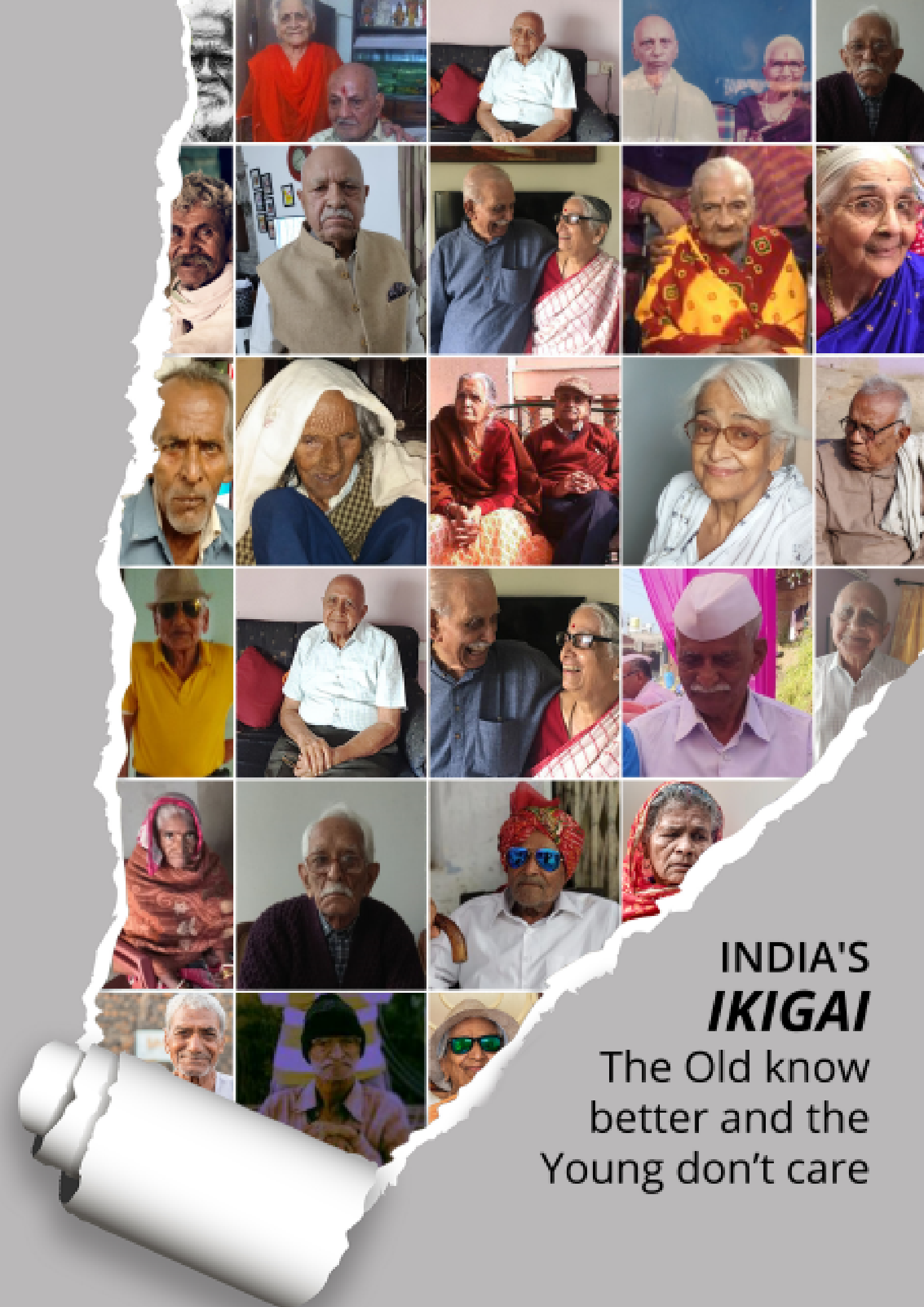
LEVEL UP TO LIVE LONG



GOQii

INDIA FIT REPORT 2020



INDIA'S
IKIGAI

The Old know
better and the
Young don't care

LONGEVITY

ROADMAP TO LONGEVITY

10

Stick to a daily routine

Be it meals or activity, have a fixed schedule

09

Indulge in a hobby

Keep your mind active

08

Nurture social connections

Take out time for friends

Keep family around

Living with family can aid longevity

07

06

Prevent lifestyle diseases

05

Manage stress

Spirituality can help, Be content

Be active

Any activity is fine as long as you are moving

04

Avoid processed food

03

02

Have simple home cooked food

Ghee is good

01

Have meals on time

DIABETES

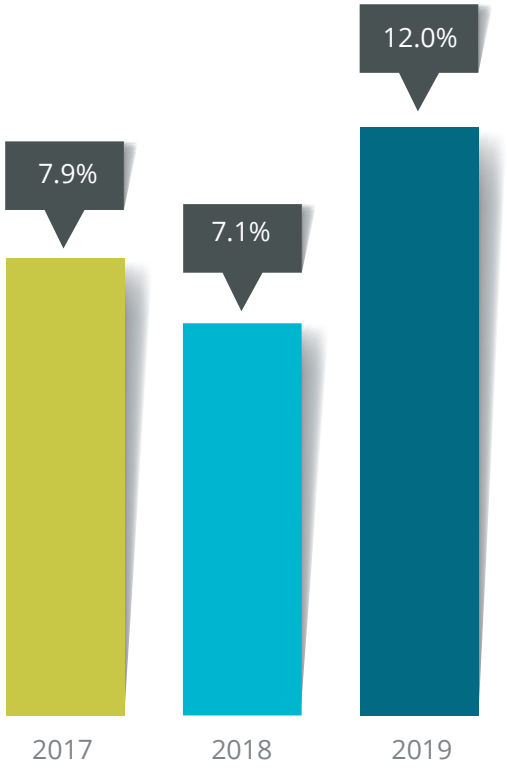
Diabetes on the rise, the **highest incidence** of diabetes in the last 3 years

This number doesn't include people who are undiagnosed

Diabetes in Men is more prominent due to the sedentary lifestyle of office goers

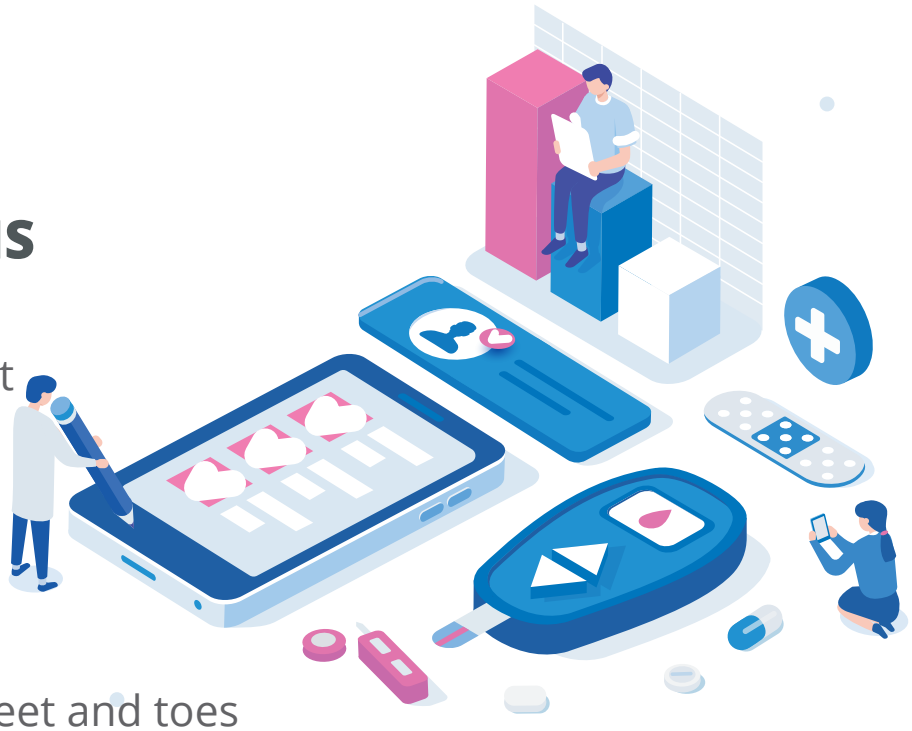
1 out of 4 people have diabetes Post 45 years

38% do not take medication, trying to get their diabetes in control through lifestyle changes



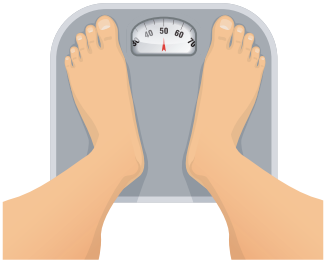
COMMON SYMPTOMS OF DIABETES *:

- Excessive Hunger or Thirst
- Frequent Urination
- Weight Loss
- Fatigue & body pain
- Slow healing of wounds
- Numbness or tingling of feet and toes



*** NOTE**: Severity of diabetes symptoms increases with the disease duration. Sometimes patients do not experience these symptoms, till it is an advanced stage of diabetes. Therefore, it is important to do a yearly test post 30 years to check for diabetes, to offer early treatment and regular follow up.

DIABETES



Reduce weight

Reduce sedentary time
Stay physically active

Quit alcohol
and Smoking

Regular exercise -
WHO recommends
at least 150 minutes of
exercise per week

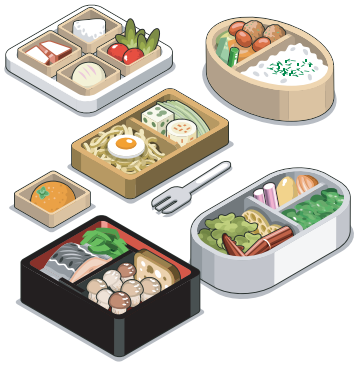
LIFESTYLE TIPS TO PREVENT AND CONTROL DIABETES INCLUDE

Stress management

Regular examination
and check of blood glucose
levels and HbA1c

Quality Sleep

DIABETES



Small and frequent meals

Consume more complex carbs

Avoid processed food, sugars and refined carbs

Limit fat intake
Do not consume refined oils and trans-fat
Include healthy fats in your diet

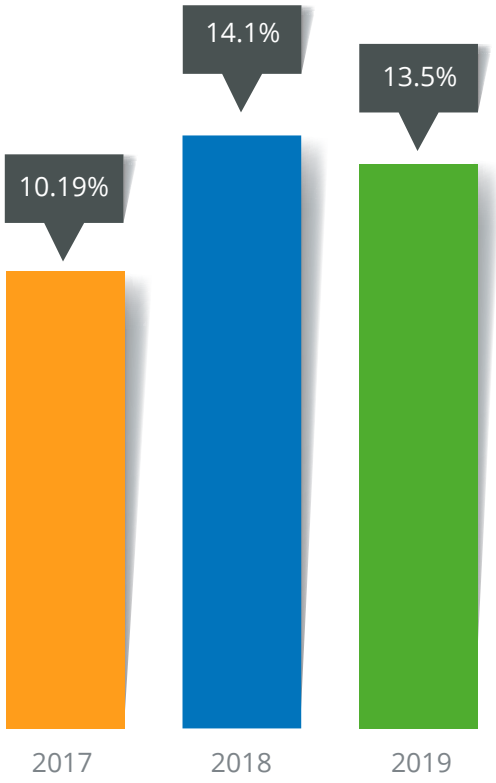
NUTRITIONAL TIPS

Increase fibre intake by replacing refined grains with whole grains. Consume fresh fruits and vegetables, pick whole fruits instead of juices

Avoid dietary deficiencies by including a variety of healthy foods

HIGH CHOLESTEROL

HIGH CHOLESTEROL & HEART AILMENTS



13.5% of Indians have high cholesterol issues

MYTH – Overweight people have high cholesterol. **17%** of the people who are underweight also have high cholesterol

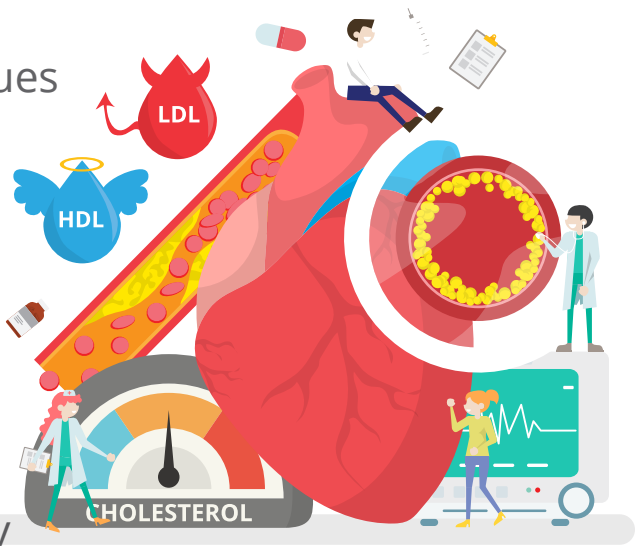
And **16%** have heart ailments

51.7% of the people who have diabetes have high cholesterol as well

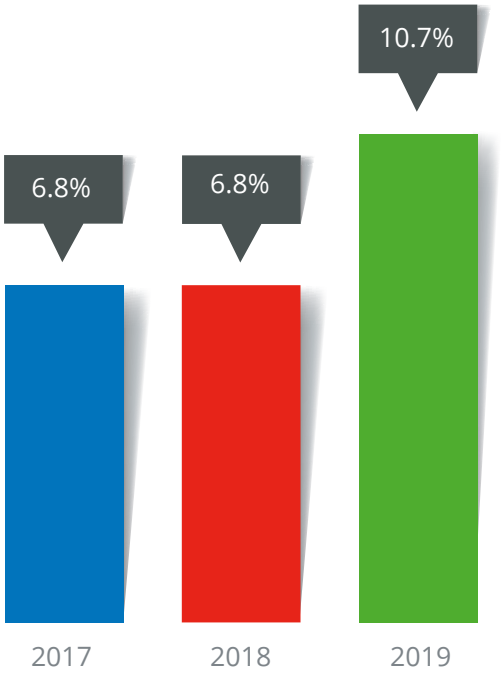
36% of the people who have high cholesterol have heart issues too

TIPS FOR HEART HEALTH

- Be active and move often – Desk Jobs are prone to Heart Issues
- Stop Smoking – Important to take care of heart health
- Stop Stressing – High stress can cause a strain on the heart
- Keep the weight under control – Obesity and Anorexia attract heart ailments
- Eat healthy to stay healthy – Stay away from saturated fats, sugar and oil, red meat, improve fibre intake, include omega 3 food
- Reduce alcohol consumption



THYROID



Increase to **10.7%** of the population facing thyroid issues

WOMEN are more likely to face it, but men face it too

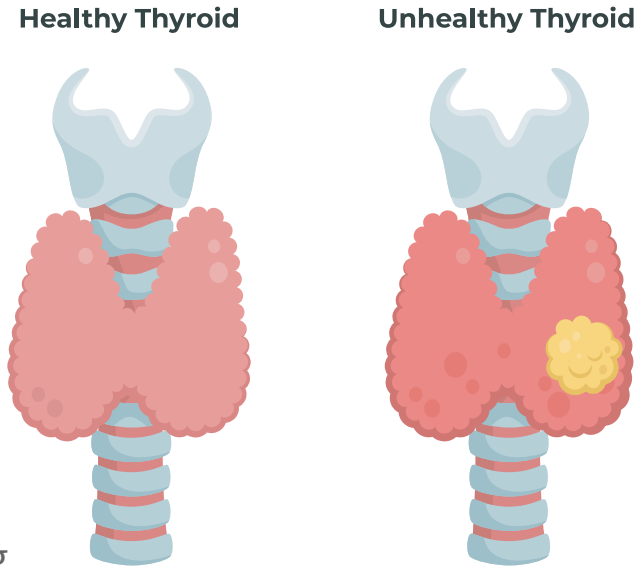
TWICE as more likely to get thyroid if it runs in the family

A hereditary condition across all age groups

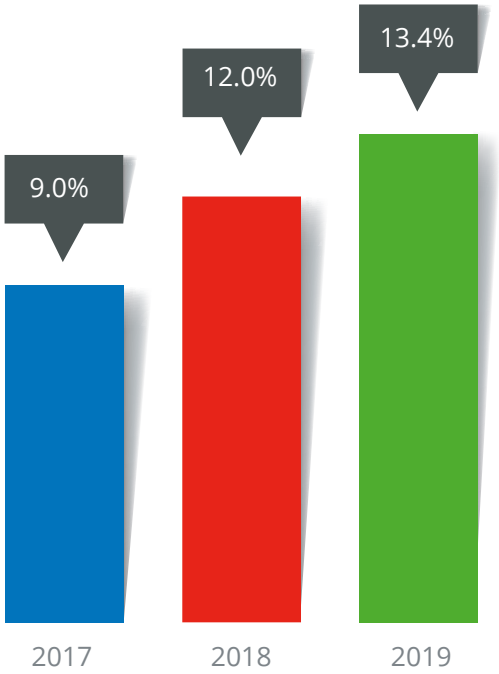
5 TIMES more likely to get High Cholesterol and Blood pressure too

SYMPTOMS

- Tired or Sluggishness
- Sudden weight gain or weight loss, even though no change in food quantity
- Constipation
- Muscle weakness
- Joint or muscle pain
- Feeling sad or depressed
- Feeling very tired
- Pale, dry skin
- Dry, thinning hair
- Less sweating than usual
- A puffy face
- A hoarse voice
- More than usual menstrual bleeding



BLOOD PRESSURE



13.4% of the people in India have high blood pressure (Steady increase since the last 3 years)

1 out of 3 people above 45 and 1 out of 2 seniors above 60 have high blood pressure

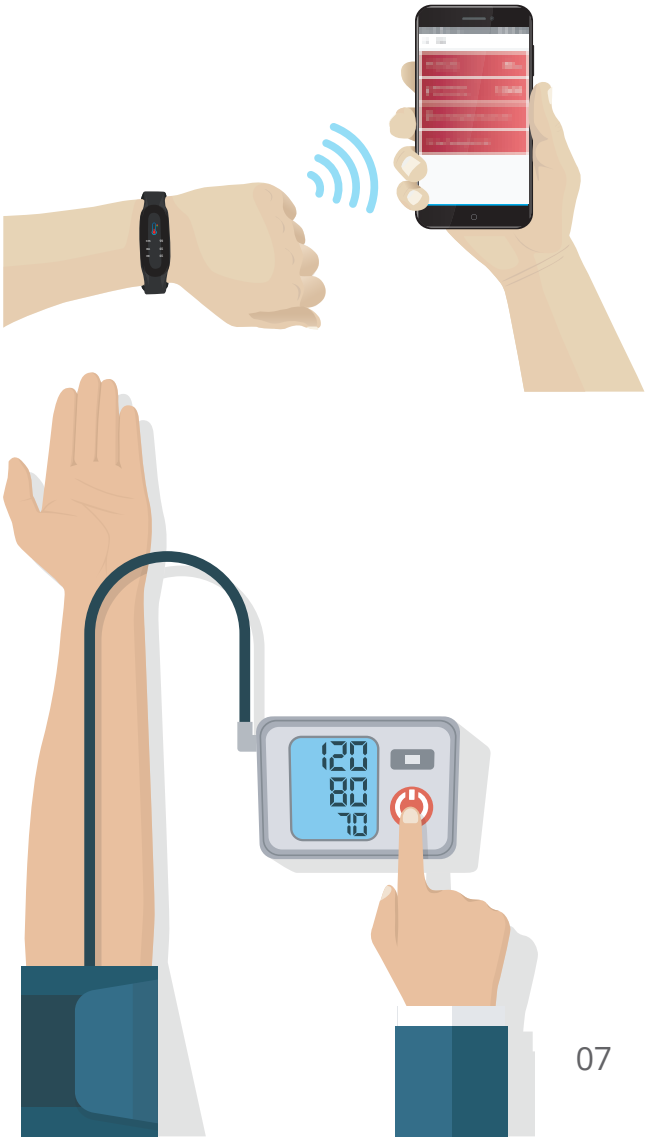
41% of the users are not taking medication to control the issue

Blood Pressure has a high correlation with Weight, Alcohol, Smoking and Stress as seen with data as well

People can have high blood pressure for years and not have any signs. Don't wait for the signs, it may be too late

TIPS TO LOWER HIGH BLOOD PRESSURE

- Achieve ideal body weight as per your height
- Get 30 mins of moderate physical activity on 5 days a week.
- Eat foods that are low in saturated fat, total fat, and cholesterol
- Use more spices and less salt
- Eat salad and fruits to improve potassium intake
- Eat high fiber diet
- Avoid bakery items and refined grains
- Manage stress
- Alcohol only in moderation
- Quit smoking
- Take prescribed drugs as directed by the doctor



GUT HEALTH

GUT HEALTH - ACIDITY AND INDIGESTION

27% of India has acidity and indigestion issues

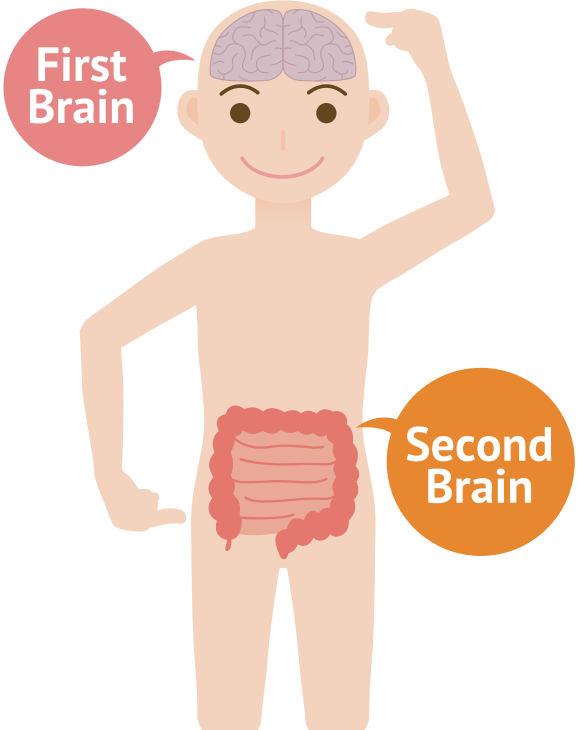
Acidity increases with age

Kolkata, Bhubaneshwar, Pune - Top Cities having acidity

Acidity stomach issues are commonplace among people who are overweight

WAYS TO TAKE CARE OF ACIDITY AND INDIGESTION

- Chew properly, Eat mindfully to avoid overeating
- Maintain target weight range
- Increase levels of physical exercise
- Eat balanced meals to avoid nutrient deficiencies
- Avoid raw onion, Spicy foods, garlic, tomatoes related products, refined and processed foods
- Include prebiotics and probiotics
- Manage stress
- Adequate sleep
- Adequate water intake
- Maintain hygiene
- Limit Alcohol intake
- Restrict tea/coffee intake to no more than 2 cups in a day
- Quit smoking (active or passive)
- Limit carbonated beverages



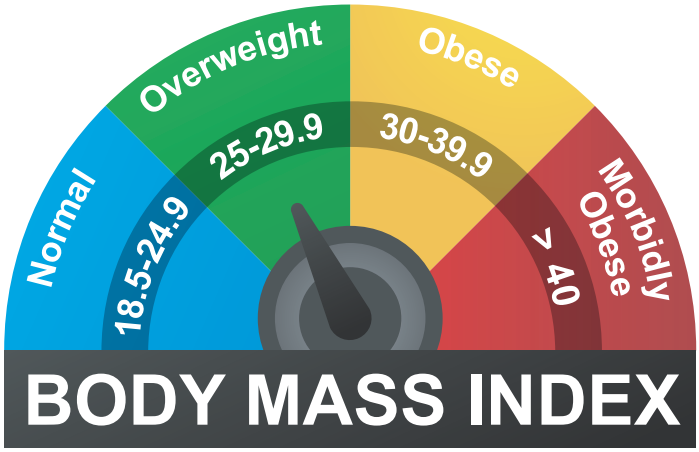
ACHES AND PAINS

Overall **18%**
Indians face aches and pains

Aches and Pains increase with age
22.5% of people above 30 have aches and pains

HIGHER BMI –
More aches and pains.
Overweight **(22%)** and Obese **(27%)**

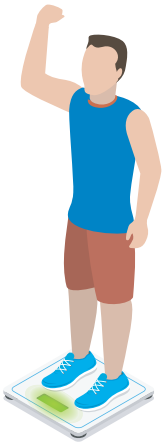
Excess strain of weight on the body causes pains



24% of the people who sit for more than 8 hours have aches and pains

Being Inactive through the day causes more aches and pains

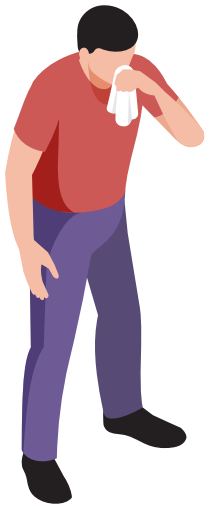
ACHES AND PAINS



SIMPLE WAYS TO TAKE CARE OF THE ACHES

- Lose Excess weight
- Fix vitamin D3, Magnesium and Calcium levels
- Stay active and do muscle strengthening workouts, especially around the bone.
- Exercise in correct form. Invest in rest and recovery after a workout
- Avoid Acidity causing foods
- Eat healthy nutritious food
- For acute pain, ice/hot pack may help
- Use turmeric as natural analgesic
- Do not use over the counter pain medication
- Get to the root cause of pain and treat that. Use medical assistance if required.
- Avoid triggers like – poor sleep, fried food, long sitting hours.

ALLERGIES



More people are facing allergies this year increasing from

13% to **16.7%**

ALLERGIES are seen more in **WOMEN** than **MEN**

Indians below **30 YEARS** face more issues of **ALLERGIC REACTIONS**
People who have allergies **FALL SICK** more often

Kochi faces the most allergies. (Reason Dry weather post flooding)

Delhi and Ahmedabad have seen a rise in cases of allergies

ALLERGIES

TIPS TO MANAGE ALLERGY

- Identify and avoid triggers
- Adopt hygiene practices - Wash hands and face after coming home from outside, warm water bath, etc
- Wear Mask to avoid pollution
- Avoid going out in spring breeze, if allergic to pollens
- Eat fresh fruits and veggies
- Drink plenty of water
- Jal-Neeti or Nasal mucous clearing can help
- Minimise use of harsh chemicals like floor cleaners, cloth softeners, cosmetics, etc
- Direct sunlight kills dust mites, so hang your bed and bedding in the sun whenever possible

IMMUNITY

Falling sick more than 3 times a year indicates a lower immunity

20.8%

of Indians have low immunity levels

Teens fall sick more often as compared to young adults

Seniors are seen to have lower immunity levels as one's immune system weakens as one ages.

Kolkata is seen to have the worst immunity levels

IMMUNITY

GOQii

Don't smoke

Eat a diet high in fruits and vegetables

Exercise regularly

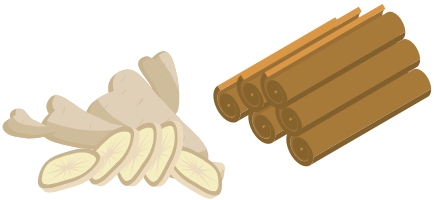
Maintain ideal weight as per body height

If you drink alcohol, drink only in moderation

TO STRENGTHEN YOUR IMMUNE SYSTEM, CHOOSE A HEALTHY LIFESTYLE

Try to minimize stress

Get adequate sleep



Include Indian Spices in meals e.g. Ginger, garlic, turmeric, clove, cumin

Maintain hygiene

Limit exposure to chemicals

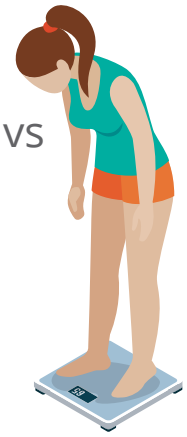
WOMEN'S HEALTH

GOQii

BRING WEIGHT IN CONTROL

BRING WEIGHT IN CONTROL A high BMI has a high correlation to women's health issues - menstrual problems, PCOS, difficulty conceiving.

WAYS TO TACKLE MENSTRUAL PROBLEMS

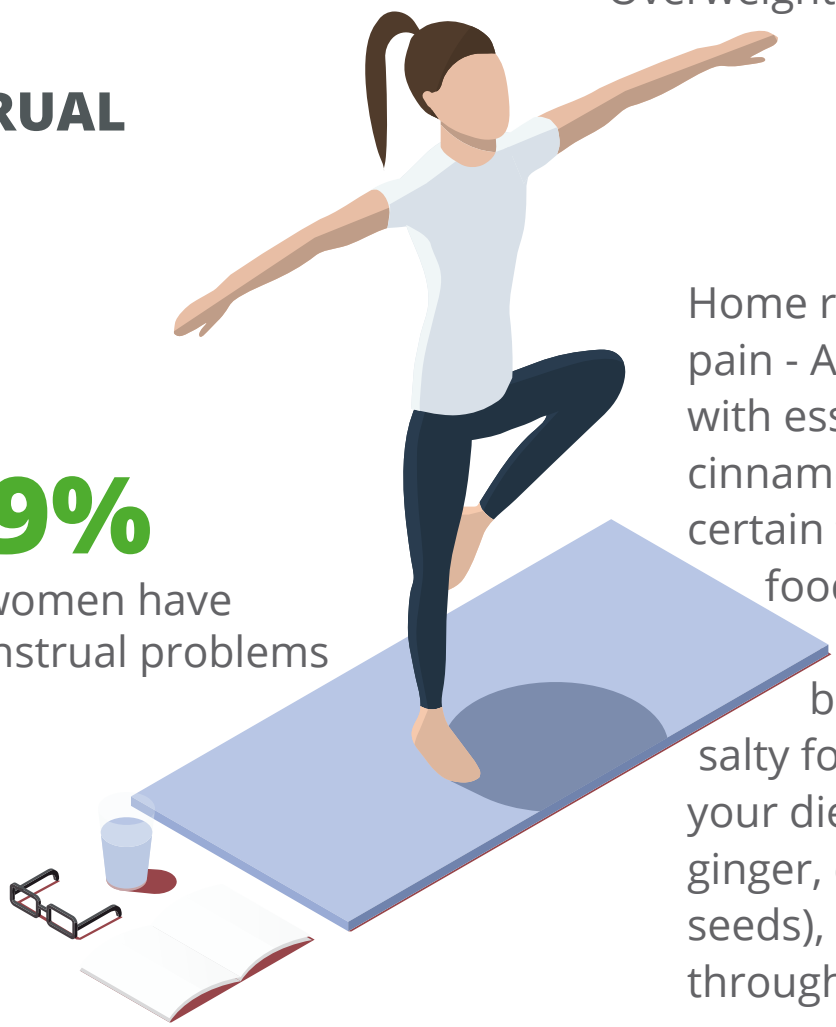


If overweight, lose weight Normal **(17%)** vs Overweight **(22%)**

MENSTRUAL ISSUES

19%

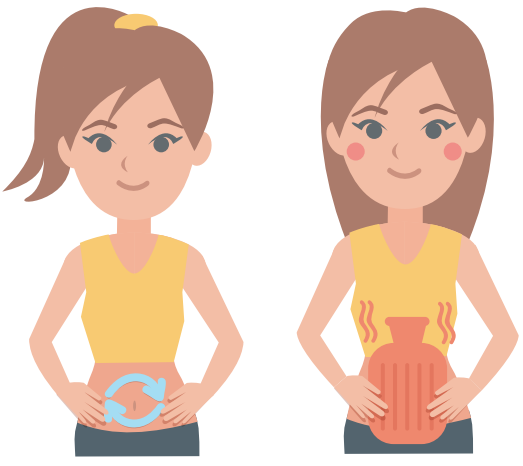
of women have Menstrual problems



Home remedies for period pain - Apply heat, massage with essential oils (lavender, cinnamon, clove), avoid certain foods (like fatty foods, alcohol, carbonated beverages, caffeine, salty foods), add herbs to your diet (camomile tea, ginger, cinnamon, fennel seeds), have more water through the day

On an average, a woman gets her period every **21** to **35 DAYS**

MENSTRUAL issues are seen to reduce with progressing age



WOMEN'S HEALTH

If periods feel overwhelming

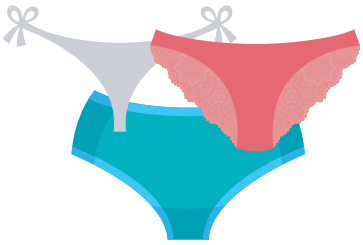
Unable to do daily activities

VISIT A DOCTOR OR GYNAC

The pain worsens, or bleeding gets heavier, over time

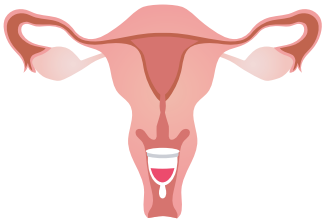
If severe cramps are a new development after 25 years

WOMEN'S HEALTH



WAYS TO MAINTAIN FEMININE HYGIENE

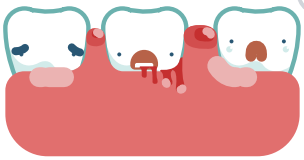
- 10% Vaginal Discharge issues
- Keep the vagina clean by washing regularly with a gentle, mild soap and warm water
- Never use scented soaps and feminine products or douche. Also avoid feminine sprays and bubble baths
- After going to the bathroom, always wipe from front to back to prevent bacteria from getting into the vagina and causing an infection
- Wear 100% cotton underpants, and avoid overly tight clothing



ORAL HEALTH

CAVITIES (15.6%) and **BAD BREATH (14.8%)** are the major oral health issues

CAVITIES increase with age and bad breath is seen to decrease with age

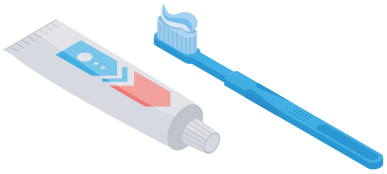


8.4% of the people have **BLEEDING GUMS**, mostly seen among young adults

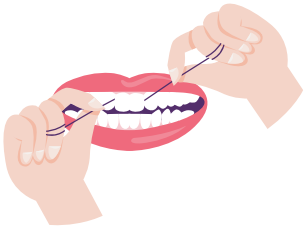
Mouth sores impact **5%** of the population, mainly seen post **30 YEARS**

ORAL HEALTH

BASIC ORAL HEALTH PRACTICES:



Brush each time after you eat or at least twice a day



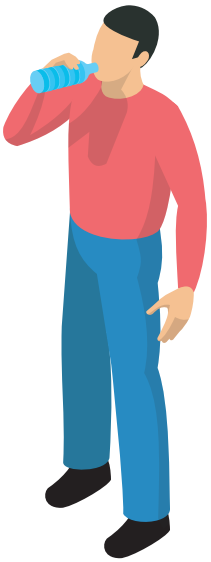
Floss at least once a day

Eat fresh fruits and vegetable to improve vitamin C intake

FOR BAD BREATH

Brush your tongue or use a tongue cleaner

Drink plenty of water to avoid a dry mouth



Natural mouth fresheners to improve bad breath temporarily

FOR CAVITIES

Don't drink sweetened beverages because the sugar they contain will fuel the cavity-forming process

Remove food particles post meals that get caught up in your teeth

ORAL HEALTH

FOR BLEEDING GUMS

Use soft brush

Rinse mouth with salt water

Stop smoking

Include Vitamin K rich foods in meals

FOR MOUTH SORES

Avoid spicy and sour foods until the ulcers heal.

Drink plenty of fluids

Regularly rinse your mouth out with warm, slightly salted water

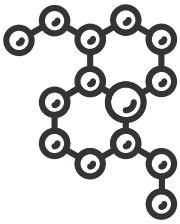
Take pain-relieving medication, such as paracetamol

Apply antiseptic gel to the ulcers

SKIN HEALTH

16.1%

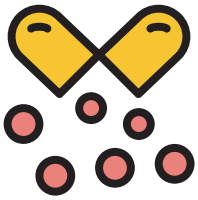
of Indians face dandruff issues - Proportion reduces with age



Hormone levels

A weakened immune system

THE EXACT CAUSE OF DANDRUFF IS NOT KNOWN, BUT THE FOLLOWING FACTORS PLAY A PART



Nutrient deficiency

Weather extremes

Oily Skin

Sensitivity to certain hair products

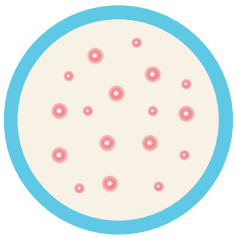
Dry Scalp

SKIN HEALTH

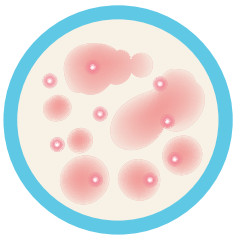
10.3%
of Indians face acne issues -
Proportion reduces with age

FOUR FACTORS THAT DIRECTLY CONTRIBUTE TO ACNE

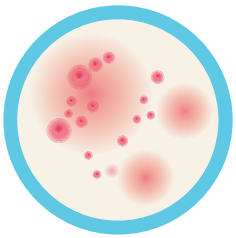
Excess oil production



Pores becoming clogged by “sticky” skin cells



Bacteria

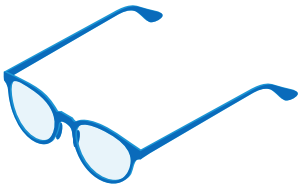


Inflammation

TIPS TO MAINTAIN HEALTHY SKIN

- Eat Fresh fruits and vegetables
- Avoid sugar, spicy and fried foods
- Consume healthy fats like nuts, fish, etc.
- Drink adequate water
- Exercise regularly to improve blood circulation
- Manage stress
- Ensure good sleep
- Avoid prolonged sun exposure and take precautions against harsh climate
- Avoid use of harsh chemicals on and around yourself

EYE HEALTH



17% of Indians wear spectacles, which increases with age

WATERY EYES and **DRY EYES** are the biggest eye concerns - strong correlation with prolonged usage of computer screens

TIPS TO LOOK AFTER YOUR EYES WHILE USING YOUR SCREEN

Apply the 20-20-20 rule – every 20 minutes look at something 20 feet away for 20 seconds

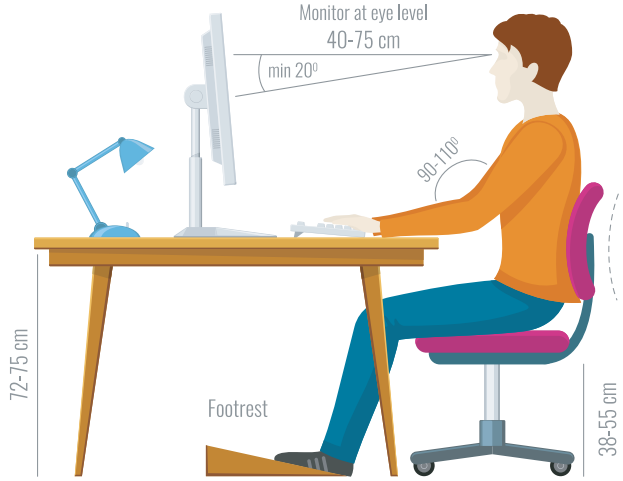
Try to blink regularly. Blinking less while seeing a screen make your eyes dry and uncomfortable

POSITION YOUR COMPUTER SCREEN SO THAT

It is between 40 and 76 centimetres (16 to 30 inches) from your eyes

The top is level with, or slightly below, your eyes

It is tilted away from you at a 10- to 20- angle



GOALS

74.9%

Weight management is the biggest health goal

MORE MEN FOCUS ON

- Weight Management
- Training for a fitness event

MORE WOMEN FOCUS ON

- Getting Fit & Active
- Eating Healthy
- Reducing Stress

More **SENIORS** are also working on '**IMPROVING SLEEP QUALITY**' and '**PREVENTING & CONTROLLING ILLNESS**'

'**TRAINING FOR FITNESS EVENTS**' is the most popular goal among **TEENS**

To work on your Health goals break them down into daily habits which can easily be incorporated in your lifestyle

PHYSICAL ACTIVITY

Overall Average India

7342 steps

7416
STEPS

7117
STEPS

Women walk lesser than Men

The Young **7179** don't walk as much as the Old

7689. The old walk more to get in shape or to take care of illness

PHYSICAL ACTIVITY

Mumbai and Bengaluru retain their poll positions since the past 3 years

Delhi's rank of steps keeps slipping over the years

Saturday and Sunday - **MOST ACTIVE DAYS -** due to the India Steps Challenge

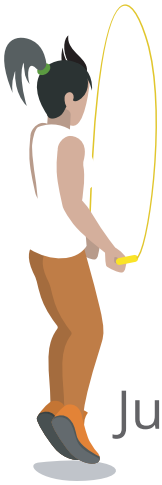
PHYSICAL ACTIVITY

GOQii

TOP 10 ACTIVITIES OF FIT INDIA

Stairs

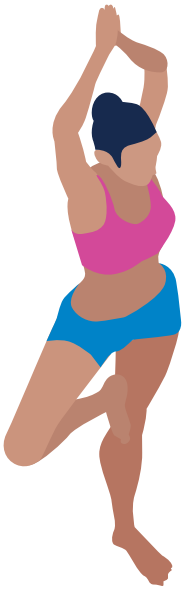
Walking



Jumprope

Cycling

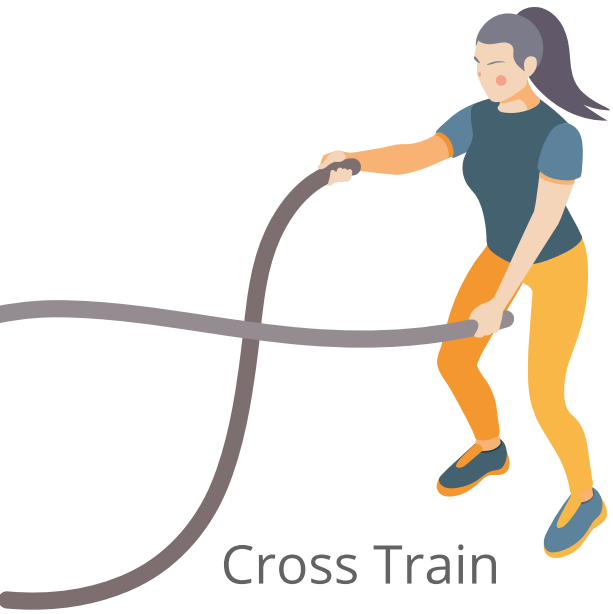
Running



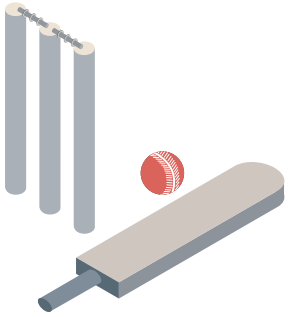
Yoga

Dance

Workout



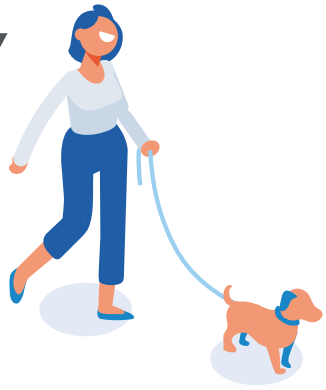
Cross Train



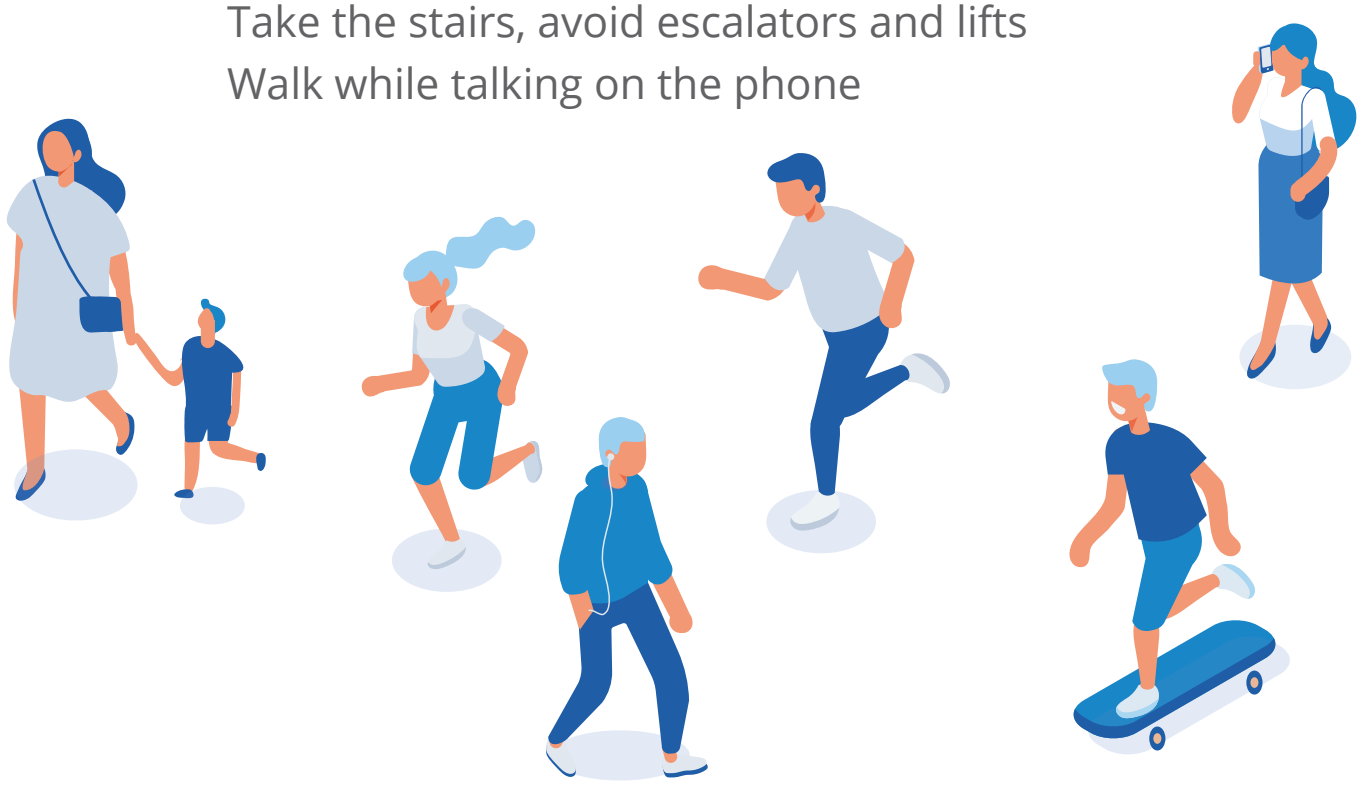
Cricket

PHYSICAL ACTIVITY

RECOMMENDED PHYSICAL ACTIVITY

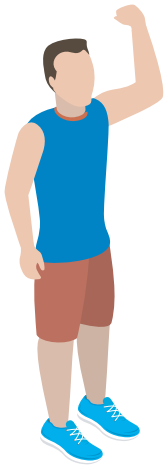


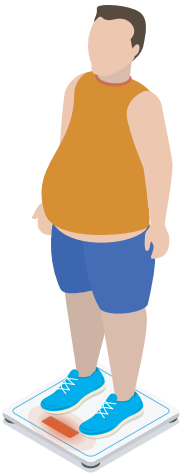
- Recommended for each week
  - Moderate activity - 150 mins to 300 mins
  - At least 2 days of strength training
  - Playing some sports - Fun and stress free
- Getting Regular Activities through the day
  - Taking public transport to help improve step count
  - Take the stairs, avoid escalators and lifts
  - Walk while talking on the phone



"Movement is better than medicine"

PHYSICAL ACTIVITY





BENEFITS OF PHYSICAL ACTIVITY

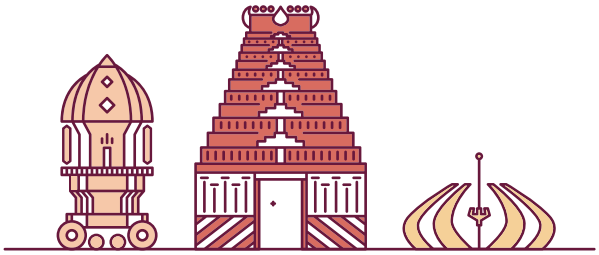
- Improves aerobic and muscular fitness
- Prevents weight gain
- Improves bone health & joint mobility
- Strengthens heart and cardiovascular system - Improves blood circulation
- Boosts the Immune System - as it flushes out the bacteria from the system
- Keeps you happier - Release of endorphins
- Improves cognitive function - Focus, memory
- Lowers risk of lifestyle diseases like high blood pressure, heart disease, diabetes
- Extends years of active life

WATER

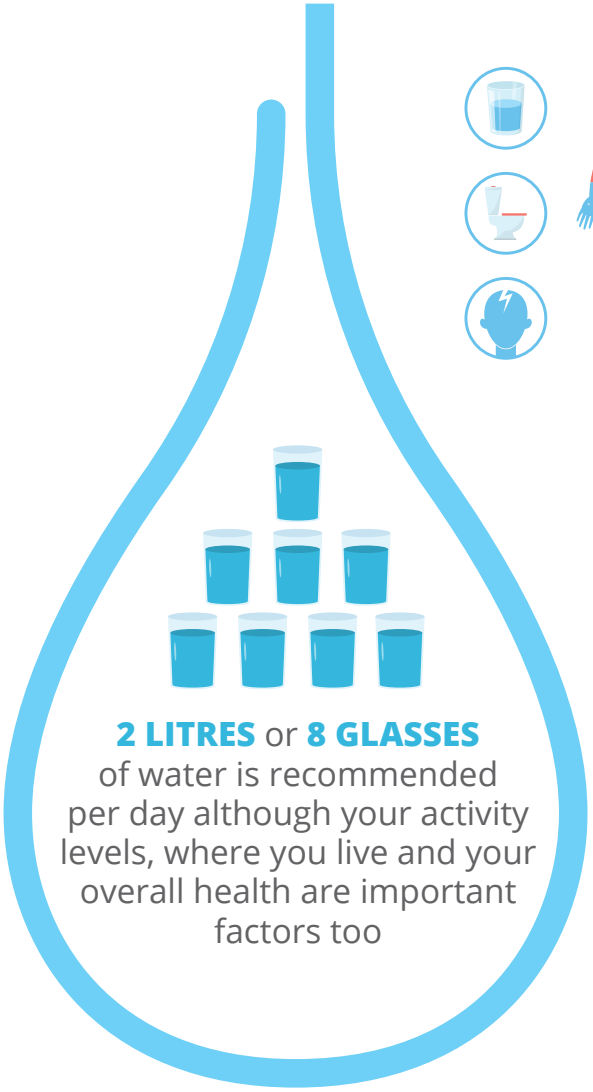
Indians consumed **2.18** litres of water per day this year

Men are more **HYDRATED** than women

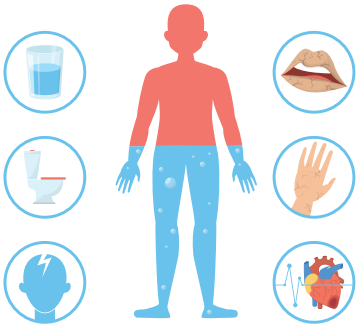
Teens are the most **HYDRATED** age group, drinking about **2.39 LITRES** of water per day



CHENNAI
is the least hydrated city in India



2 LITRES or **8 GLASSES** of water is recommended per day although your activity levels, where you live and your overall health are important factors too



NOT DRINKING ENOUGH WATER CAN CAUSE

- Constipation
- Irritated skin
- Feel Lethargic
- Have trouble focusing
- Muscle cramps
- Bad breath

BENEFITS OF DRINKING ENOUGH WATER

- Lubricates the joints
- Boosts skin health
- Flushes body waste
- Aids in digestion
- Prevents kidney damage

Keeping a water bottle handy or tracking your daily water intake are ways by which you can ensure that you have enough water every day

NUTRITION

Nutrition is the key to living a healthy lifestyle

34.6%

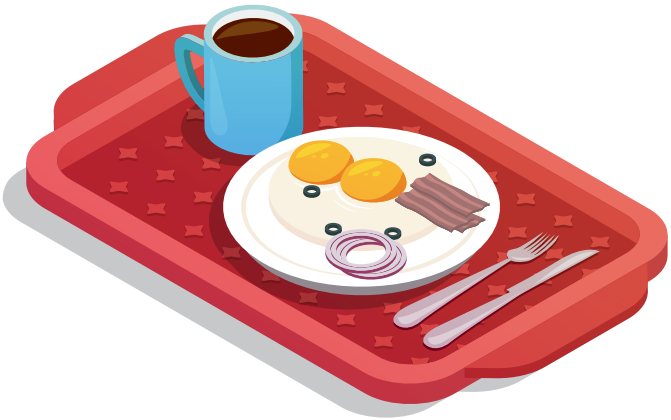
of the people have 'Eat Healthy' as their health goal

WOMEN focus on **EATING HEALTHY** more than men

MOST COMMON NUTRITION RELATED HABITS FOLLOWED:

- 'Add Fiber to Meals',
- 'Have Healthy Evening Snacks',
- 'Have Small and Frequent Meals',
- 'Have Lighter dinner'

NUTRITION



23.1%

skip Afternoon snacks

A protein-rich afternoon snack can help us avoid feeling sleepy and also keep us fuller for longer

39.4%

of the people have less than one serving of fruits and vegetables in a day

Ideally one should have 2 servings of fruit and 3 servings of vegetables a day

60.3%

of the people have more than 2 servings of foods high in sugar and unhealthy fat, out of which **16.4%** have more than 5 servings

Consuming foods high in sugar can lead to obesity, high blood pressure and inflammation

Consuming foods high in saturated fats can raise LDL (bad) cholesterol

SLEEP

Indians get **6** hours and **52** min of overall sleep on average per day and **4 hrs and 53 mins** hours of sound sleep

As compared to the other age groups, **ADULTS** get the most amount of overall as well as sound sleep

WOMEN

get better sleep than men

PATNA

gets the least sleep at **6 hrs and 34 mins** per day

SLEEP

6 to 8 hours
of sleep is recommended for healthy adults

QUALITY

of sleep is more important than the quantity of sleep

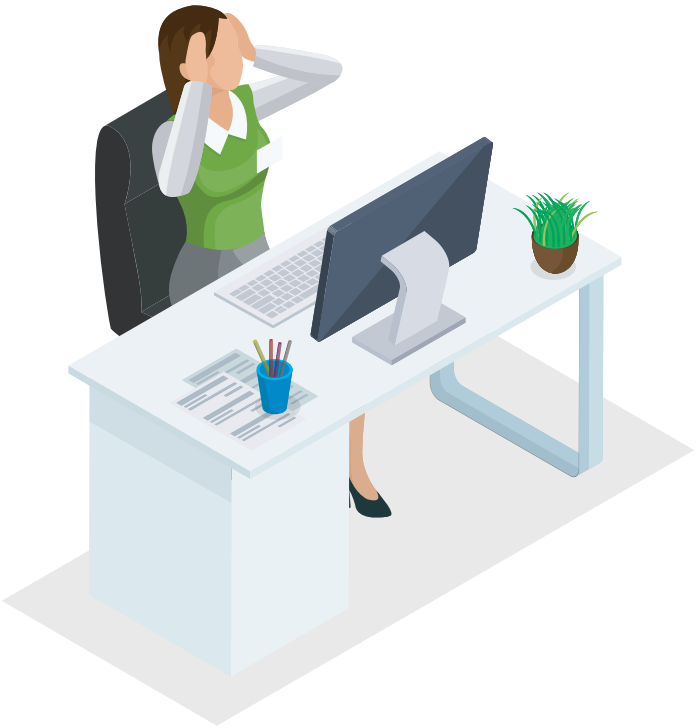
Sleep is necessary for the optimum function of our whole body and mind

Lack of sleep overtime can make one prone to a medical condition like obesity, heart disease, high blood pressure and diabetes

Get better sleep by

- Sticking to a sleep schedule
- Practicing meditation or deep breathing before sleep
- Avoiding caffeine close to bedtime
- Exercising daily
- Avoiding electronics before bedtime
- Having chamomile tea

STRESS



YOUNGER generations are more **STRESSED** however it is the elderly who are trying to manage it

Young adults are the most stressed when compared to other age groups scoring only

2.51
on the Stress Score

2.54
on the Depression Score

26.7% Seniors are trying to manage their stress levels

STRESS

BHOPAL and **JAIPUR** have the least number of people working on Stress management

Stress is a normal part of life and is even helpful sometimes

However, Long term stress can lead to depression, weight gain or loss, heart diseases, skin issues, etc.

HOW TO MANAGE STRESS?

- **First step -** Acknowledge that long-term stress is affecting your health
- Be grateful
- Have a positive social circle
- Make time for hobbies and interests
- Give back to society

ALCOHOL

68.8%

men consume alcohol as opposed to **35.1%** of the women

59.6%

of Teens consume alcohol

45%

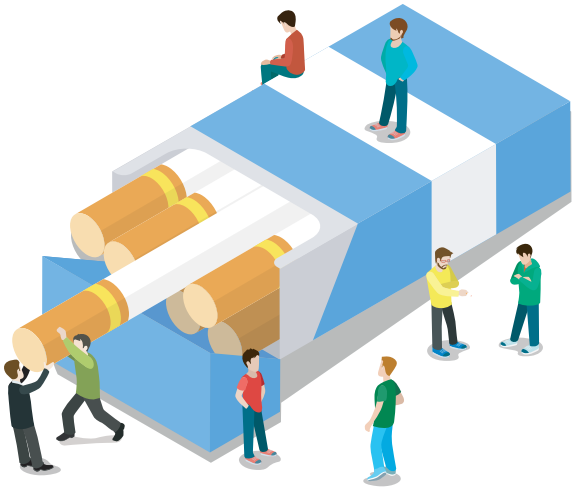
of the Young Adults consume alcohol out of which **17.2%** consume alcohol very often

High levels of alcohol consumption or binge drinking can lead to numerous health issues like liver damage, high blood pressure, stroke, etc

SMOKING

15.3%

of Young Adults are smoking regularly



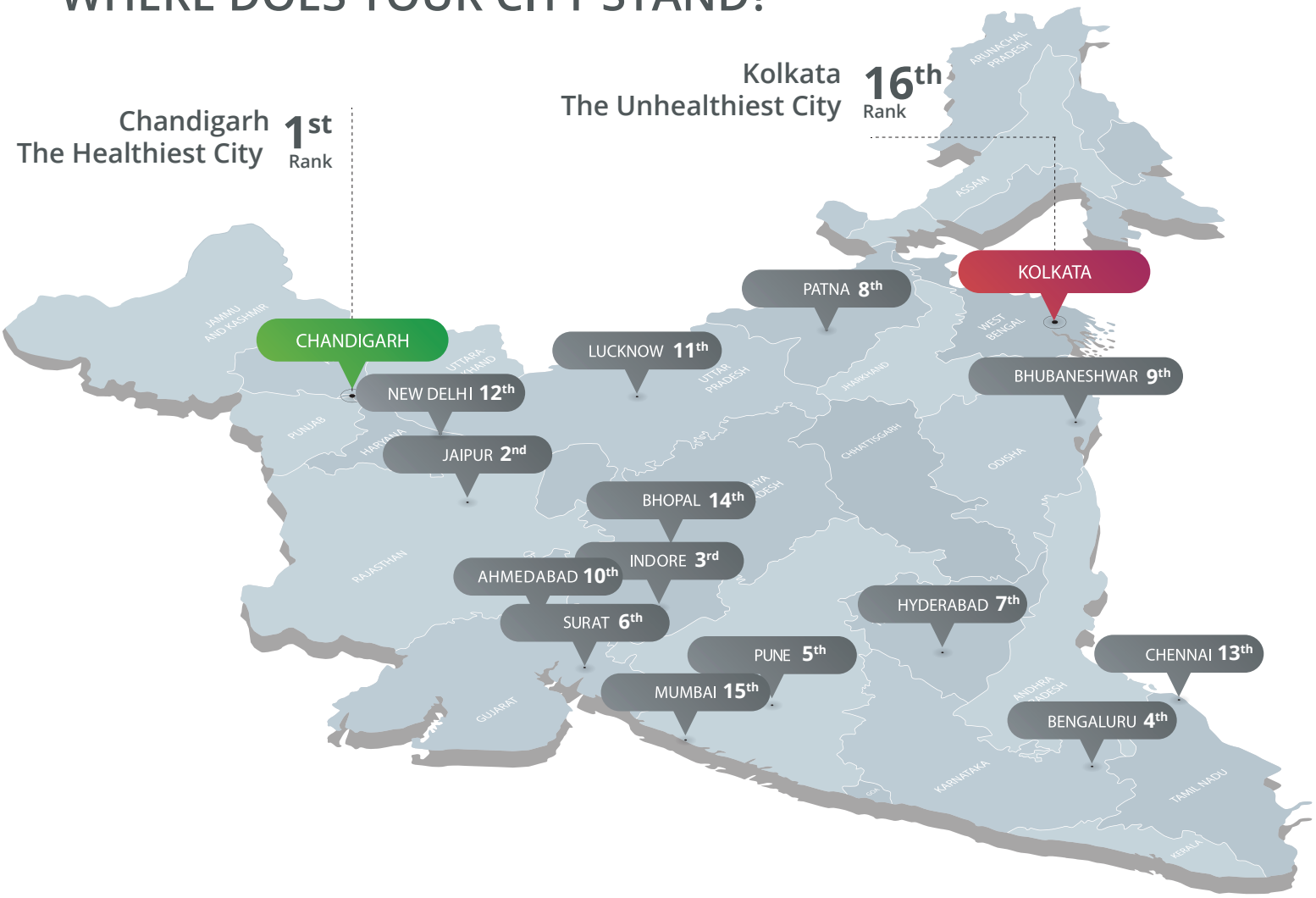
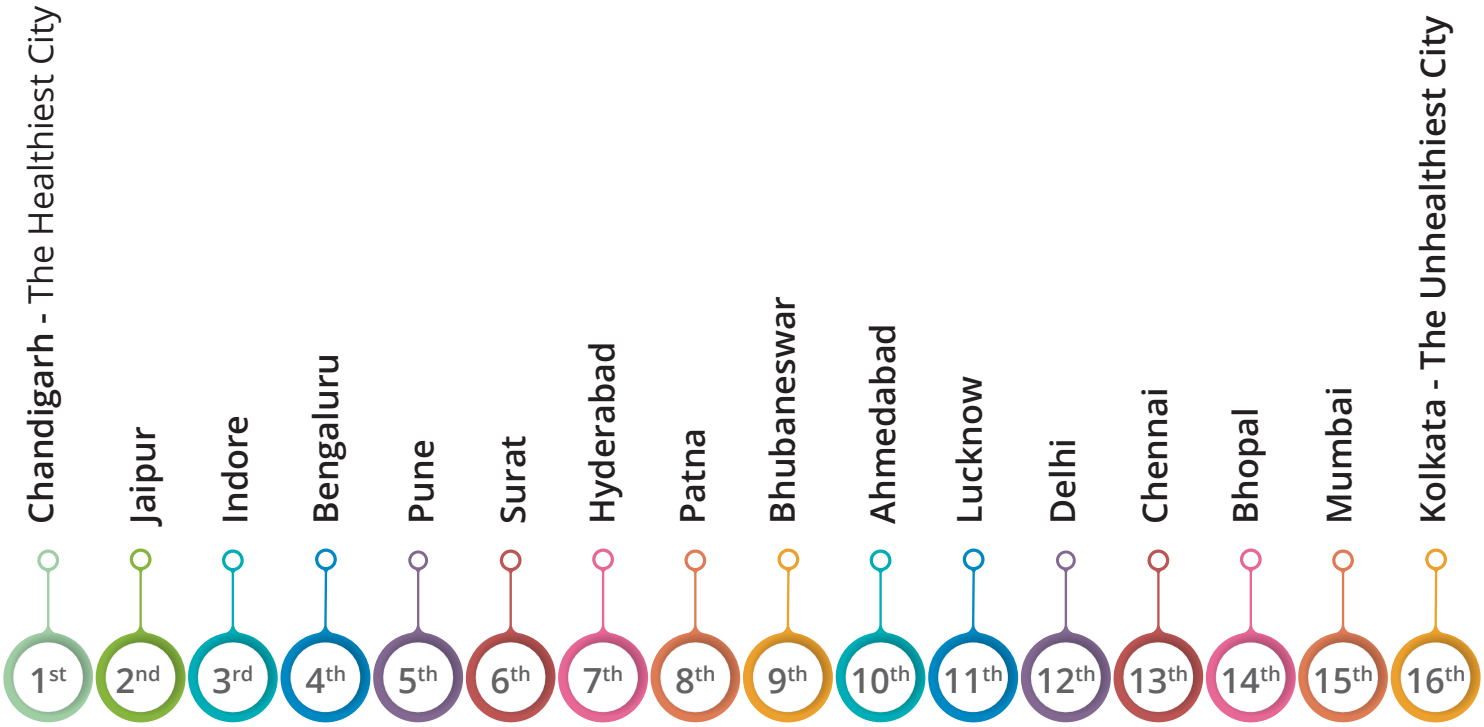
19.0%

Adults between the age group of 30 to 45 years are chewing or smoking tobacco

Smoking can adversely affect our bodies in multiple ways - Ranging from tooth decay to stroke, lifestyle diseases and cancer

Nicotine, which is highly addictive, is present in all forms of tobacco like cigarettes and chewing tobacco

How to overcome Nicotine addiction - Setting a date to quit and telling your family and friends that you are quitting can help in doing so

CITY RANKING

OVERALL HEALTH RANKING
WHERE DOES YOUR CITY STAND?