



Thriving at Any Age

The Blueprint for Healthy Longevity

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FOREWORD

The GOQii India Fit Report 2024, titled **“Thriving at Any Age: The Blueprint for Healthy Longevity,”** offers a profound insight into the nature of a long and healthy life—a subject deeply embedded in human history and evident in our societal behaviours, healthcare, and daily practices. It brings to light the human intrigue with longevity, as exemplified by nonagenarians and the Okinawan culture with its Ikigai way of life and encourages us to uncover the secrets to ageing gracefully.

The report's insights into the lives of Indian senior citizens suggest that longevity is achieved not through extraordinary measures, but rather through the simplicity of a disciplined lifestyle. It identifies regular physical activity, balanced nutrition, restorative sleep, and strong social connections as fundamental to a lengthy, fulfilling existence. It emphasizes the importance of social interaction, a crucial human need that is often neglected in today's digital era.

Moreover, the **“India Fit Report 2024”** transcends being a mere compendium of data; it reflects the human capacity for resilience and adaptability. It marks a global transition towards a proactive, informed stance on health, celebrating this as a key step in our collective pursuit of well-being. The report extensively addresses various health domains, including nutrition, exercise, sleep, and stress management, commending the strides made by individuals and communities towards a healthier lifestyle while also identifying critical areas that require immediate action.

A key finding of the report is the increasing focus on preventive healthcare, signalling a paradigm shift from reactive to comprehensive health strategies. It draws attention to the specific health challenges different genders face and the disparities between urban and rural health, advocating for focused efforts and inclusive policies to bridge these gaps.

Serving as a mirror of our present health condition and a beacon for a healthier future, the **“India Fit Report 2024”** champions a deliberate, proactive approach to health. It endeavours to convert the concept of healthy living from an elusive goal to a tangible reality for everyone. As we consider the findings and recommendations of this report, we are encouraged to do so with openness and determination, ready to adopt the necessary changes for securing a healthier India for the coming generations.

Thank you for taking the time to read this report.

Vishal Gondal



Executive Summary

The "India Fit Report 2024," titled "**Thriving at Any Age: The Blueprint for Healthy Longevity**," casts a hopeful and detailed view on the blueprint to Longevity, health status and future of India's populace. It aims to guide both individuals and communities towards sustainable health and longevity. This executive summary distils crucial findings and recommendations, signalling a shift towards a healthier future for all.

The first chapter "Secret to Longevity" highlights the preference for quality of life over merely reaching a high age and suggests that adopting healthier lifestyles could improve India's averages. It also delves into the complexities of an ageing population in India, pointing out the health and social challenges faced by the elderly and the resultant pressures on younger generations. Emphasizing the need for comprehensive support systems, it advocates for a holistic approach to longevity that focuses on enhancing life quality through healthy living and societal support, aiming to ensure dignity and independence for the elderly while addressing the economic and social implications for the nation.

Analysing India's health landscape indicates a cautious optimism, with nearly half of the populace categorized as 'Borderline or Unhealthy' yet showing a growing engagement with health management. A highlighted concern is the gender health gap, with women more susceptible to certain health issues, pointing towards the need for targeted health initiatives. Urban advancements in health, particularly in Mumbai and Bengaluru, are attributed to healthier diets, increased exercise, and mental health awareness, emphasizing the impact of social and environmental factors on overall well-being.

Emphasizing preventive healthcare, the report advocates for lifestyle changes and increased health awareness to boost life quality and longevity. Leveraging GOQii's extensive data, it uncovers trends in physical activity, nutrition, sleep, and stress management, noting improvements in some areas but identifying persistent challenges in others, such as stress and lifestyle diseases. The call to action includes embracing technology, personalized health strategies, and sustainable lifestyle adjustments to foster a healthier future, underscoring the importance of collective efforts in promoting wellness and supporting a health-conscious ecosystem.

The "India Fit Report 2024" is a call to action for holistic health and wellness, encouraging a proactive stance towards health, aiming to extend longevity and enhance the quality of life across India's diverse population.

Methodology

To compile the comprehensive report, GOQii leveraged its extensive user base of over 6 million individuals across India, all united in their quest for better health. This rich dataset was gathered through varied methods, tapping into the diverse experiences and health journeys of users on the GOQii platform. This approach ensured a robust and wide-ranging analysis, reflective of the health trends across the nation. Here are the following parameters that were considered for this report:

Survey – Among the GOQii User Base:

Health Risk Assessment:

The health evaluation of GOQii's 6 million users was conducted through their Health Risk Assessment (HRA) responses. The HRA, a comprehensive tool, calculates a health score reflecting an individual's overall wellness. It considers various factors like body statistics, medical parameters, lifestyle habits, and current health conditions. This method provides a holistic view of the users' health status on the GOQii platform, guiding them in their ongoing health journey.

Daily User App logs:

On the GOQii App, 6 million users actively monitor their lifestyle habits as part of their health journey. They track a variety of activities and metrics, including their average daily step count, water consumption, and nutritional intake. Additionally, users log their engagement in sports and physical activities and explore various health topics to increase their awareness. Sleep patterns are also recorded, giving insight into the average amount of rest they receive annually. Furthermore, the app tracks their initial goals set at the beginning of their lifestyle modification journey.

Benchmarks for Health & Factors of Health

In the India Fit Report, we have sought to understand the fitness levels of India. Across different cities, gender and different age groups. We also look at who succeeds and who lags overall and for each aspect individually. As an additional measure, we look at how stressed people are and why.

In the following chapters, we cover the various benchmarks for health such as :

- Health Score of the Health Risk Assessment (Based on questions that our users answered)
- Measurements and Indicators – BMI, Vitals (Blood Pressure, Heart Rate and Waist Size)
- Lifestyle Diseases (Diabetes, Thyroid, High Cholesterol, High Blood Pressure)
- Gut Health (Acidity & Indigestion)

We also seek to understand their efforts towards getting healthy, Based on the data collected through the year

- Staying physically active through the number of steps clocked and the activities they indulge in. How their BMI affects their activity levels.
- Hydration levels – Average Water levels. Times of the year that water levels vary.
- Their nutrition levels – The keenness to track food, the key problems around nutrition that India faces, the meal timings and the kind of food India eats.
- Sleep – Quantity and Quality of Sleep.
- Stress – Stress level and how they combat it.

Comparison Buckets Across the Report:

- **Gender**
 - Male
 - Female
- **Age Buckets**
 - Teens (Below 19)
 - Young Adults (20-29 years)
 - Adults (30-44 years)
 - Older Adults (45-59 years)
 - Senior (60+ years)



Longevity

Longevity

Thriving at Any Age: The Blueprint for Healthy Longevity

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Introduction

Living up to 100 years may seem like a desirable goal, but not everyone shares this aspiration. Very few say they want to reach this milestone. Majority of them prefer to live as long as they are active. This confirms the common wisdom that longevity is not just about quantity, but also quality of life. To understand this concept better, we need to examine the factors that influence longevity.

One of these factors is the life expectancy of different countries. According to the 2011 census, India's average life expectancy was 68.8 years, which is lower than the global average of 72 years. Indian women had a higher life expectancy of 70.3 years, compared to 67.4 years for men. India ranked 125th out of 184 countries in terms of life expectancy, which indicates a need for improvement.

Japan, on the other hand, topped the list of life expectancy. Japan also had the largest proportion of centenarians in the world, with 48 per 100,000 people living beyond 100 years. What is their secret to longevity?

Many researchers have been fascinated by Japan's high life expectancy, especially in the Okinawa region, which had the most centenarians in the world. They have studied the lifestyle of the Okinawa people to uncover and learn the key to a long and healthy life. Okinawa is also known as a 'Blue Zone', a term used to describe geographic areas where people have a higher life expectancy. These Blue Zones are thought to have some healthy habits that can promote a longer and active life.

India's life expectancy raises many questions, such as how we can increase it, what kind of lifestyle changes we need to make and on what scale, whether there can be a Blue Zone in India, and what kind of healthy habits they would follow, etc. According to the 2011 Census, North India has more centenarians than the rest of the country, with 8.4 per 100,000 people in the region.

The state with the highest proportion of centenarians is Uttar Pradesh (9.9 per 100,000), followed by Jammu Kashmir (7.6) and Punjab (6.9). However, among 42 countries, with Japan being the first, India has the lowest number of centenarians per 100,000. Genetics also play a vital role in our lifespan, but a healthy lifestyle can also contribute to it. A healthy diet, regular physical activity, stress management, happiness, etc. are some of the key factors of living a healthy life.

To get more details about what it really takes to live a long and healthy life, we have user stories of people 40 and above ageing gracefully and leading a healthy life and talking about what they are doing to stay healthy. The India Fit study results reveal some very interesting insights that can help in creating a lifestyle that can lead to longevity if followed consistently.

"Navigating the Complexities of Health Across Generations in India: Tackling Challenges and Creating Solutions"

India is witnessing a demographic shift that is reshaping the contours of its society and economy. The aging population, a global phenomenon, presents itself distinctly in the Indian context. The Census of 2011 illuminates this trend, revealing that individuals aged 60 years and above constitute 8.6% of the total population, numbering 104 million. This demographic shift, while reflecting the success of improved healthcare and longevity, also casts light on the emerging challenges and the urgent need for a robust support system.

The implications of an aging population are profound and multifaceted. For the elderly, the twilight years bring forth issues such as declining cognitive health, diminished muscle strength, and a compromised immune system. These health concerns are not just medical; they are intricately linked with the social fabric, often leading to isolation, dependency, and a diminished quality of life. Furthermore, the ripple effects extend to the younger and middle-aged cohorts who find themselves at the intersection of advancing their own lives while shouldering the responsibility of caring for their aging parents. The stress associated with balancing professional aspirations, personal well-being, and parental care is becoming a defining feature of the younger generations' lives.

Addressing these health concerns transcends the realm of individual well-being. It is pivotal for the social and economic vitality of the nation. For a country like India, where family and community play a central role, ensuring the health and well-being of all age groups is paramount. A healthy aging population not only contributes to the economy through extended work engagement but also reduces the dependency ratio, alleviating the economic burden on the younger workforce. Moreover, fostering an environment where the elderly can live with dignity and independence enriches the societal fabric, passing on values and wisdom to younger generations.

As we embark on this detailed exploration, the GOQii India Fit Report 23-24 titled **Thriving at Any Age: The Blueprint for Healthy Longevity** aims to offer an understanding of the complexities and interdependencies of health concerns across different age groups. It underscores the imperative to craft thoughtful, strategies and interventions that address the unique needs of each demographic segment while fortifying the collective social and economic well-being of the nation.



Health Challenges of the Ageing Population in India

The ageing population in India faces numerous health challenges. As life expectancy increases, so do issues like chronic diseases, cognitive disorders like dementia and Alzheimer's, and physical ailments such as arthritis and osteoporosis. These conditions not only affect the quality of life but also increase the burden on healthcare systems. Additionally, older adults often face psychological issues such as depression and loneliness. Addressing these challenges requires comprehensive healthcare strategies, including preventive care, improved healthcare infrastructure, and support systems for mental health and social engagement.

Cognitive Health

Prevalence of Dementia and Alzheimer's Disease

India is experiencing a significant prevalence of dementia among its elderly population. Recent estimates from the Longitudinal Aging Study in India (LASI) suggest that the prevalence of dementia in adults over the age of 60 is approximately 7.4%, translating to about 8.8 million Indians currently living with dementia. This figure surpasses previous estimates, highlighting an increasing trend in the incidence of dementia and Alzheimer's disease within the aging population.

The rising trend of Alzheimer's and dementia is particularly concerning given the rapid aging of India's population. By 2050, the population over 60 years of age is projected to constitute 19.1% of the total population, with a dramatic increase in the prevalence of dementia accompanying this demographic shift.

Impact on Family Structure and Healthcare System

The increasing prevalence of cognitive impairments like dementia and Alzheimer's disease profoundly impacts family structures and the healthcare system. Families often find themselves under significant emotional and financial strain as they navigate the complexities of providing care for their elderly members with cognitive health issues.

The healthcare system is also challenged by the growing need for specialized care and support services for individuals with cognitive impairments. The rising numbers signify an urgent need to enhance healthcare infrastructure, develop comprehensive care plans, and foster community support systems to effectively address and manage the implications of these conditions.

Muscle Strength and Mobility

Muscle strength and mobility are essential for maintaining independence and quality of life as we age. Unfortunately, many older adults in India face significant challenges due to sarcopenia and osteoporosis, conditions that diminish physical capabilities and elevate risks of injury.

Sarcopenia, the progressive loss of skeletal muscle mass and strength, affects a broad range of the elderly population, with prevalence rates varying from 5% to 50%. Factors influencing these rates include gender, age, and existing health conditions. This condition not only hampers mobility but also increases the likelihood of falls and fractures, further complicating the health landscape for the aging.

Osteoporosis compounds these challenges by weakening bones, making them more susceptible to breaks from falls or even minor stresses. The confluence of sarcopenia and osteoporosis presents a formidable barrier to maintaining an active and independent lifestyle among India's elderly.

Recognizing the profound impact of these conditions, there's a pressing need for targeted interventions and preventive strategies. These could include nutritional adjustments, physical therapy, and exercise regimens designed to enhance muscle mass, strength, and bone density, ultimately improving the overall well-being of the aging population.

The Importance of Physical Activity and Diet

From a longevity perspective, the significance of a balanced diet and regular physical activity cannot be overstated. These lifestyle choices are pivotal in mitigating risks associated with age-related muscle weakness and deteriorating bone health. Engaging in physical activity that is tailored to the elderly, such as strength training, yoga, and even light aerobic exercises like walking, can profoundly impact maintaining muscle mass and improving mobility. These activities not only bolster physical health but also contribute to mental well-being, reducing the risk of chronic diseases and enhancing life quality.

Nutritional interventions play a critical role in supporting these physical efforts. Adequate intake of essential nutrients, particularly calcium, vitamin D, and protein, is crucial for maintaining bone density and muscle function. As the body ages, its ability to absorb and process these nutrients diminishes, making it imperative for the elderly to follow a diet specifically enriched with these elements. Furthermore, hydration and the consumption of foods rich in antioxidants and omega-3 fatty acids contribute to inflammation reduction and overall health maintenance.

Public health initiatives that focus on educating the elderly about the benefits of healthy living are vital. These should include access to resources and programs that encourage physical activity and provide guidance on nutritional planning. Communities that support active living and healthy eating can significantly influence the well-being of their older members, promoting longevity and a better quality of life. The integration of diet and physical activity into daily routines is essential for combating the natural decline associated with aging, making these practices indispensable for a long, healthy life.

Increased Vulnerability to Infections and Diseases

Immunity Concerns

The ageing population is inherently more susceptible to infections and diseases due to the natural weakening of the immune system. This increased vulnerability necessitates a proactive approach to healthcare, emphasizing the prevention and early detection of health issues.

The natural decline of the immune system with age, known as immunosenescence, makes the elderly more prone to infections and diseases. This vulnerability highlights the importance of a proactive healthcare approach, focusing on prevention and early detection.

Vaccinations against flu, pneumonia, and shingles, alongside regular health screenings, are crucial in protecting the aging population. A healthy lifestyle, encompassing a nutritious diet, regular exercise, sufficient sleep, and stress management, also plays a vital role in supporting immune function.

Adapting healthcare strategies to emphasize these preventive measures can significantly enhance the well-being and longevity of the elderly, making it imperative for public health policies and personal health practices to evolve in response to the challenges posed by aging on the immune system.

The Role of Nutrition

Good Nutrition plays a vital role in bolstering the immune system of the elderly. A diet rich in essential nutrients can help mitigate the risk of infections and support overall health.

Proper nutrition is a cornerstone of health, especially as we age. For the elderly, the role of nutrition transcends mere caloric intake; it becomes a pivotal factor in bolstering the immune system and mitigating the risk of infections. A diet rich in essential nutrients, including vitamins, minerals, proteins, and antioxidants, is crucial for maintaining and enhancing immune function. Vitamins such as C, D, and E, along with minerals like zinc and selenium, are known for their immune-boosting properties. These nutrients support the body's natural defense mechanisms against pathogens and reduce the incidence and severity of infections.

Furthermore, protein is essential for the repair and regeneration of immune cells, while antioxidants help combat oxidative stress, which can otherwise weaken immune responses. Omega-3 fatty acids, found in fish and flaxseeds, have been shown to reduce inflammation, a common issue that can impair the immune system.

For the elderly, achieving a balanced diet might require adjustments, including more frequent, nutrient-dense meals that are easier to digest. Hydration also plays a crucial role in maintaining immune health. Public health initiatives and individual dietary planning should focus on incorporating these nutritional elements to support the overall health and well-being of the aging population, ensuring they have the best defense against disease.

The Role of Vaccination

Vaccination is another critical component of preventive healthcare for the aging population. Ensuring access to essential vaccines can significantly reduce the incidence of vaccine-preventable diseases among the elderly, contributing to their health and well-being.

The ageing population in India faces a myriad of health challenges, from chronic diseases to reduced physical and cognitive abilities, necessitating a comprehensive strategy that merges medical care, lifestyle changes, and supportive policies for the elderly's welfare. Tailored medical care is crucial, emphasizing preventive measures, regular health screenings, and vaccinations to manage and mitigate health risks efficiently.

Lifestyle changes are equally important, with a focus on encouraging physical activity and a nutritious diet to maintain mobility, muscle strength, and overall health. Mental health support to combat social isolation and depression is essential for enhancing the elderly's quality of life.

Moreover, supportive policies that improve accessibility, provide financial security through pension schemes, and offer adequate insurance coverage are critical for fostering an environment conducive to the health and independence of the elderly. Public health initiatives should also focus on promoting healthy aging and informing the elderly about available resources.

Addressing these challenges is vital not just for the health and well-being of India's elderly but also for the nation's overall health and economic stability. With the increasing number of older adults, their health outcomes have a profound impact on the healthcare system and the economy. A holistic approach integrating medical care, lifestyle adjustments, and supportive policies is essential to mitigate these challenges, ensuring a healthier future for all generations.



Lifestyle Diseases: A Threat to All Ages

Lifestyle diseases, or non-communicable diseases (NCDs), have become a major health concern worldwide, affecting individuals of all ages. These conditions, including cardiovascular diseases, diabetes, obesity, and various cancers, are closely tied to lifestyle choices such as diet, physical activity, tobacco use, and alcohol consumption. Cardiovascular diseases, for instance, are linked to unhealthy eating and lack of exercise, while type 2 diabetes is often associated with obesity and sedentary behavior. Similarly, certain cancers are influenced by factors like smoking and poor diet.

The global rise in NCDs highlights the urgent need for public health initiatives that encourage healthier living. Strategies to combat NCDs include promoting regular physical activity, ensuring access to nutritious foods, reducing tobacco and alcohol use, and educating the public on the risks of unhealthy lifestyle habits. By adopting healthier lifestyles, individuals can significantly lower their risk of developing these diseases, thereby improving their overall health and reducing the burden on healthcare systems. Addressing lifestyle diseases through preventive measures and lifestyle modifications is crucial for enhancing global health and well-being.

Diabetes

India's designation as the diabetes capital of the world highlights a pressing health crisis, with the International Diabetes Federation (IDF) reporting approximately 77 million adults living with diabetes in 2019. As per Indian Council of Medical Research – India Diabetes (ICMR INDIAB) study published in 2023, the prevalence of diabetes is 10.1 crores. This alarming figure points to an urgent need for action against a backdrop of sedentary lifestyles, high-calorie diets, and genetic predispositions contributing to the rising diabetes prevalence.

The transition to less active routines and the consumption of calorie-dense foods have significantly influenced the spike in diabetes cases. Furthermore, Indians face a genetic inclination towards developing diabetes at younger ages and lower obesity levels compared to other populations, exacerbating the challenge.

This diabetes epidemic not only impacts individual health but also places a heavy burden on India's healthcare infrastructure, demanding considerable resources for management and treatment. Addressing this issue requires comprehensive public health strategies aimed at promoting physical activity, healthier eating habits, and early detection through screening programs. Raising awareness about diabetes risks and the importance of lifestyle changes is also critical for prevention.

With focused efforts on prevention and early intervention, India can work towards reversing the diabetes trend, improving health outcomes for its population, and reducing the strain on its healthcare system.

Hypertension

Hypertension is a major public health concern in India, affecting roughly 33% of the urban and 25% of the rural population. This widespread condition is a leading risk factor for cardiovascular diseases and is significantly influenced by lifestyle factors such as unhealthy diets, lack of physical activity, and high stress levels, which are prevalent across both urban and rural settings. The rapid urbanization and lifestyle changes in India have contributed to the increasing rates of hypertension, with urban residents facing the pressures of modern life and rural populations experiencing economic and lifestyle shifts.

To combat hypertension, India requires a holistic approach that emphasizes healthy living initiatives, including dietary improvements to reduce salt intake and increase fruit and vegetable consumption, promotion of regular physical exercise, and stress management programs. Public awareness campaigns are also crucial to educate people about the importance of regular blood pressure checks and early management to prevent severe cardiovascular complications.

Effective intervention involves a collaborative effort from healthcare providers, policymakers, and the community to foster an environment conducive to healthier lifestyles. By addressing the root lifestyle factors contributing to hypertension, India can significantly reduce its impact and improve the overall cardiovascular health of its population.

Cardiovascular Diseases

Cardiovascular diseases (CVDs) are the top cause of death in India, reflecting a global health crisis where they account for 31% of all mortality worldwide, as per the World Health Organization (WHO). The rise in CVDs in India is closely linked to unhealthy diets rich in saturated fats and sugars, increased physical inactivity due to urbanization, and higher consumption of tobacco and alcohol. These lifestyle changes have led to more people suffering from risk factors like hypertension, obesity, and high cholesterol, escalating the prevalence of heart-related conditions.

To combat this, India needs an integrated public health approach that encourages heart-healthy lifestyles, including better dietary habits, regular exercise, and reduction in tobacco and alcohol use. Awareness programs are vital to inform the public about CVD risks and the importance of early health screenings. Improving healthcare infrastructure and accessibility, alongside affordable treatments, is also crucial for effective disease management.

Collaboration across government, NGOs, healthcare providers, and communities is essential to address the CVD challenge. By focusing on preventive measures and promoting healthier living, India can reduce the burden of cardiovascular diseases and improve the overall health of its population.



The Impact of Urbanization and Modernization on Health

Urbanization and modernization have brought about significant changes in lifestyle patterns, especially in urban settings. These changes have led to an increase in sedentary behavior, dietary shifts, and higher levels of stress, all of which contribute to the rising prevalence of lifestyle diseases, including cardiovascular conditions.

Increased Sedentary Behavior

The transition towards more desk-bound occupations and the increasing reliance on technology have led to a notable decline in physical activity among urban populations. It is generally well-supported in medical literature that a sedentary lifestyle is a significant risk factor for cardiovascular diseases. The lack of physical activity not only contributes to the development of these conditions but also exacerbates the risk of obesity, diabetes, and other related health issues.

Dietary Changes

Alongside changes in physical activity, urbanization has significantly influenced dietary habits. The convenience of processed foods, which are often high in fats, sugars, and calories yet low in essential nutrients, has become a preferred choice for many urban dwellers. The National Family Health Survey (NFHS) has documented a worrying decline in the consumption of vegetables and fruits, which are crucial for maintaining a balanced and healthy diet. This shift away from traditional, nutrient-rich foods towards more processed alternatives is a concerning trend that needs to be addressed.

Stressful Urban Living

The fast-paced and competitive nature of urban life contributes to elevated stress levels among city residents. It's a known fact and doctors have also drawn our attention to the link between stress and increase in lifestyle diseases. Stress not only affects mental health but also has physical manifestations, including hypertension and heart disease. Developing effective stress management strategies is essential to mitigate these health risks and improve overall well-being.

The challenges posed by urbanization and modernization to public health are clear. To combat the adverse effects of these lifestyle changes, there is a need for comprehensive public health strategies that promote physical activity, encourage healthy eating habits, and address the psychological stresses of urban life. By acknowledging and addressing these factors, it is possible to reduce the prevalence of lifestyle diseases and improve the quality of life for urban populations.



The Interconnected Role of Diet, Physical Inactivity, and Stress in Lifestyle Diseases

The escalating prevalence and severity of lifestyle diseases in India can largely be attributed to the interplay of diet, physical inactivity, and stress. These factors collectively contribute to a detrimental cycle that not only increases the risk of developing such conditions but also worsens their impact on individuals' health.

Diet and Its Impact

The rapid growth in fast food consumption, with a reported annual increase of 40% by the Indian Market Research Bureau (IMRB), is a significant concern. This dietary shift towards high-calorie, nutrient-poor foods is a major driver of obesity, diabetes, and cardiovascular diseases among the Indian population. The convenience and accessibility of fast food, coupled with its appealing taste, often overshadow the critical need for a balanced and nutritious diet. This trend underscores the urgent need for public health initiatives focused on promoting healthier eating habits and the consumption of traditional, nutrient-rich foods.

The Consequences of Physical Inactivity

Physical inactivity is another critical factor contributing to the surge in lifestyle diseases. The World Health Organization (WHO) estimates that 34% of Indian adults are insufficiently active, which plays a significant role in the increasing burden of these diseases. Regular physical activity is not just crucial for weight management; it also enhances cardiovascular health, improves mental well-being, and reduces the risk of chronic conditions. The challenge lies in integrating more active lifestyles in increasingly urbanized and sedentary environments, highlighting the importance of public spaces for exercise and the promotion of active commuting options.

Stress as a Catalyst for Unhealthy Behaviors

Chronic stress, prevalent among the Indian population according to the National Institute of Mental Health and Neuro Sciences (NIMHANS), acts as a catalyst for unhealthy behaviors. The pressures of modern life can lead individuals to smoking, excessive alcohol consumption, and making poor dietary choices, all of which contribute to the development and exacerbation of lifestyle diseases. Stress management and mental health support are thus essential components of a comprehensive approach to combat lifestyle diseases, necessitating strategies that address the psychological as well as the physical aspects of well-being.

Addressing the Cycle of Lifestyle Diseases

Breaking the cycle of diet, physical inactivity, and stress requires a multifaceted approach that encompasses education, policy changes, and community support. Encouraging healthy eating, facilitating physical activity in daily routines, and providing access to mental health resources are key strategies. By tackling these interconnected factors, India can make significant strides in reducing the prevalence of lifestyle diseases and improving the health and quality of life for its population.



The Impact of Modern Lifestyle, Career Pressures, and Social Expectations

The rapid pace of modern life, particularly in urban environments, has significantly contributed to the rising stress levels among the young and middle-aged populations in India. This stress is a byproduct of various factors, including intense career pressures, stringent societal expectations, and the constant struggle to maintain a work-life balance, all of which impose substantial psychological strains.

Career Pressures and Mental Health

Career pressures stand out as a critical source of stress for many individuals. The relentless pursuit of professional success in highly competitive environments often leads to prolonged work hours, tight deadlines, and a perpetual fear of job insecurity. The GOQii study in 2023 indicated that 26% of Indians are stressed due to their current work situation and 17% due to financial instability. According to GOQii's Stress and Mental Health Survey, the percentage of women stressed has increased from 25% in 2021 to 35% in 2023. These mental health issues are primarily attributed to the performance pressure and high demands associated with their roles. The implications of such stress are profound, affecting not only the mental well-being of individuals but also their physical health, productivity, and interpersonal relationships.

The Burden of Social Expectations

Furthermore, societal expectations add another layer of stress. The pressure to conform to societal norms regarding lifestyle, social status, or personal achievements can be overwhelming. The National Mental Health Survey of India, 2016, sheds light on this issue, revealing that nearly 15% of Indian adults require active intervention for one or more mental health concerns, many of which are exacerbated by social pressures. The quest for social acceptance and the fear of judgment can lead to anxiety, depression, and a host of other mental health problems, underscoring the need for societal change and increased mental health awareness.

Addressing the Psychological Impact

The psychological impact of modern lifestyles, career pressures, and social expectations calls for a comprehensive approach to mental health care. It's imperative to create supportive environments in the workplace that prioritize mental well-being and encourage work-life balance. Employers should implement policies that reduce job stress, such as flexible work hours, wellness programs, and access to mental health resources.

Similarly, challenging societal norms and expectations can help alleviate the pressure to conform. Promoting mental health awareness and reducing the stigma associated with mental health issues are crucial steps in encouraging individuals to seek help when needed. Providing accessible mental health services and support systems can significantly improve the quality of life for those affected by stress and mental health issues.

In conclusion, the collective efforts of employers, communities, and the healthcare system are essential in addressing the mental health challenges posed by the modern lifestyle, career pressures, and social expectations in India. By fostering a culture of understanding and support, it's possible to mitigate the adverse effects of these pressures and promote a healthier, more balanced approach to work and life.



The Rising Concern of Mental Health Issues

Anxiety, Depression, and Other Disorders

The Rising Concern of Mental Health Issues – Anxiety, Depression, and Other Disorders

The increasing prevalence of mental health problems among the younger and middle-aged populations in India has emerged as a significant concern. Anxiety, depression, and other mental disorders are affecting a vast segment of society, impacting the most productive years of an individual's life.

Anxiety and Depression

The World Health Organization (WHO) highlights the substantial burden of mental health issues in India, with an estimated 2,443 Disability-Adjusted Life Years (DALYs) per 100,000 population. Notably, the age-adjusted suicide rate stands at 21.1 per 100,000 population, with a higher prevalence observed in the 15-29 age group. These figures underscore the urgent need to address mental health challenges that significantly detract from the quality of life and productivity.

Other Disorders

Beyond anxiety and depression, there is a noticeable rise in stress-related conditions such as migraines, insomnia, and substance abuse. Reports from the National Institute of Mental Health and Neuro Sciences (NIMHANS) indicate a growing trend in substance use disorders and stress-related ailments among young and middle-aged individuals. These disorders not only affect individuals' health and well-being but also have broader social and economic implications.



Coping Mechanisms and the Importance of Mental Health Awareness and Support Systems

Addressing mental health issues demands a comprehensive approach that includes individual coping mechanisms, increased mental health awareness, and robust support systems.

Coping Mechanisms

Adopting healthy coping strategies such as regular physical exercise, engaging in hobbies, and practicing mindfulness and meditation can significantly mitigate the impact of stress and mental health issues. The Public Health Foundation of India suggests that regular physical activity can lower the risk of depression by up to 30%, highlighting the importance of lifestyle interventions in managing mental health.

Mental Health Awareness

Raising awareness about mental health is crucial for reducing stigma and encouraging individuals to seek help. The Indian government's Mental Health Policy focuses on enhancing understanding of mental health issues and advocating for the rights and needs of those affected. Awareness campaigns can play a key role in changing societal attitudes and promoting a more supportive environment for mental health.

Support Systems

Effective support systems, including accessible counseling services, mental health helplines, and community support groups, are essential for providing care and assistance to those in need. The WHO emphasizes the integration of mental health services into primary healthcare to improve accessibility and ensure that individuals receive timely and effective treatment.

Tackling the rising concern of mental health issues in India requires a multi-dimensional strategy that encompasses preventive measures, supportive interventions, and societal change. By fostering a culture of awareness, acceptance, and support, India can make significant progress in addressing the mental health crisis and enhancing the well-being of its population.



The Ripple Effect of Health Issues Across Generations

Navigating health issues within family structures often involves a multi-generational effort, with the responsibility of caring for elderly parents predominantly resting on the younger members. This duty, while noble, introduces various emotional and financial challenges, significantly impacting those who juggle caregiving with their own career and life pursuits. The ripple effect of these health issues across generations emphasizes the urgent need for robust support networks that can lighten the load for caregivers.

Emotional Burdens

Caring for elderly family members in India, a duty steeped in love and dedication, often comes with substantial emotional toll. Studies suggest that Indian caregivers commonly face elevated stress levels, with a substantial portion grappling with prolonged stress. This psychological strain can profoundly impact their mental health, resulting in conditions such as anxiety, depression, and caregiver burnout. The emotional load is intensified by persistent concerns for the well-being and contentment of their loved ones, coupled with the pressures of managing their healthcare needs.

Financial Burdens

Providing care for the elderly in India is not just an emotional journey but also a financial challenge. Family caregivers frequently spend a significant portion of their income on caregiving expenses. In a country where healthcare support may not be sufficiently robust, the financial weight of eldercare falls heavily on families. These costs go beyond immediate medical bills, encompassing reduced income due to decreased work hours or job cessation, as well as the price of medical equipment, modifications for safer living spaces, and various other essentials required for comprehensive care.

Overcoming the Obstacles

The cross-generational effects of health issues underscore the necessity for interventions that can alleviate caregivers' burdens. Solutions include access to cost-effective healthcare services, financial aid programs, and resources for emotional and psychological support. Establishing a supportive community that acknowledges caregivers' contributions and provides practical help can make a meaningful difference in their stress management efforts.

Moreover, policies promoting work-life balance, like flexible work schedules and caregiver leave, are crucial for allowing caregivers to continue their roles without compromising their professional growth or personal health. By tackling the emotional and financial hardships of caregiving, we can offer stronger support for these key figures in our healthcare system, leading to a more caring and sustainable response to the challenges of intergenerational health issues.



The Role of Family, Community, and Government in Providing Support

The intricate web of caregiving for elderly or ill family members highlights a critical need for a multifaceted support system that encompasses family, community, and government roles. Each of these entities plays a unique and complementary role in providing the necessary support to caregivers and those in need, creating a holistic approach to managing health and well-being across generations.

Family's Role

The family unit is often the first line of support for individuals facing health challenges. Family members provide not only emotional and moral support but also direct care, financial assistance, and advocacy for their loved ones. The role of the family extends beyond the provision of basic needs, involving complex emotional support that fosters a sense of belonging, security, and well-being for the care recipient. Families navigate the healthcare system, make critical health decisions, and often adjust their living arrangements and financial planning to accommodate the needs of their members. However, the intense demands of caregiving can strain family resources and emotional bandwidth, highlighting the necessity for external support systems.

Community's Role

Communities serve as an essential support network for both caregivers and those in need of care. This support can manifest in various forms, including local health services, social organizations, volunteer groups, and faith-based initiatives. Communities can offer practical assistance, such as meal delivery services, transportation, respite care, and emotional support groups, which can significantly reduce the burden on family caregivers. Moreover, communities can foster an environment of inclusion and support, helping to reduce the stigma sometimes associated with illness and caregiving. By mobilizing local resources and networks, communities can fill gaps in care and provide a buffer against the isolation that often accompanies caregiving roles.

Government's Role

The government plays a pivotal role in supporting caregivers and their families through policy-making, funding, and the provision of services. This support can take various forms, including healthcare policies that ensure access to affordable medical care, social security benefits, caregiver support programs, tax incentives, and legal protections for caregivers, such as job security and the right to take leave for caregiving purposes. Governments can also fund research into caregiving best practices and the development of innovative care models. By implementing policies that recognize and support the role of caregivers, governments can help to ensure that families do not bear the burden of care alone and that high-quality care is accessible to all.

Integrating Support Systems

The integration of family, community, and government support systems is crucial for creating a sustainable caregiving ecosystem. Effective communication and collaboration among these sectors can help to identify and address gaps in care, tailor support services to the unique needs of different families, and distribute the caregiving burden more evenly across society. This integrated approach can lead to more effective care for those in need, while also supporting the health and well-being of caregivers, ensuring that no one is left to navigate the challenges of caregiving alone.

It is important to note that the roles of family, community, and government are deeply interconnected in the support system for caregiving. By working together, these entities can create a comprehensive network of care that supports not only the immediate needs of individuals but also the long-term health and well-being of caregivers and society as a whole.



The Changing Dynamics of the Traditional Family Support System

The traditional family support system, once characterized by multi-generational households and close-knit familial networks, is undergoing significant transformations. This evolution is driven by a myriad of socio-economic factors, reshaping the way families interact, live, and support one another.

Urbanization and global mobility are at the forefront of this change. As people move to cities or abroad in search of employment and better living conditions, the geographical distance between family members widens. This shift from extended to nuclear family units impacts the availability of care and support, especially for the elderly and disabled, who traditionally relied on a network of relatives.

Economic pressures also play a pivotal role. The necessity for dual-income households in the face of rising living costs means that fewer family members are available to provide in-home care. This leads to an increased reliance on external services and institutions, altering the direct care role families once played.

Technological advancements offer a silver lining, bridging distances and enabling new forms of support and connection. From telehealth services facilitating medical consultations to digital platforms allowing families to maintain emotional connections, technology is redefining what support looks like.

These changing dynamics reflect a broader societal shift towards individualism and away from collectivist traditions. While they present challenges, such as the potential for isolation and the burden on social services, they also offer opportunities for innovation in how we think about and organize family support. As the definition of family evolves, so too does the nature of the support system, adapting to meet the needs of today's diverse family structures.

Urbanization and Global Mobility

Urbanization and global mobility are significantly transforming family structures, particularly in India, where a shift from joint to nuclear families is redefining caregiving dynamics. This change is propelled by the pursuit of better job prospects, education, and living standards in urban areas, leading to an increase in the urban population. This migration trend is notably impacting traditional support systems within families, especially in a country deeply rooted in communal and family-based support networks.

As families move towards urban centers, the extended family support once available in rural settings diminishes, leading to a reliance on nuclear family units. This shift places a strain on care for the elderly and children, previously managed within larger family groups. The spread of families across cities and even countries further complicates these dynamics, necessitating new forms of support and care.

India's experience mirrors a global pattern where urbanization and mobility are challenging traditional caregiving roles, prompting a need for innovative solutions in social services and community support. As the country continues to urbanize, adapting these support structures will be crucial to meet the evolving needs of modern families, ensuring care and connection despite physical distances.

Economic Pressures

In India, economic pressures are reshaping family dynamics and caregiving responsibilities,

particularly in urban areas. The growing need for dual incomes to meet rising living costs has significantly impacted younger families' ability to provide full-time care to their elders or children. This economic reality is pushing families towards seeking external support services to bridge the gap in caregiving.

The National Sample Survey Office (NSSO) report highlights this trend, noting an increase in the employment rate among urban women aged 15–59 years. This shift is not just a marker of economic necessity but also reflects changing social norms around gender and work. However, while the participation of women in the workforce is a positive development for gender equality and economic growth, it presents challenges in terms of balancing work and family responsibilities.

The dual-income model, while financially beneficial, often leaves families without the time or resources to care for dependent family members traditionally. As a result, there's a growing reliance on external services such as daycare centers for children, and care homes or hired help for the elderly. This reliance underscores a broader societal shift from informal, family-based care to formal, paid services.

From the Indian perspective, these economic pressures highlight the need for supportive policies and infrastructure that can alleviate the burden on working families. As India continues to develop economically, addressing these challenges will be crucial for ensuring that families can thrive without sacrificing the well-being and care of their members.

Technological Advances

Technological advances are revolutionizing elder care in India, with innovations such as telemedicine and health monitoring apps playing a pivotal role. These technologies offer a new dimension of care for the elderly, enabling remote medical consultations, continuous health monitoring, and immediate access to medical services, which is especially crucial in a country with a vast and diverse geography like India.

These technological solutions are particularly valuable in bridging the urban-rural divide, offering those in remote areas access to quality healthcare that would otherwise be out of reach. Moreover, they provide a way for families, who might be geographically separated due to urban migration or economic pressures, to ensure their elderly loved ones receive the care they need.

As India continues to develop technologically, the integration of such innovations into the healthcare system is crucial for addressing the challenges of elder care. It represents a promising approach to enhancing the quality of life for the elderly, ensuring they receive timely and effective care, regardless of their location.

Strategies and Solutions

Strategies and solutions for strengthening the healthcare system extend beyond treatment and into the realm of prevention, aiming to mitigate the onset and effects of various diseases. These proactive measures can significantly contribute to the overall health and well-being of the population, thereby reducing the demand on healthcare services.

Regular Health Screenings

Encouraging individuals to undergo regular health check-ups and screenings is a cornerstone of preventive healthcare. Early detection of chronic conditions like diabetes, hypertension, and various forms of cancer can lead to more effective management and treatment, potentially preventing severe complications. These screenings can be integrated into community health initiatives, offering accessible and affordable options for early disease detection.

Vaccination Programs

Vaccination is one of the most effective ways to prevent infectious diseases. Expanding and promoting comprehensive vaccination programs across all age groups can significantly reduce the prevalence of vaccine-preventable diseases, easing the burden on healthcare systems. Efforts to increase awareness about the benefits of vaccinations, along with making vaccines readily available, are vital in achieving higher immunization rates.

Lifestyle Changes, Community Building, and Guidance

Creating a health-conscious society requires a multifaceted approach that encourages lifestyle changes through community support and guidance.

Promoting Physical Activity: Implementing community-based programs such as group exercises, yoga sessions, and sports activities can play a crucial role in fostering a physically active lifestyle. These programs not only improve physical health but also enhance social well-being by bringing people together with common goals.

Nutrition Awareness: Education is key in promoting nutritional health. Workshops and campaigns that highlight the importance of a balanced diet and the risks associated with processed and unhealthy foods can empower individuals to make healthier food choices, reducing the risk of diet-related diseases.

Mental Health Support: Mental health is an integral part of overall well-being. Establishing support groups, providing counseling services, and running awareness campaigns can help address mental health issues and destigmatize seeking help. Such initiatives can create a supportive environment for individuals to discuss and manage their mental health challenges.

Together, these strategies and solutions represent a comprehensive approach to healthcare, emphasizing the importance of prevention, awareness, and community engagement. By focusing on these areas, healthcare systems can not only manage existing diseases more effectively but also prevent new cases, leading to a healthier and more resilient society.

Role of Technology and Innovation in Healthcare

Incorporating technology and innovation within the healthcare sector is significantly transforming the landscape of healthcare delivery and management in India, a country marked by its vast geographical diversity and stark disparities in healthcare access between urban and rural areas.

Telemedicine in India

Telemedicine has become increasingly important in India, offering a solution to the challenge of healthcare accessibility, especially in remote and rural regions. The Indian government's push towards digital health initiatives, such as the National Telemedicine Guidelines and the e-Sanjeevani platform, exemplifies efforts to normalize and expand remote healthcare services across the country. These platforms facilitate consultations with doctors via video conferencing, ensuring that even those in the most remote areas can access quality healthcare advice without the need for extensive travel.

Health Monitoring Devices

The adoption of wearable technology and health monitoring apps has seen a rapid increase in India, driven by a growing middle class and heightened health awareness among the population. These devices are playing a crucial role in preventive healthcare by enabling individuals to monitor their health metrics continuously. For chronic conditions like diabetes and heart disease,

Electronic Health Records (EHRs)

The implementation of Electronic Health Records (EHRs) is gaining momentum in India, with initiatives like the Ayushman Bharat Digital Mission (ABDM) aiming to create a digital health ecosystem that supports universal health coverage in a secure and efficient manner. EHRs

promise to revolutionize healthcare management in India by ensuring the continuity of care, enhancing the efficiency of healthcare delivery, and improving patient outcomes. By providing healthcare practitioners with comprehensive and up-to-date patient information, EHRs facilitate better-informed decision-making and more personalized care.

The integration of technology and innovation is pivotal for overcoming India's unique healthcare challenges. These advancements not only aim to bridge the urban-rural divide but also to make healthcare more equitable, efficient, and patient-centered. As India continues to embrace digital health technologies, the potential to transform its healthcare landscape is immense, promising better health outcomes for its diverse population.

GOQii Initiatives for Promoting Healthy Lifestyles Among the Elderly

GOQii, is at the forefront of enhancing quality of life for individuals of all ages, with a special emphasis on supporting the elderly. Recognizing the distinct challenges this age group faces, GOQii has innovatively tailored its solutions to address the health and wellness needs of older adults, promoting active and healthy aging. Here's a closer look at how GOQii is making a difference in the lives of seniors:

Personalized Health Coaching for Seniors

GOQii's approach includes customized health coaching for the elderly, targeting specific age-related health issues. Expert coaches offer advice on appropriate nutrition, physical activities tailored to individual capabilities and health conditions, and lifestyle changes. This personalized guidance is crucial for managing and preventing conditions commonly associated with aging, ensuring seniors lead healthier, more vibrant lives.

GOQii Play for Active Ageing

Understanding the importance of physical activity and social interaction for the elderly, GOQii Play provides live, interactive sessions tailored to seniors. These include gentle yoga, meditation, and exercises designed to improve mobility and strength. Beyond physical benefits, these sessions offer social engagement, helping to combat loneliness and promote mental health among older adults.

Healthcare Ecosystem for Holistic Care

GOQii's integrated health ecosystem encompasses a range of products and services specifically curated for the needs of the elderly. This includes specialized health foods, supplements, health risk assessments, and regular check-ups, embodying a comprehensive approach to elder care. By addressing the holistic needs of seniors, GOQii ensures they receive the support necessary for sustained well-being.

Smart Technology for Health Monitoring

To aid in the regular monitoring of health vital for seniors, GOQii provides advanced wearable technology. These devices track essential health metrics, with the data analyzed and presented in an accessible format. This empowers seniors and their caregivers with timely information and alerts, fostering proactive health management.

Health Locker for Secure Health Records

GOQii's Health Locker offers a secure, efficient way to store and manage personal health records. For the elderly, this means easy access to their medical history, treatment plans, and important

health documents, streamlining healthcare management and ensuring vital information is readily available when needed.

Community Engagement and Support

By fostering a vibrant community platform, GOQii enables seniors to connect, share experiences, and support each other. This community engagement is invaluable, providing emotional support and motivating seniors towards an active, engaged lifestyle, enhancing their overall quality of life.

Through these innovative services and solutions, GOQii is redefining elder care, addressing the unique needs of the aging population with a blend of technology, personalized care, and community support, setting a new standard for healthy aging.

GOQii's AI-driven Insights

Leveraging AI technology, GOQii analyzes health data to provide actionable insights, personalized health tips, and early warnings about potential health risks. This proactive approach empowers the elderly to take charge of their health and make informed decisions.

By integrating these innovative solutions, GOQii has shifted the focus from reactive treatment to proactive and preventive health management. The company's commitment to leveraging technology for the betterment of senior health is paving the way for a future where longevity is coupled with quality life..

The company's initiatives in health tech are not just about technological innovation; they are about a holistic approach to health and wellness. GOQii's model recognizes that while technology is a powerful tool, the human element – in the form of coaching, community support, and expert guidance – is equally important. It is this blend of technology with a human touch that sets GOQii apart and exemplifies the future of health and wellness.

GOQii's approach to health and wellness through technology and innovation is a beacon in the health tech industry. Its integrated healthcare ecosystem, emphasis on preventive care, community engagement, and accessibility are paving the way for a healthier society. As healthcare continues to evolve, GOQii's model serves as an inspiration for how technology can be harnessed to create a more informed, health-conscious, and interconnected world.

GOQii Age:

GOQii has also introduced GOQii Age, which actually helps an individual understand his/her pace of ageing depending on the lifestyle he/she leads. GOQii Age, in the context of health and wellness technology, refers to a concept where an individual's health and fitness data are analysed to estimate their "biological age" compared to their chronological (actual) age. This concept is part of GOQii's health ecosystem, which includes wearable technology, personalised coaching, and health management platforms.

The idea behind GOQii Age is to provide a metric that reflects how well an individual's body is functioning relative to how old he/she is. It takes into account various factors, including physical activity, sleep patterns, nutrition, and other lifestyle choices, to estimate whether the individual's body is younger, older, or exactly where it should be in terms of health for the individual's chronological age.

Original Age (Chronological Age): This is the actual age of a person, calculated from their date of birth.

GOQii Age (Biological Age): This is an estimate of a person's age based on their physical and health status, which may be lower or higher than their chronological age, depending on their lifestyle and health choices.

For example, if someone is 40 years old but leads a very healthy lifestyle, their GOQii Age might be calculated as 35, suggesting that their health markers are similar to those of the average 35-year old. Conversely, if a person has poor health habits, their GOQii Age could be higher than their chronological age.

The purpose of introducing GOQii Age is to motivate individuals to adopt healthier lifestyles by

providing tangible goals and metrics for improving their health status, potentially reducing their biological age relative to their chronological age.

Success Stories From GOQii

GOQii's personalized health coaching platform has been instrumental in transforming the lives of many individuals by helping them reverse chronic conditions such as diabetes, hypertension, and weight gain through disciplined lifestyle modifications and dedicated coaching. Success stories from GOQii users, like Deepak Sampat, Alpesh Patel, Anupa Samuel, Devesh Srivastava and the likes showcase the power of expert guidance combined with the willingness to change. These success stories showcase how by just adhering to their GOQii coach's advice a lot can be achieved.

These narratives emphasize the effectiveness of personalized health coaching in addressing chronic health issues. By incorporating healthy habits such as consuming methi seeds, increasing the intake of salads and fruits, opting for healthy snacks, reducing carbohydrate intake, and engaging in regular physical exercises like Surya Namaskar and increasing step count, individuals have seen remarkable improvements in their health.

The consistent monitoring and motivation provided by GOQii coaches play a crucial role in ensuring adherence to these lifestyle changes, leading to sustainable health improvements and, in many cases, the reversal of chronic conditions. Through GOQii's platform, users not only achieve their health goals but also embrace a healthier lifestyle for the long term, proving that with the right support and dedication, leading a disease-free life is an attainable goal.



Deepak Sampat: original age 58 yrs 10 months and is GOQii Age: his younger by 6 yrs and 4 mn

Deepak Sampat, a 58-year-old CA and stockbroker from Mumbai, transformed his life after being diagnosed with diabetes, which had escalated due to a sedentary lifestyle and poor eating habits. Initially facing high blood sugar levels and weighing 84kg, Deepak was determined to manage his diabetes without long-term medication. After joining GOQii in August 2017 through the Axis Active programme, with the guidance of his GOQii Coach, Sudrita, he significantly improved his health, reducing his HbA1c from 9.4 to 6.2, and his weight to 81kg within three months.

However, the pandemic, a back injury, and personal commitments led to a temporary setback, with his HbA1c rising to 7.5 and his weight increasing to 83kg by March 2021. Rejoining GOQii and working with Coach Pragati, Deepak regained control over his health, bringing his HbA1c down to 6.2 and reducing his weight to 78kg in just two months. His journey, characterized by personalized coaching, adopting healthy lifestyle changes, and consistent self-care, exemplifies that diabetes can be managed effectively, emphasizing the importance of guidance and motivation in achieving and maintaining health goals.



**Alpesh Patel: Biological Age-50 yrs
6 month and GOQii Age: Younger
by 4 yrs 9 months**

Alpesh Patel, a 50-year-old Automotive Engineer from Ahmedabad, realized the consequences of his sedentary lifestyle and unhealthy eating habits when he faced multiple health issues, including weight gain, high blood pressure, and heart complications. His condition, exacerbated by a desk job and a penchant for food, led to a critical moment when he could barely walk and experienced significant breathlessness. In November 2021, after being diagnosed with a blood clot in his lungs requiring immediate angioplasty, Alpesh decided to take control of his health.

Joining GOQii's Care Plus Programme in December 2021 marked a turning point for Alpesh. Under the guidance of his GOQii Coach, Sweta Jaiswal, and equipped with a GOQii Vital ECG tracker, he embarked on a transformative journey. Embracing a balanced diet, portion control, regular exercise, and adequate sleep, Alpesh moved from walking barely 200-300 steps a day to achieving close to 20,000 steps daily. This lifestyle overhaul led to a remarkable weight loss of 20kg in 9 months, reduced medication for blood thinners, improved cholesterol and blood pressure levels, and resolved kidney stone issues. Despite challenges, including the effects of Polio on one leg, Alpesh's unwavering determination and the comprehensive support from GOQii helped him reclaim his health, inspiring those around him with his significant transformation.



**Anupa SAMUEL : Original Age: 48
yrs and GOQii Age: 44 yrs younger
by 4 yrs and 6m**

Anupa Samuel, a 46-year-old sports enthusiast from Mumbai, saw her active lifestyle come to a halt due to the COVID-19 lockdown, leading to a significant rise in her triglycerides and cholesterol levels. Despite the setback, Anupa was determined to reverse her condition without medication, aiming to manage her health through diet and nutrition alone. Her journey to recovery began when she joined GOQii on February 11, 2022, a gift from her husband, and was paired with Coach Nikhil Sapate in April.

With Coach Nikhil's guidance, Anupa embraced a series of dietary changes, including starting her day with apple cider vinegar and turmeric, consuming seeds, nuts, and red rice, and ensuring her meals were light post-lunch. She reintegrated physical activities into her daily routine, varying her workouts to include walking, table tennis, aerobics, planks, squats, and badminton, among others. Even during hospital visits for her father's treatment, she found ways to stay active. Thanks to her disciplined approach, personalized health coaching from GOQii, and her engagement with the GOQii App's features, Anupa made remarkable progress. Within six months, her triglycerides dropped from 345 to 187, total cholesterol from 239 to 174, and her TSH levels improved significantly. Now focusing on improving her sleep and hydration, Anupa's story is a testament to the power of dedication, discipline, and the right guidance in transforming one's health.



Dhiren Mattani- Original age is 44 years - GOQii AGE IS 41

Dhiren Matani, a 44-year-old entrepreneur from Mumbai, has an inspiring story of overcoming health challenges and achieving wellness. He struggled with weight issues and a heart condition for a long time, but he did not give up. He decided to take charge of his health and adopt a healthy lifestyle. He says, "Post my heart attack, everything changed. I had to take care of my health." He joined GOQii, a smartwatch that offers personalized coaching, and followed the advice of his coaches. He says, "I liked the fact that GOQii offered three months of personal coaching as well." He lost 6 kg in the first three months and maintained his weight with the help of his coach Meenal. She says, "I had to introduce a few habits for Dhiren", such as reducing fat intake, adding healthy snacks, fruits, and proteins, taking probiotics, and drinking green tea with cinnamon.

Dhiren faced some difficulties in changing his routine due to his work schedule, but he persevered. He says, "Slowly and steadily I worked towards it and was able to make the changes." He also managed to control his blood sugar levels, which were borderline nine months ago. He says, "The medication was continued for 4-5 months. Following this, regular blood sugar monitoring revealed normal levels, leading to the discontinuation of the medication." Dhiren's story is a testament to the power of self-care and motivation. He says, "I had to take care of myself first." He achieved a balanced well-being and thrived in all aspects of life.

Dhiren Matani's story is a remarkable testament to the power of determination and lifestyle change. His journey from overcoming health obstacles, like weight issues and a heart condition, to achieving a healthier life is truly inspiring. By controlling his blood sugar and stopping medication, Dhiren exemplifies what can be accomplished through resilience. His commitment to a healthy lifestyle and maintaining his vital health metrics highlights the significance of every small step towards well-being, signifying a journey towards a healthier, medication-free life driven by unwavering determination.



Devesh Srivastava: Original age is 53 years - GOQii AGE is 49, Younger by 4 years

Devesh Srivastava, a 52-year-old investment banker from Ahmedabad, realized the importance of personalized health coaching after his attempts to manage Diabetes and Hypertension on his own were unsuccessful. Despite trying to create his own fitness regime and diet plan during the pandemic, Devesh struggled with weight issues and unmanaged sugar levels. In November 2021, seeking a structured approach, he subscribed to GOQii's Personalized Health Coaching. Under the guidance of his GOQii Coach, Devesh introduced several lifestyle changes, including dietary adjustments, increased physical activity, and stress management techniques.

These changes led to significant health improvements within just seven months. Devesh lost approximately 7kg, reducing his weight from 80kg to 74.6kg, and his waist size decreased from 36 inches to 34 inches. Moreover, his blood sugar and cholesterol levels improved, with his HbA1c dropping from 6.7 to 5.8, and his Triglyceride levels going from 180 to 148. His blood pressure also improved remarkably. Devesh's story underscores the effectiveness of personalized health coaching in managing chronic conditions and improving overall well-being, highlighting the value of expert guidance and a dedicated approach to health and fitness.

Conclusion

The health of a nation is intricately tied to the well-being of its citizens across all age groups. The interconnection between the health concerns of the teen, young adults, adults, older adults and senior populations significantly impacts the socio-economic fabric of society. While the young grapple with stress and lifestyle diseases, the elderly face challenges related to cognitive health, muscle strength, and immunity. The middle-aged population often bears the dual burden of managing their own health and that of their aging parents. This complex web of health issues across different age groups calls for a comprehensive and multi-dimensional approach.

The resolution of these health concerns necessitates collective action. Individuals are encouraged to adopt healthier lifestyles, focusing on diet, physical activity, and stress management. Families, as the primary support system, must foster environments that promote the well-being of all members, recognizing the unique needs of each age group. Communities play a crucial role in offering support networks, health awareness programs, and accessible healthcare services. Moreover, the government's role in shaping health policies, enhancing healthcare infrastructure, and ensuring the availability of essential services is paramount.

This report serves as a call to action for a multi-pronged approach to effectively address the multifaceted health concerns prevalent in society. It is not just a matter of individual or isolated efforts but a collective endeavor involving coordinated strategies and actions from all sectors of society. By embracing this inclusive approach, we can aspire to build a healthier, more resilient, and supportive environment for all citizens, ensuring the prosperity and well-being of the nation as a whole.

2. Health Status

Health Status



2. Health Status

Introduction:

Assessing the health status of a population serves as a crucial gauge of the overall welfare of a nation's inhabitants. This evaluation encompasses the effectiveness of healthcare services, the accessibility of healthcare, and the practices employed in public health promotion. The implications of health status extend to the quality of life, mortality rates, and economic productivity, making it a vital metric for evaluating societal well-being. Moreover, health status is a key indicator of progress toward achieving health-related Sustainable Development Goals. Determinants of health status include genetic factors, lifestyle choices, environmental conditions, economic resources, and healthcare accessibility. To enhance health status, it is imperative to comprehend the multifaceted factors influencing health and implement evidence-based interventions to address them effectively.

Health Risk Profile of India

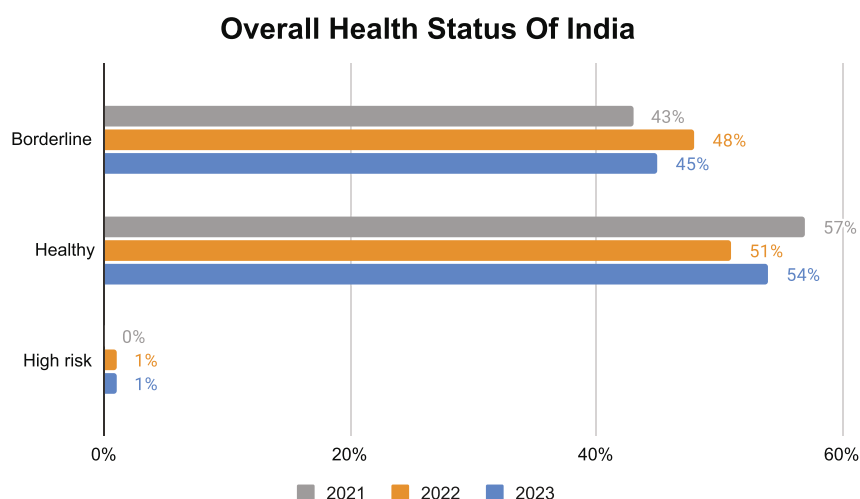
Positive Health Trends in India: Majority on the Path to Wellness

India's journey towards improved health and wellness is evident from the latest Health Risk Assessment (HRA) Score, a pivotal tool in monitoring the nation's health dynamics. The HRA Score, derived from self-reported lifestyle data on the GOQii platform, offers individuals insights into their health status, guiding them towards healthier choices.

Despite challenges, the findings from 2023 reveal a consistent pattern with the previous year, indicating stability in health trends. Notably, 48% of the population falls into the 'Borderline or Unhealthy' category, mirroring last year's statistics. This consistency suggests an awareness and ongoing effort among the populace to maintain or improve their health status.

More encouraging is the observation that only a marginal 1% of the population is categorized as 'High-Risk'. This implies that the vast majority of Indians are not far from achieving a healthy lifestyle status. Small, targeted adjustments to their daily routines and habits could significantly enhance their well-being.

This data reflects a positive outlook for India's health trajectory. The majority of the population is teetering on the edge of healthy living, with accessible changes potentially leading to significant improvements in overall health. It highlights the power of awareness and personalized health strategies in making a substantial impact on a national scale.

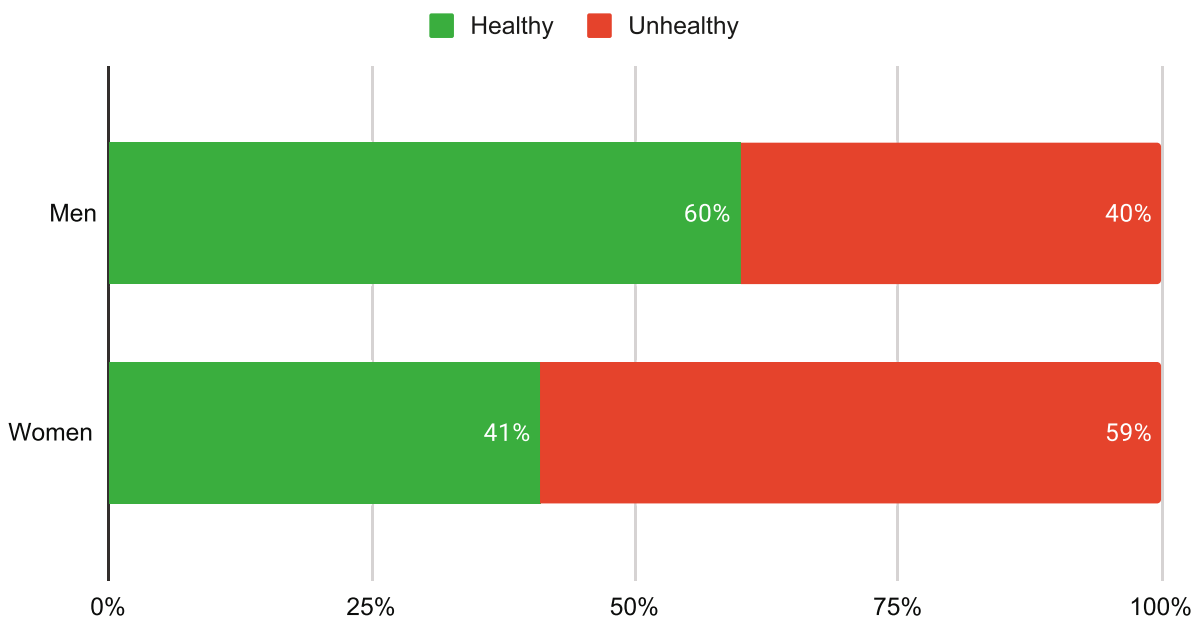


Health Status by Gender

Addressing the Gender Disparity in India's Health Landscape

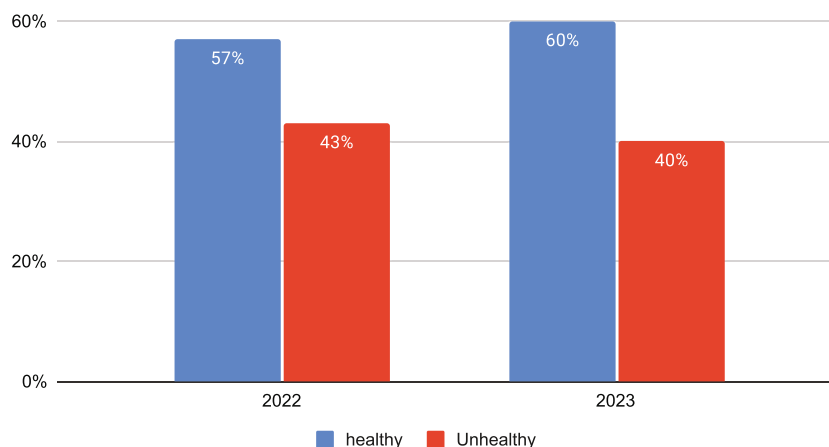
The India Fit Report of 2024 sheds light on the prevailing gender disparities in health within the country. While strides have been made towards equitable health status, there remains a noticeable gap between men and women. In 2023, 59% of women were categorized as unhealthy, a slight improvement from 61% the previous year. This contrasts with 40% of men in the unhealthy category, underscoring a significant gender divide in health outcomes.

Health Status by Gender 2023

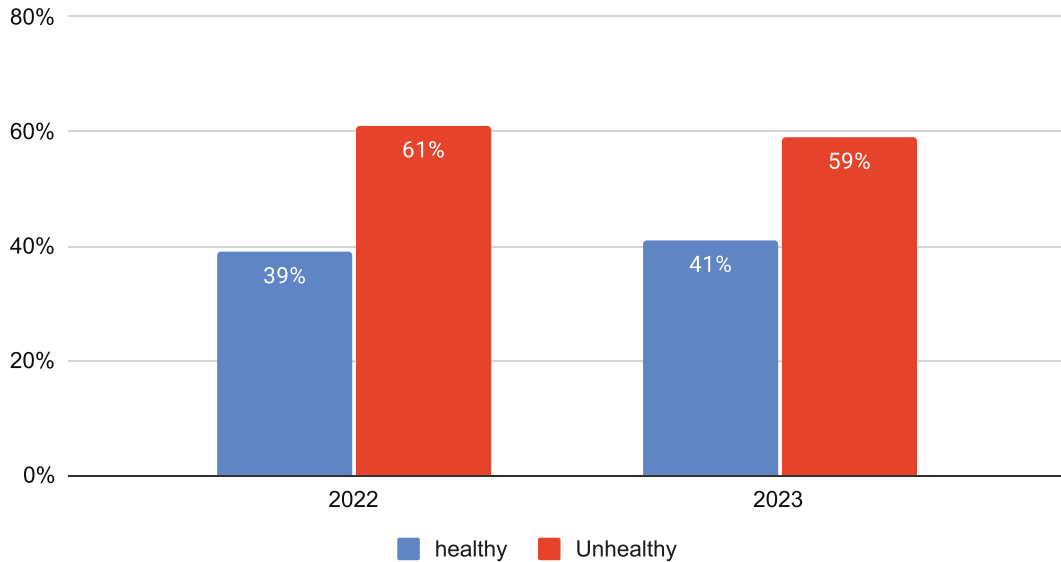


This data indicates the need for a heightened focus on women's health, emphasizing the importance of lifestyle changes and prioritizing wellness. The disparity suggests that while access to healthcare might be improving, women may face unique challenges in adopting healthier lifestyles or accessing preventive health services. Efforts must be concentrated on empowering women with better health education and resources, ensuring that the journey towards health equity in India is inclusive and progressive.

Health Status Men 2022 vs 2023



Health Status Women 2022 vs 2023



Urgent Alert for Women: Health Crisis Looming!

A startling revelation from the GOQii IFR 2023 report underscores a health crisis among women in India. Alarming, women are grappling with a higher incidence of thyroid issues, acid reflux, and allergies, contrasted by men's higher propensity for diabetes, high cholesterol, and hypertension. The obesity rates are particularly concerning, with 16% of women falling into this category – only a marginal decrease from the previous year. Moreover, an overwhelming 38% are overweight.

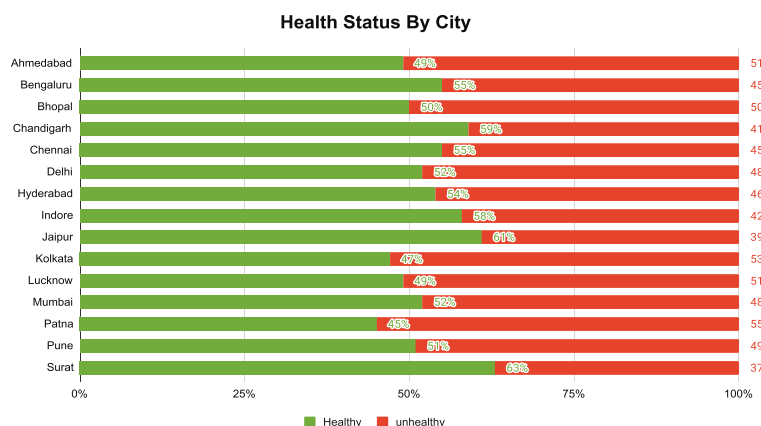
This urgent situation calls for immediate action from women across the nation. It's time for a proactive stance on health: prioritizing balanced diets, consistent exercise, sufficient sleep, and regular health screenings. Understanding personal and familial health risks is crucial, especially for diseases that predominantly affect women. It's a clarion call for women to prioritise their health and combat the looming crisis.

Health Status by Cities

Patna (55%), Kolkata (53%), Lucknow and Bhopal at 51% and 50% of their population unhealthy than the rest of the cities.

Ahmedabad has moved up 4% points as a healthy city from 45% of its population healthy in 2022 to 49% in 2023 and its unhealthy percentage of the population has dropped to 51% from 55% in 2022. The good news is that Kolkata's unhealthy population has dropped from 56% in 2022 to 53%.

Surat (63%) followed by Jaipur (61%) have the highest percentage of healthy people.



Metropolitan cities in India are witnessing a significant improvement in health status, as illustrated by the above graph. Mumbai, previously at 49%, has seen a rise in the percentage of its healthy population to 52%. Similarly, Bengaluru has made a notable leap from 52% to 55%. This upward trend in health metrics is a promising sign, indicating a decrease in the proportion of the population classified as unhealthy.

This positive shift in the health status of India's population reflects a broader trend of increasing health consciousness across the country. Factors such as greater awareness of health and wellness, and the adoption of healthier lifestyles have contributed to this change. As people become more proactive in managing their health, through regular exercise, balanced diets, and routine medical check-ups, we are likely to see a continued enhancement in the overall health status of India's population. This progress is crucial for building a stronger, more resilient society, where the well-being of its citizens is a key indicator of development and prosperity.

BMI



2.1 BMI

Body Mass Index (BMI) is a measure of body fat based on height and weight that applies to both men and women.

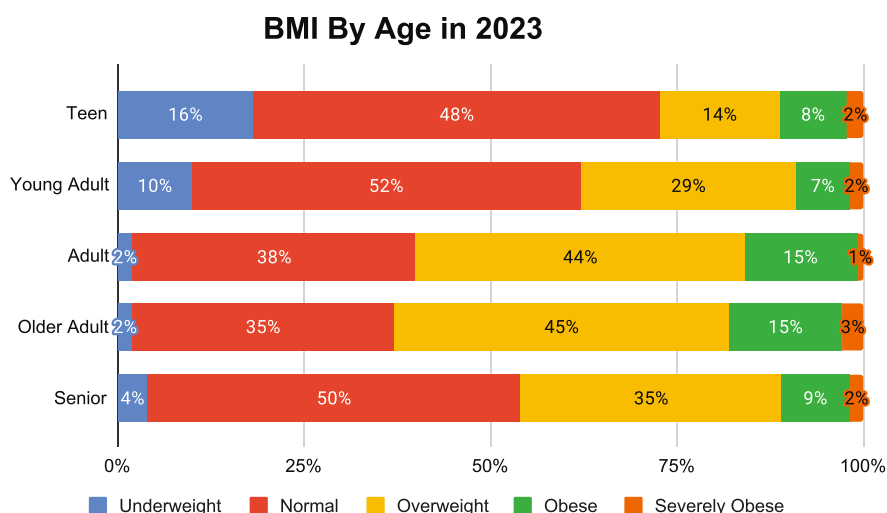
BMI Classification	
Normal	18.5 - 24.9
Overweight	25 - 29.9
Obese	30 - 34.9
Severely Obese	35 - 39.9
Morbid Obese	40+

The World Health Organization (WHO) defines a normal BMI range between 18.5 to 24.9. Anything above 25 is considered overweight, while figures above 30 fall in the obese category. According to the WHO, more than 28 lakh adult deaths take place each year due to obesity. It is evident that being overweight is unhealthy and can increase the chances of having chronic diseases or premature death. Hence, it is essential to maintain a normal BMI.

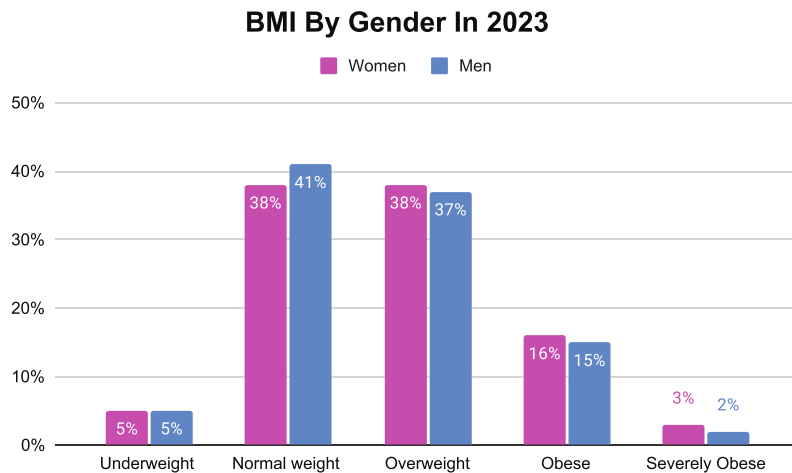
You can calculate BMI using the following formula:

$$\text{BMI} = \text{Weight in Kilograms} / \text{Height in Meters} \times \text{Height in Meters} \quad (\text{BMI} = \text{kg}/\text{m}^2)$$

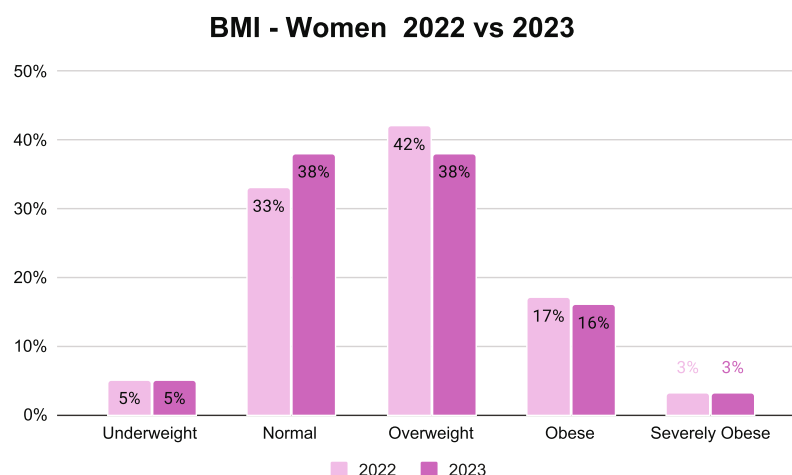
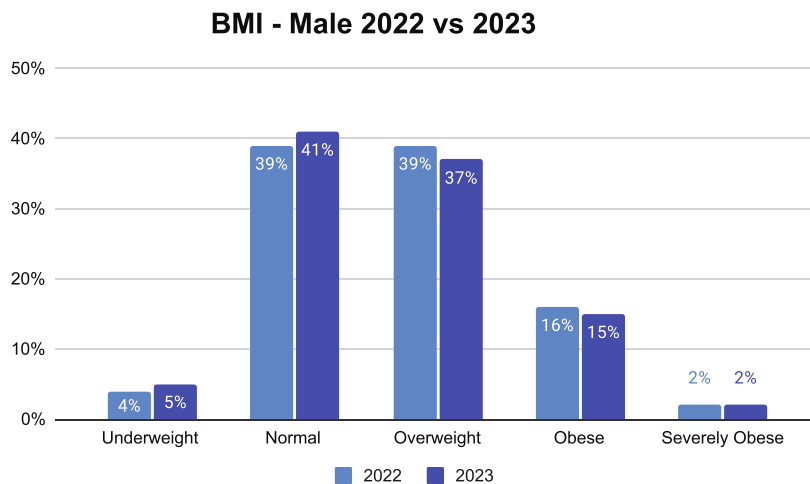
Though India's average BMI falls well within the normal range at 21.9, through the people surveyed, we found that there's a 1% decrease in obesity among young adults and 2% decrease in Adults. In adults, 15% are obese as against 17% in 2022. On the plus side, obesity among seniors has reduced by 5% since 2021.



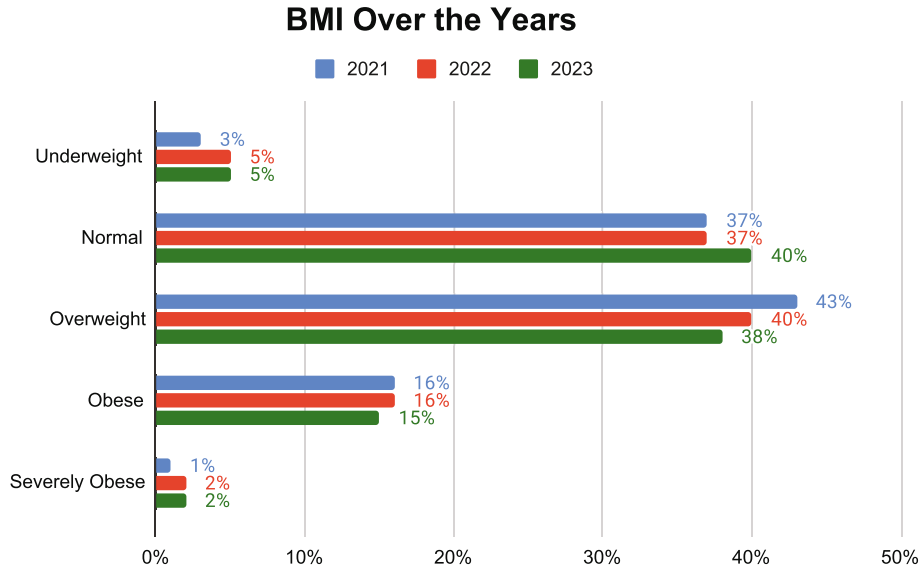
Around 8% teens fell in the obese category – this is much better than 12% in 2021. The number of overweight teens stands at 14% which is same as last year. It shows that teens are paying more attention to their health.



While men have more or less maintained their weight since 2021 with 15% being obese, we found that 16% women fell in the obese category compared to 19% in 2021. Women are getting conscious of their weight.



An interesting fact is that the percentage of overweight individuals has seen a considerable decrease in 2023 – in comparison, the percentage of underweight individuals has gone up across the spectrum.



Over the years, we noticed that the percentage of individuals who maintained normal BMI was consistent, except for the year of 2020, which might have been due to the onset of the COVID-19 pandemic and the strict nationwide lockdown. During 2020, we see that obesity was on the rise among individuals but over 2021 and 2022, these numbers reduced. The number of individuals in the normal BMI category has increased to 40% in 2023 from 37% in 2022. The percentage of overweight individuals has also decreased to 38% from 43% in 2021.



Lifestyle Diseases

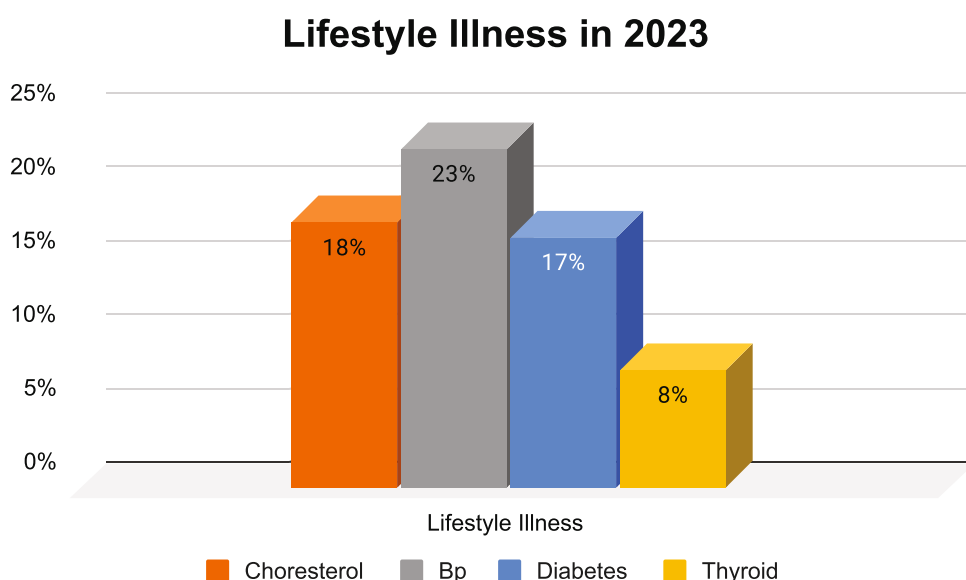
2.2 Lifestyle Diseases

Lifestyle (Diabetes, Hypertension/BP, High Cholesterol, Thyroid)

Lifestyle diseases are chronic health conditions that are caused by the way people live their lives. These illnesses develop over time and are largely caused due to leading a bad lifestyle, poor diet, lack of exercise etc. Diabetes, High Cholesterol, High Blood Pressure and Thyroid disorders -the four most common lifestyle problems among people continue in 2023 as well but at a lower degree according to the study.

The World Health Organization estimates that these lifestyle diseases are responsible for 80% of all deaths worldwide. They are the leading cause of death in the developed world, and the numbers are increasing. Poor lifestyle choices are the main reason for these lifestyle illnesses which in turn result in the majority of these deaths.

The GOQii India Fit Report for 2024 indicates that Lifestyle illnesses have seen a marginal drop in 2023.

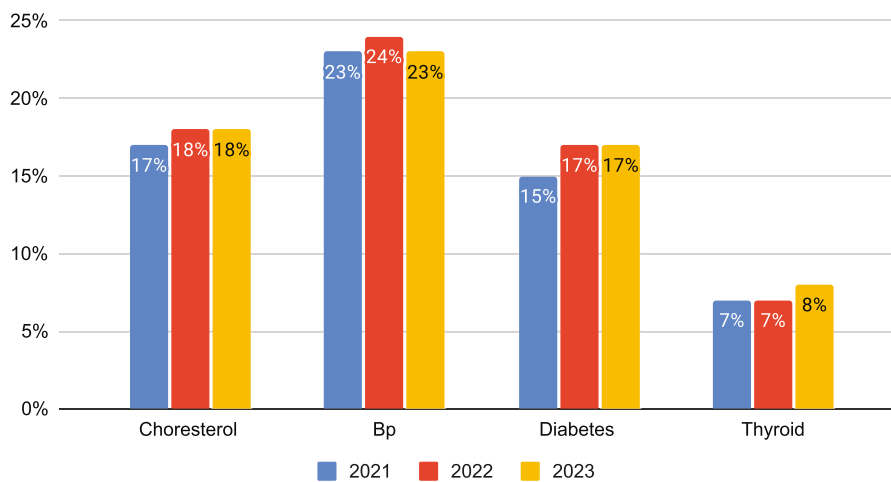


The report indicates that high blood pressure is still a cause for concern as it is still the most common ailment, which affects 23% of those polled. This might be attributed to factors such as unhealthy diets, lack of physical activity and stress. Additionally, there is a lack of awareness regarding the risk factors associated with high blood pressure and the importance of regular monitoring.

High Cholesterol is in second place affecting 18% of the population. This might be due to poor eating habits, lack of exercise, being overweight, smoking, consuming alcohol or family history.

Diabetes is the third most common disease, affecting 17% of the population. Diabetes can be caused by excess weight, inactivity, sedentary lifestyle, junk food consumption, lack of sleep or a family history of the disease. When compared to its rivals, Thyroid disorders have a lower proportion of 8%. Iodine deficiency or any autoimmune illness might cause this sickness.

Lifestyle Illness Over the Years



The GOQii India Fit Report for 2024 indicates that Lifestyle Illnesses over the last 3 years have been consistent however in 2023 it is seeing a marginal drop. This can be attributed to the fact that there is more awareness now and people are taking cognisance of the risk factors involved with an unhealthy lifestyle.

The percentage of people with high blood pressure has decreased from 24% in 2022 to 23% in 2023. High Blood Pressure still tops the chart. High Cholesterol is another silent killer which has seen no change. Similarly, there is no increase in people with diabetes.

The report indicates that 8% of people are suffering from Thyroid-related issues, out of which women are more affected by it than men.

Improving HbA1c Levels With Lifestyle Changes:

HbA1c (glycosylated haemoglobin) levels are an important indicator of diabetes control. A normal HbA1c level is below 5.7%, while a person with diabetes typically has an HbA1c level of 6.5% or higher. Bad lifestyle and stress leads to insulin resistance which in turn results in higher HbA1c levels.

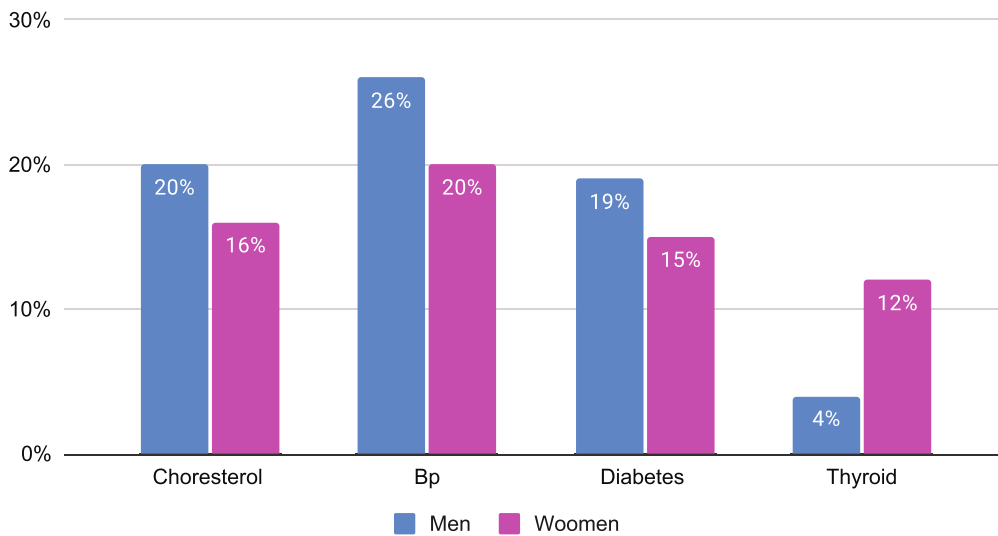
GOQii's one stop solution for diabetes care has helped people see marked improvements by making lifestyle changes. High HbA1c levels over the long-term can have serious health complications, including damage to the eyes, kidneys, and nerves. Additionally, it can increase the risk of heart attack and stroke.

To reduce the risk of complications, it is important to keep HbA1c levels in the recommended range. With proper diabetes management, it is possible to keep HbA1c levels under control and lead a healthy, active life.

Lifestyle Illnesses by Gender

With the exception of Thyroid, men have greater rates of diabetes at 18%, high Cholesterol at 20% and high Blood Pressure at 26% than women.

Lifestyle illness By Gender in 2023

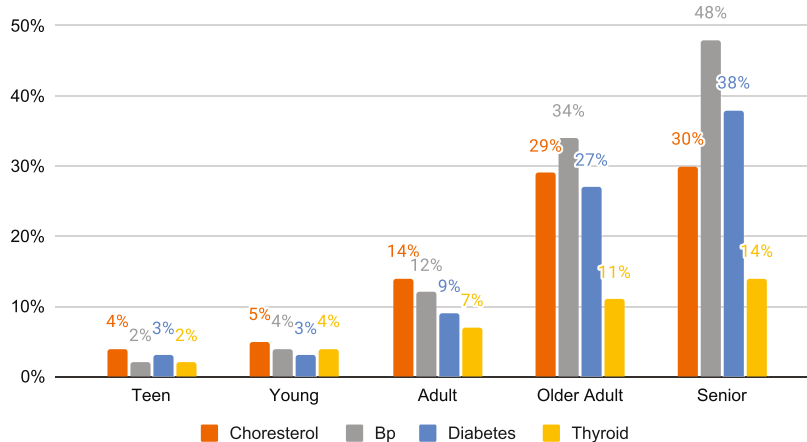


Because of differences in insulin sensitivity and regional fat depolaziness, men appear to be more susceptible to diabetes than women as a result of bad lifestyle and obesity. Due to the protective role of the hormone estrogen, which tends to increase HDL (good) cholesterol levels, women have a much lower risk of cardiovascular disease caused by high cholesterol levels. Men are more likely than women to work in sedentary jobs, making them physically inactive and anxious, which could lead to hypertension and increased blood pressure.

Lifestyle Illnesses by Age

Lifestyle diseases impact people of all ages and from all walks of life. These conditions affect children, adults, and the elderly, however, they are most commonly linked with those in their later years. The senior age group suffers the most from lifestyle-related ailments. Blood pressure is the most common condition in this age group with almost 48% of the population having high blood pressure, followed by diabetes at 38% and cholesterol at 30%.

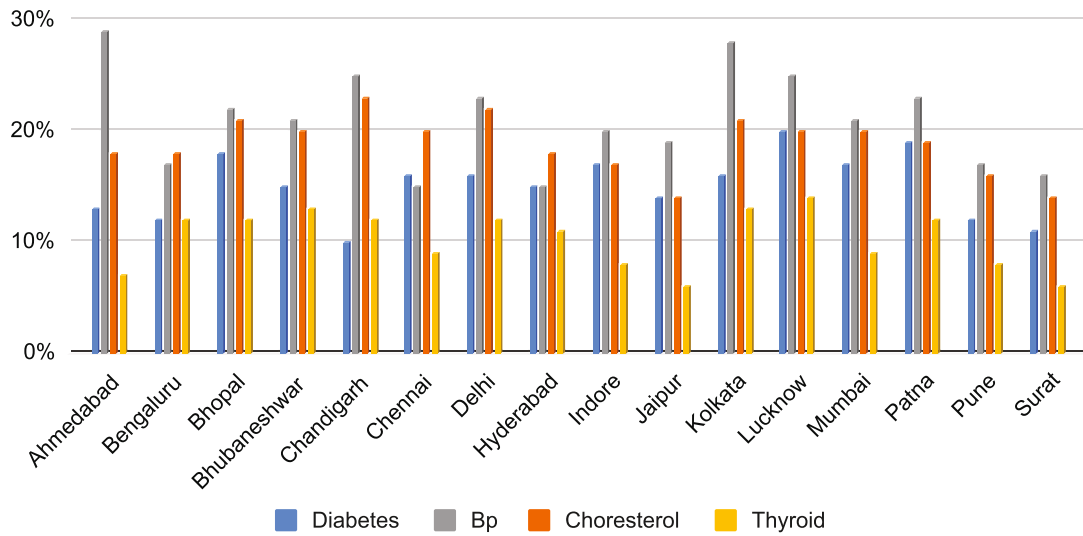
Lifestyle Illness by Age in 2023



Chronic diseases are exacerbated by poor diet, physical inactivity, cigarette smoking, and problematic alcohol consumption. A sedentary lifestyle, bad eating habits, and work culture are all factors that contribute to the incidence of lifestyle illnesses in adults and older adults. Young adults and Teens have a lower prevalence of lifestyle-related problems.

Lifestyle Illnesses by City

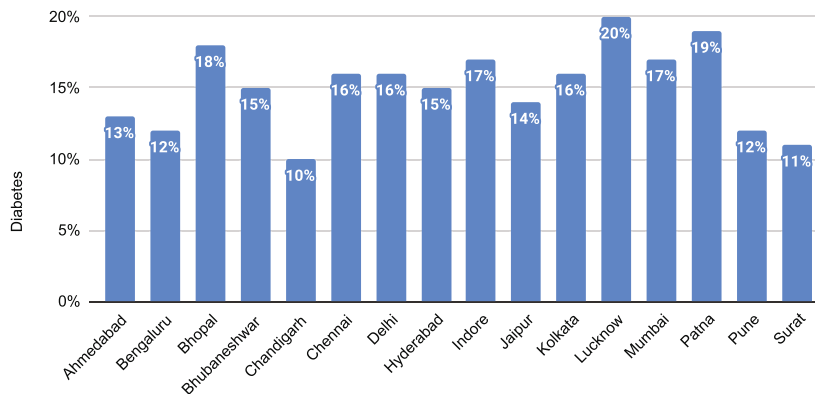
Lifestyle Illness by Cities in 2023



We may deduce from this graph that of the sixteen cities sampled, Lucknow has the largest number of individuals with lifestyle-related issues namely diabetes, high cholesterol and high blood pressure, followed by Kolkata, Patna and Bhopal. In every city, high blood pressure was the most common problem, followed by cholesterol, diabetes, and thyroid problems. Ahmedabad has 29% of its population suffering from high BP.

The city with the lowest prevalence of lifestyle illnesses is Surat. The urban environment is vastly different from the one in which humans originated, with potentially serious health implications. These illnesses have been linked to rising air pollution, as well as bad lifestyles and dietary habits.

Diabetes by City

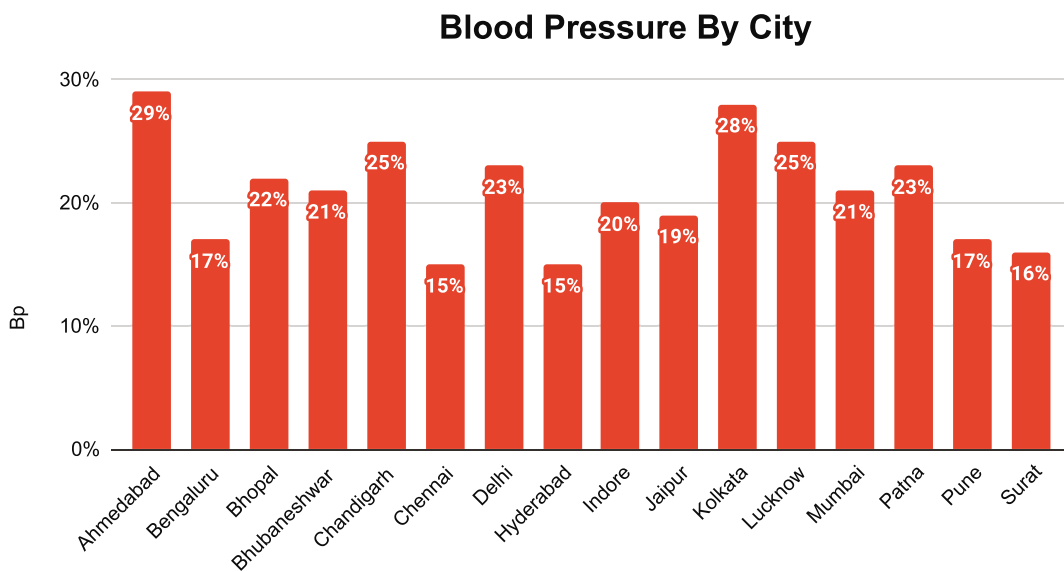


Lucknow has the highest percentage of people with diabetes at 20% followed by Patna and Bhopal. Diabetes affects a moderate percentage of the population in Chandigarh (10%), Surat (11%) and Pune and Bengaluru (12%). Metros such as Mumbai, Chennai and Delhi have 17% of the population respectively with Diabetes.

Diabetes is influenced by a number of variables which include a bad diet, stress, and lack of physical exercise and quality sleep. Obesity, advancing age, and a poor diet are all factors that contribute to Diabetes. If you are not physically active and are overweight or obese, you are more prone to acquire diabetes. Insulin resistance can occur as a result of excess weight. Extra belly fat is connected to insulin resistance, thus, the location of body fat matters as well. Genes and family history can also raise the risk of diabetes.

Regular physical activity, a proper diet, good quality sleep, and managing stress, blood glucose, blood pressure, as well as cholesterol management, can help us avoid diabetes and live a long and healthy life.

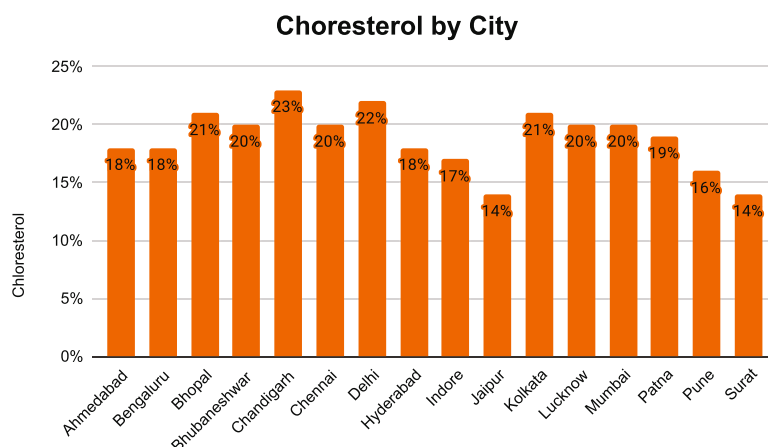
High Blood Pressure by City



Ahmedabad (29%) has surpassed Kolkata (28%) to have the largest percentage of the population with high Blood Pressure. Followed by Lucknow, Chandigarh, Delhi and Patna. Chennai and Hyderabad have just 15% of their population suffering from high Blood pressure. Several things influence these values.

The environment can have a big impact on blood pressure. Many factors influence it, including ambient temperature, height, location, noise, and toxins in the air. Other important variables include chronic stress, obesity, alcohol, salt consumption, physical inactivity and heredity. Various interventions, such as healthy eating habits (low-salt, low-processed-food), regular exercise, weight loss, and medicines, can help people overcome this silent killer.

High Cholesterol by City

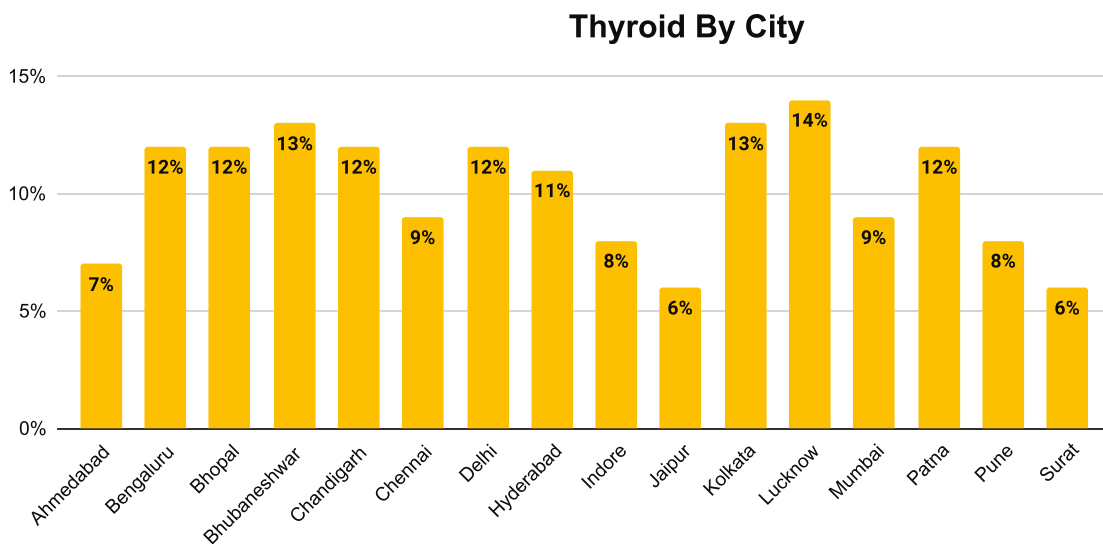


High cholesterol puts people at risk for heart disease, a leading cause of stroke, which is the fifth greatest cause of death. Cholesterol levels are close to BP levels, with Chandigarh (23%) leading the way, followed by Delhi (22%), Kolkata and Bhopal (21%). Bhubaneshwar, Chennai, Lucknow and Mumbai have 20% of their population battling High Cholesterol. Jaipur and Surat are the cities with the lowest cholesterol levels.

People's cholesterol levels are heavily influenced by environmental factors. High cholesterol levels are caused by a diet high in saturated fat and animal products. Cortisol levels that rise as a result of chronic or long-term stress, can lead to high blood cholesterol and other heart disease risks. Lack of sleep is also a contributing factor.

High cholesterol can be passed down the generations, but it's more typically the result of poor lifestyle choices, making it avoidable and curable. High cholesterol can be reduced by a nutritious diet, regular exercise, and in some cases, medication.

Thyroid by City



Thyroid disorders are commonly caused by abnormal thyroid hormone production. With 14%, Lucknow has the most thyroid-affected population, followed by Kolkata and Bhubaneshwar at 13%. Surat and Jaipur have the lowest percentage (6%),

Thyroid function has been demonstrated to be influenced by environmental exposures ranging from perchlorate in rocket fuel to polychlorinated biphenyls. Radiation exposure, medical radiation, higher iodine consumption, and many pollutants in the environment can affect the thyroid. Although hereditary factors account for 70% of the risk of developing autoimmune thyroid disease, environmental factors are likely to have a role in the development of autoimmune thyroid disease in vulnerable people.

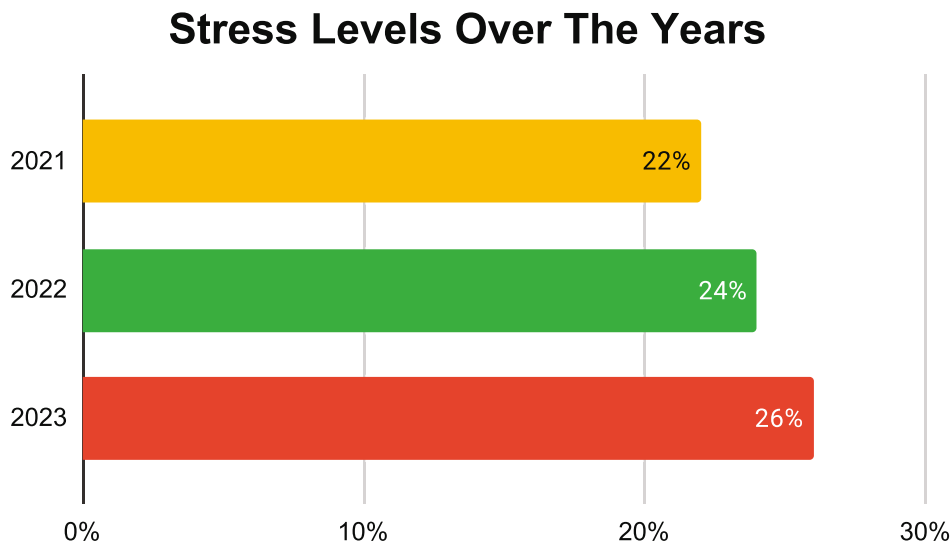
Individuals can treat thyroid disease with a combination of a healthy diet, reduced stress, as well as medications.



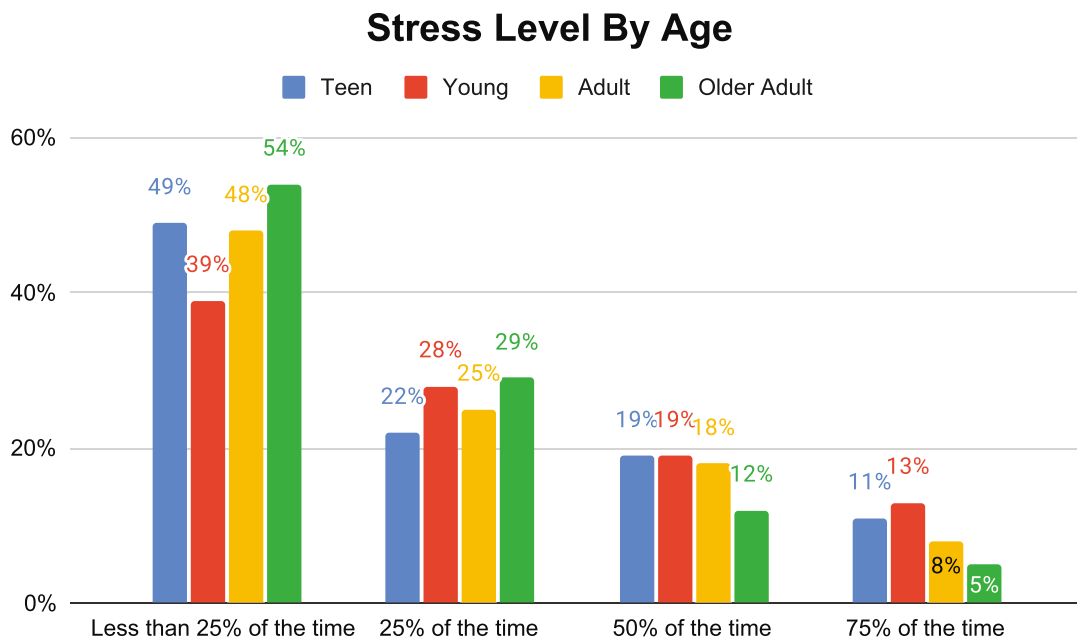
**Stress Still Continues
to Plague Indians**

3. Stress Still Continues to Plague Indians

Stress has become a major issue in India, affecting the physical and mental well-being of individuals across all walks of life. Stress can be caused by a variety of factors, including work, home life, financial issues, environmental changes, and even health problems.



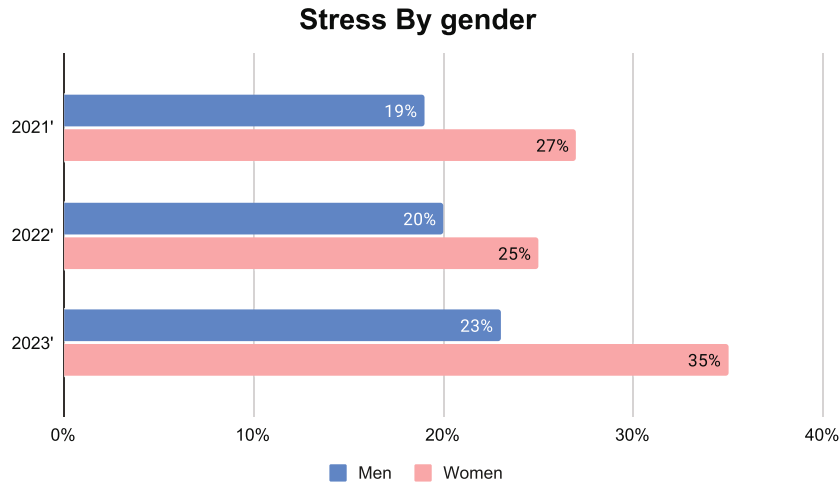
According to a Stress and Mental Health study conducted by GOQii, across 10,000+ Indians, to understand if stress levels have increased or decreased. The survey indicated that people are still stressed. As per the survey, 26% of Indians were stressed in 2023.



Adults and Seniors seem to be stressing less with 25% of adults and 17% of seniors being stressed only 25% of the time. That's a good 2% drop from 2021. The majority of teens (55%) claimed to be stressed less than 25% of the time.

Stress By Gender

Our gender study showed that Women are more stressed than men. Women respondents experience stress 25% of the time, while male respondents experience stress 20% of the time.



Women are more stressed

According to GOQii's Stress and Mental Health Survey, the percentage of women stressing has increased from 25% in 2021 to 35% in 2023. One of the reasons attributed to women is pressure to balance family, work and health issues.

Gender inequality is a major contributor to the higher stress levels among women in India. Despite advances in education and economic opportunities, women are still not treated as equals to men in many spheres, including in the workplace, in decision-making roles, and in the home. This lack of equality causes them to feel undervalued and leads to higher levels of stress. This can lead to feelings of anxiety and stress.

Women in India often face pressure to balance their responsibilities at home and at work. Women are often seen as the primary caregivers in many households, and they can face considerable pressure to take care of their families while also succeeding in their careers. This can lead to overwhelming levels of stress.

Physical Activity & Steps

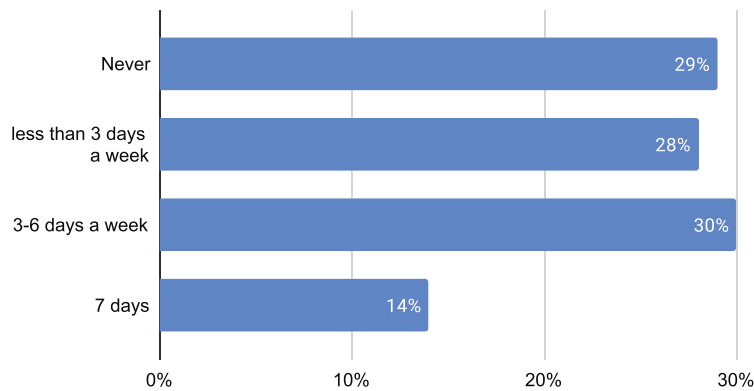


4. Physical Activity & Steps

Get Moving & Step Up Your Game

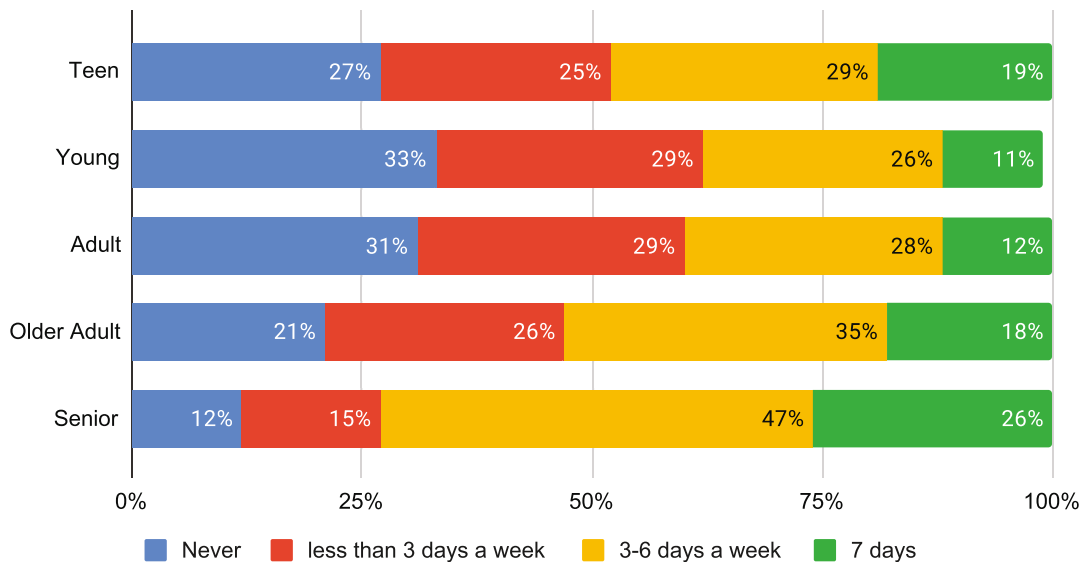
On the physical activity front, we found that 30% of people exercise for 3-6 days a week, whereas 14% exercise for 7 days a week. The downside here being that 29% of people reported not engaging in any physical activity.

How Regularly Do You Exercise



As per the study, senior citizens are maintaining their activity levels. 26% of seniors are continuing to engaging in an activity for 7 days a week. 18% Older Adults also are active for 7 days a week in 2023. Although, 28% Adults have been active for 3-6 days a week – same as compared to last year.

Activity By Age



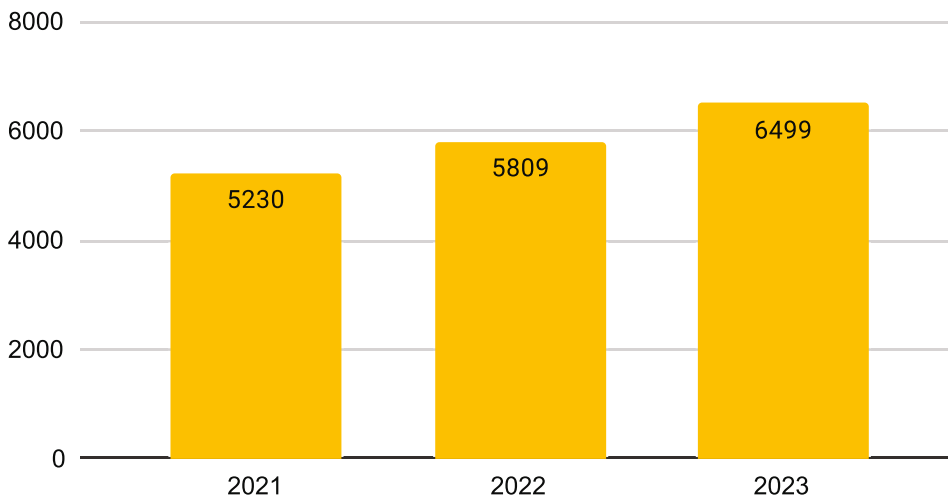
Young Adults (33%) have the highest number of people who do not engage in any activity. Teens seem to be more active than Young adults with 19% of them engaging in physical activity 7 days a week compared to 11% of young adults.

Seniors are leading the charge with 47% of them staying active for 3-6 days a week. 35% of Older adults and 28% of adults engage in physical activity for 3-6 days a week, followed by Young Adults at 26%% and Teens at 29%.

Stepping Up!

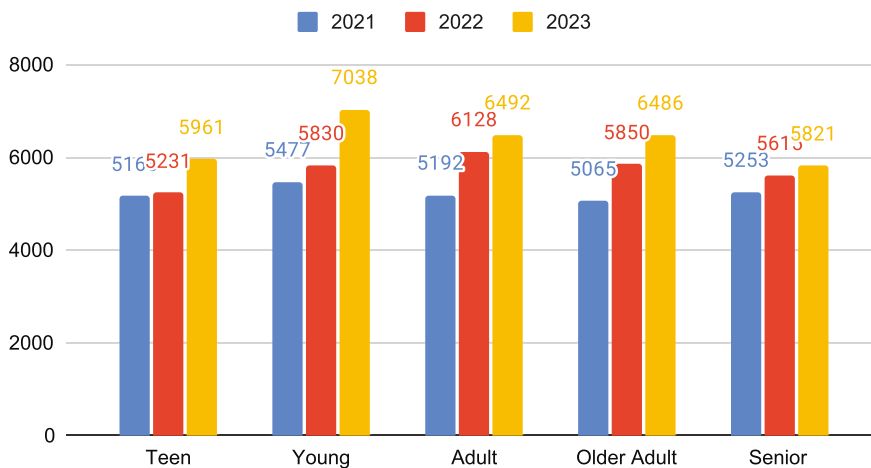
The average steps count over the years has seen a gradual increase also increased since 2021 (5,230), which went up in 2022 to an average of 5,809 steps a day. In 2022, we see this number increase to 6499 steps a day, in 2023 indicating that people are more conscious about being active and healthy.

Steps Comparison



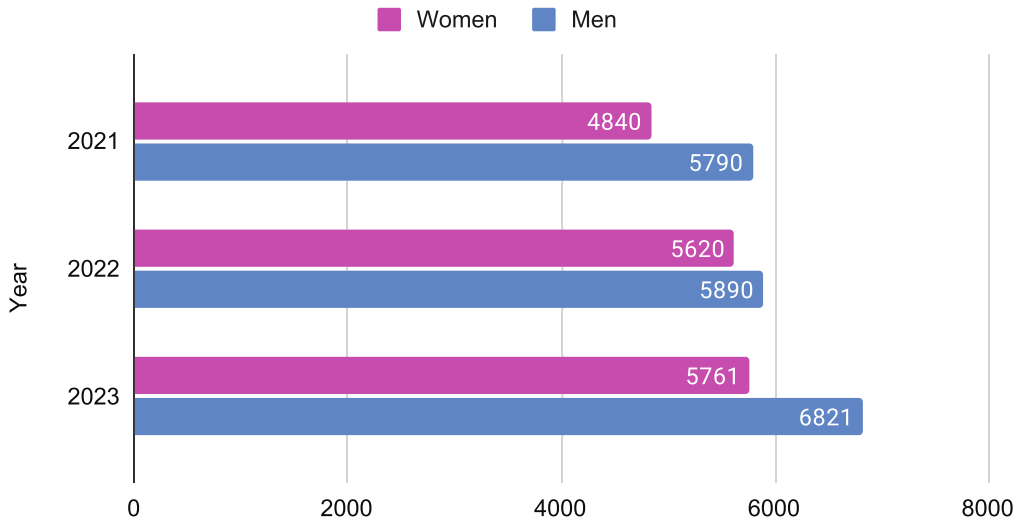
The average steps count across age groups has gone up. It shows that people are walking more. Since 2021, Young Adults have begun walking more, clocking in 7038 average steps a day compared to 5477 average steps taken in 2021. That's a huge leap in 2 years. Similarly, adults are also walking more in 2023 (6492 average steps), compared to 2021 (5192 average steps).

Average Steps by Age Category



However, a gender comparison indicates that women are walking less (average step count of 5761) as compared to men (6821 steps) daily in 2023. However, the positive aspect is that women average step count over the last two years has increased from 4840 steps daily in 2021 to 5761 steps daily in 2023.

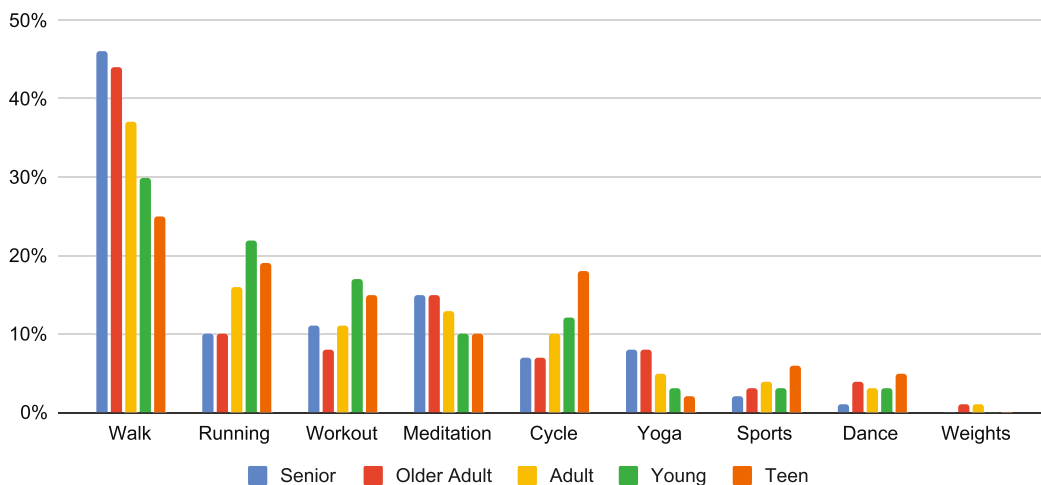
Average Steps Count By Gender Over The Years



Which Activities Are People Participating In Most?

Walking seems to be the most favoured activity among Seniors (46%), Older Adults (44%), Adults (37%) and Teens (25%). We observed that only 22% of Young Adults preferred running as compared to 30% of them preferring walking.

Activities Undertaken

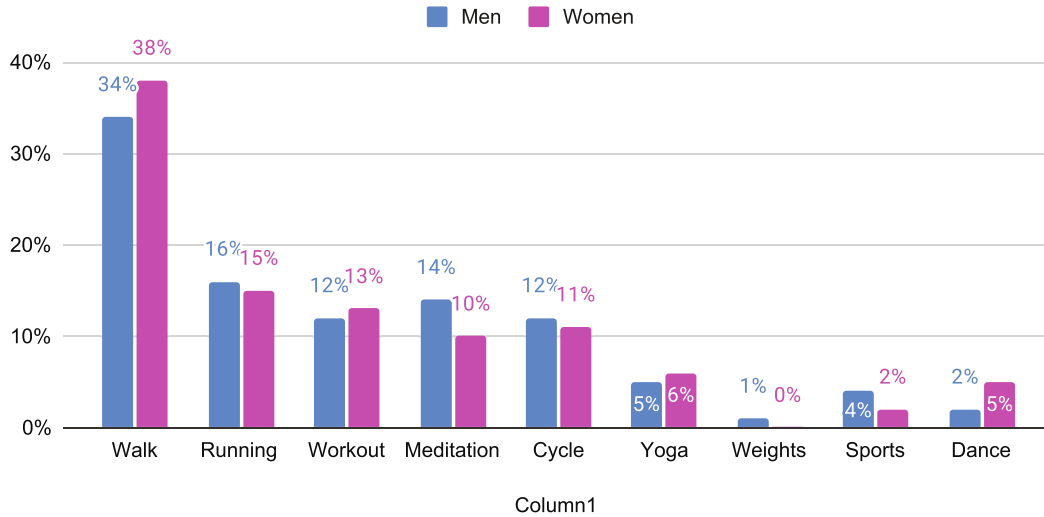


We also observed that a majority of Seniorrs (15%) also preferred meditation as a form of activity - meditation being the second most preferred activity among the age groups, followed by running and working out.

Women Prefer Walking in 2023

In the latest study we see that Women are opting for walking as their preferred workout. 38% of women are walking more in 2023 than 34% Men. Men prefer running as their favourite activity. The percentage of women engaging in activities such as sport and dancing has not seen much of an increase.

Activities Comparison by Gender



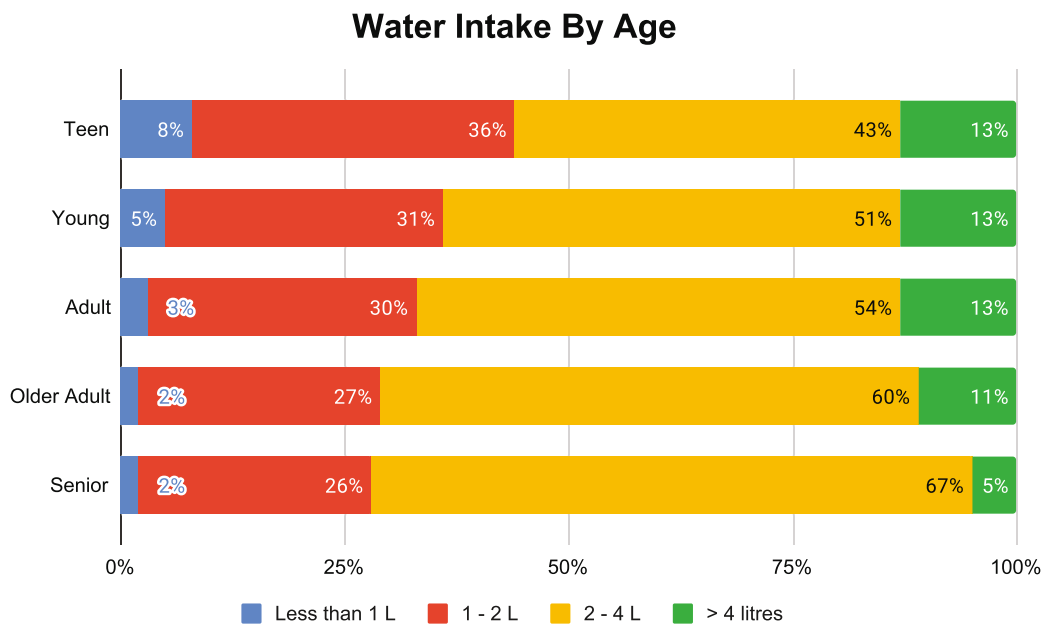
Water



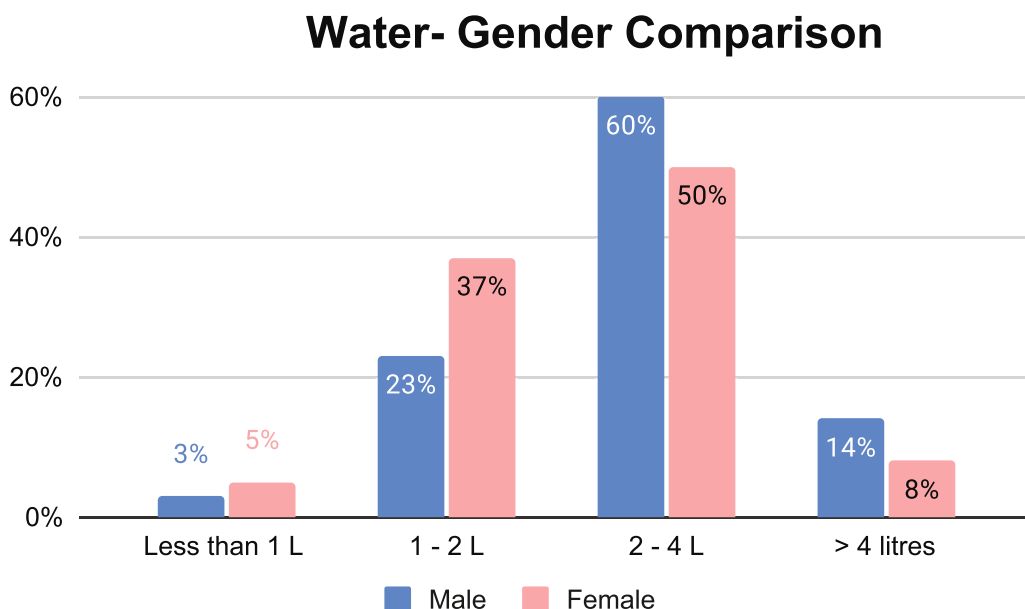
5. Water

Water: The Essential Elixir of Life”

The ideal amount of water which should be consumed in a day is between 2-4L. We observed that Seniors (67%) and Teens (43%) have upped their water intake, drinking 2-4L a day. Young Adults, on the other hand, have reduced their water intake with 51% drinking 2-4L a day.



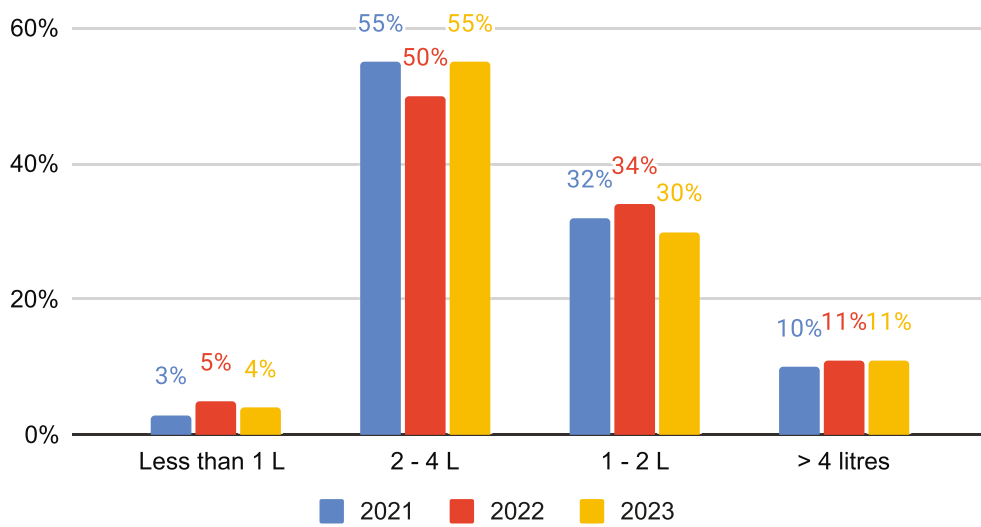
We also found that 13% of both Adults and Young Adults, 11% older adults, 5% of seniors and 13% teens consume more than 4L of water a day. This raises a cause for concern as consuming too much water can do more harm than good.



Men are hydrating more than women with 60% men drinking 2-4L a day, compared to 50% of the women.

We also noticed that the average water consumption since 2022 has increased. In 2023, 55% of the population drank on an average 2-4 litres of water, showing that Indians are maintaining their intake consumption over the years.

Water Intake Over the Years



Nutrition



6. Nutrition

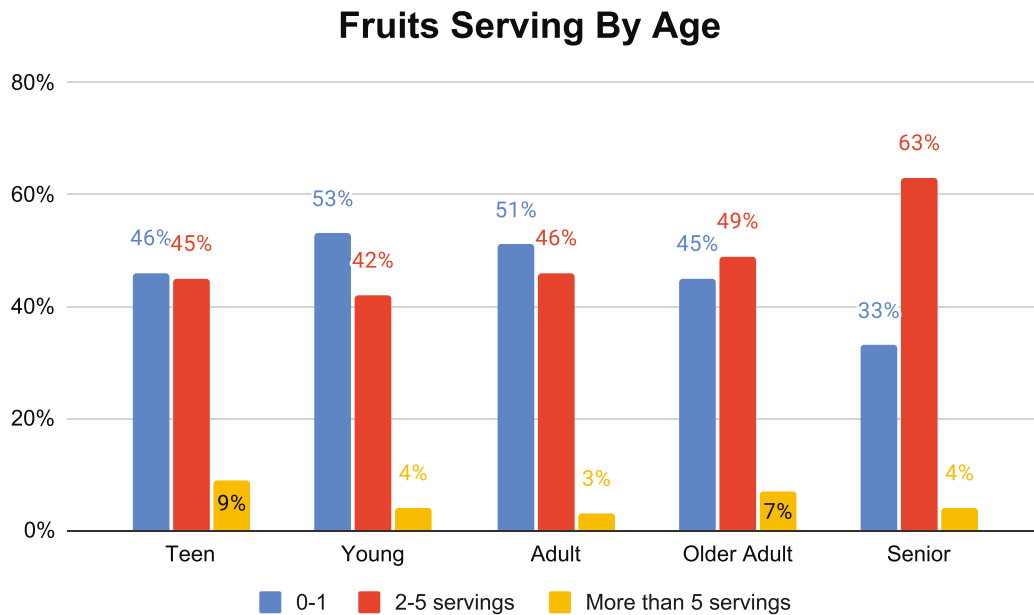
"Nourish to Flourish: The Transformative Power of Food"

Consuming nutritious food strengthens your immune system, enhances both physical and mental health, improves sleep quality, and can reduce the risk of or help manage lifestyle-related conditions like diabetes, hypertension, and heart disease. Opting for healthier food choices can also extend your lifespan.

Our survey shed light on various dietary habits and food preferences

Fruit Consumption Pattern

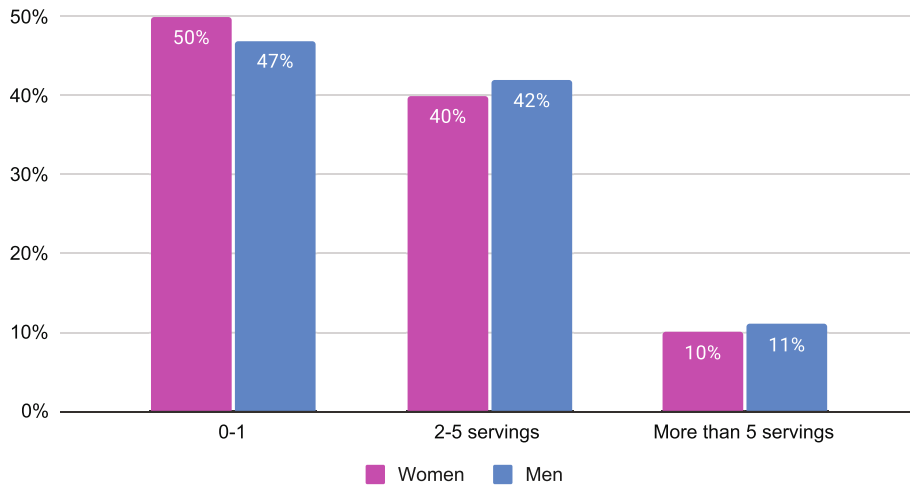
Including fruits in your diet provides several health benefits. The ideal consumption being 2-5 servings of fruits a day. Apart from Teens and Young Adults, we found that over 50% of Adults, Older Adults and Seniors consume 2-5 servings of fruits a day. The consumption of 2-5 servings of fruits a day is consistent among all age groups



Nourishing Bodies, Shaping Lifestyles

In 2023, the study of gender consumption patterns, particularly in the realm of fruit servings, unveiled insightful trends that highlight the evolving dynamics of dietary preferences across genders. This year's data underscored not only the nutritional choices men and women make but also reflected broader societal shifts towards health consciousness and sustainability.

Sugar Serving By Gender 2023

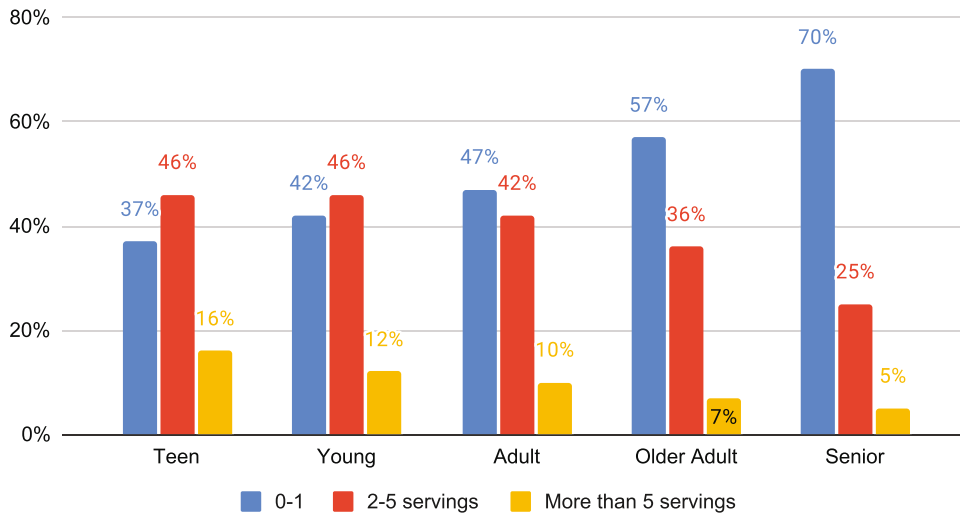


47% of men and 44% women consume 2-5 servings of fruits a day. 5% of men eat more than 5 servings a day, compared to just 2% of women.

Sweet Intake

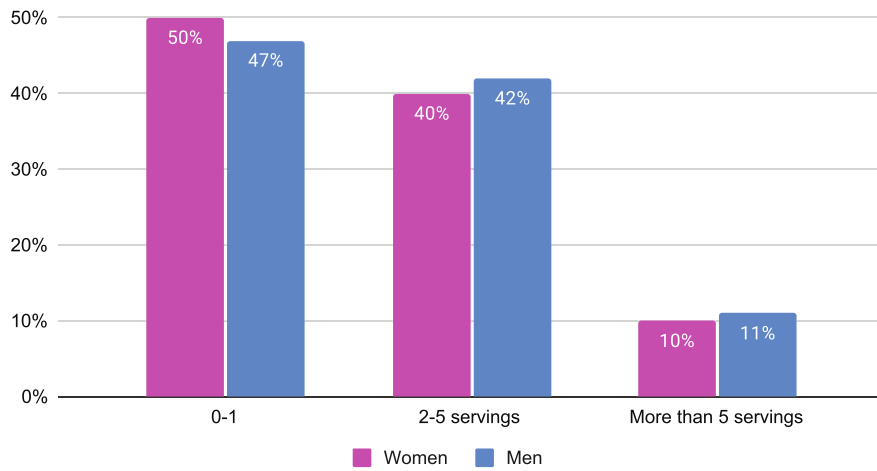
Through the survey, we noticed that Young Adults consume more sugar than the other age groups with 46% of them consuming 2-5 servings per day and 12% consuming more than 5 servings per day.

Sugar Serving By Age



They are followed by Teens with 46% of them consuming 2-5 servings per day and 16% consuming more than 5 servings per day. Seniors consume the least amount of sugar with only 25% of them consuming 2-5 servings per day.

Sugar Serving By Gender 2023



We also found that 11% of both, men and women, consume more than 5 servings of sugar per day. 37% of women consume 2-5 servings of sugar per day compared to 35% of men.

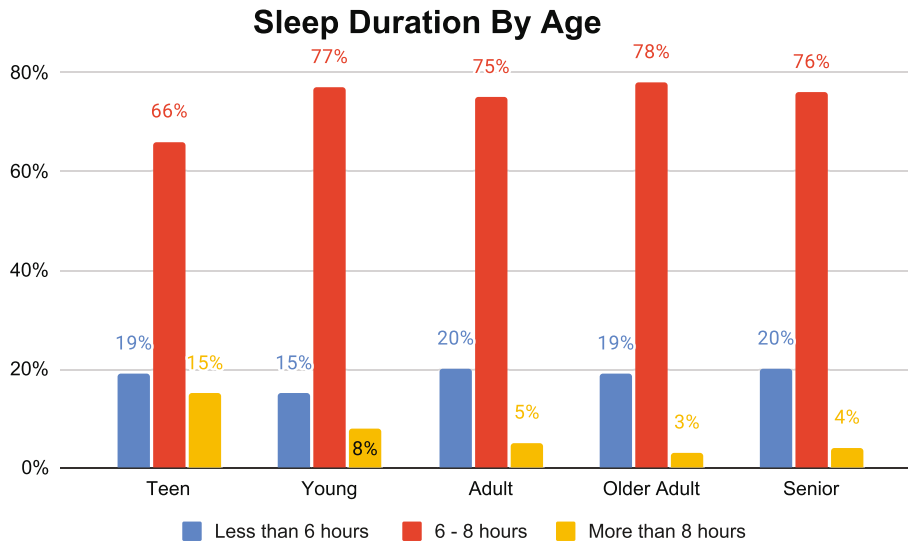
Sleep



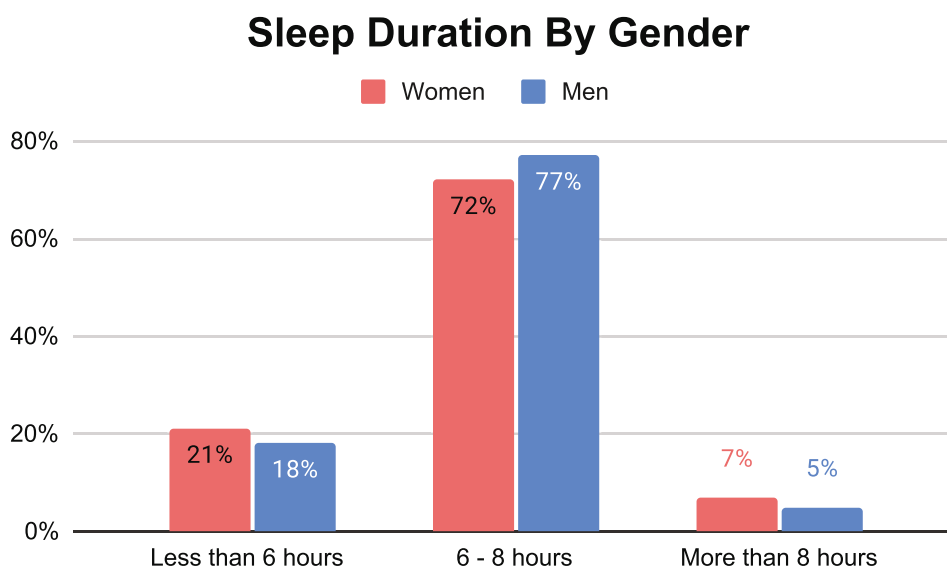
7. Sleep

"Sleep: The Pillar of Wellness"

Data collected from over 1 lakh players (Male and Female) shows that people are sleeping better. 78% sleep for 6-8 hours a day and only 9% sleep for less than 6 hours a day.



Among the age groups surveyed, Adults, Older Adults and Seniors seem to be getting adequate amounts of sleep, with 75% - 78% of each age group sleeping between 6-8 hours. They are followed by 77% of Young Adults. Teens seem to be sleeping the least with 66% sleeping for 6-8 hours.

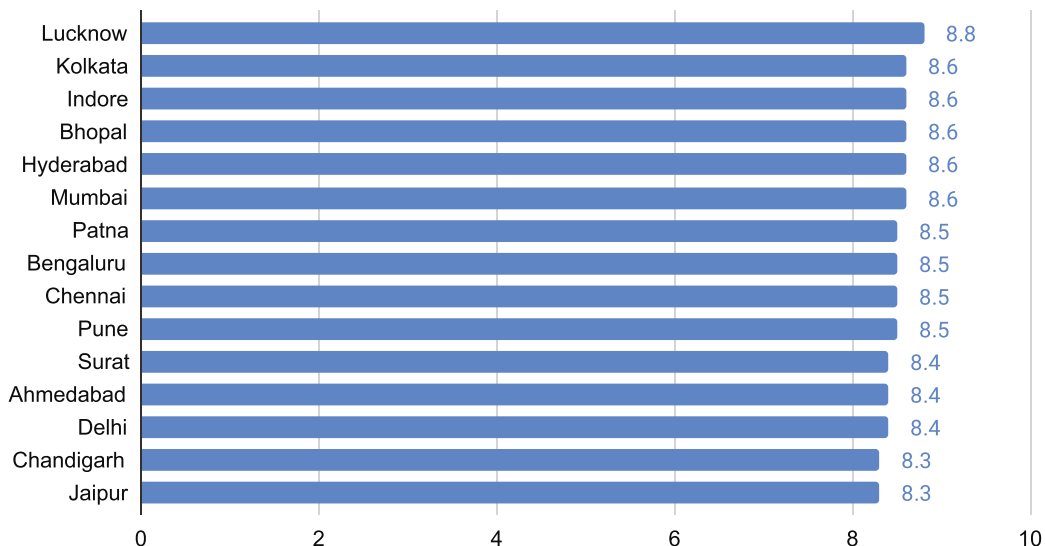


We also noticed that 77% Men and 72% Women are sleeping for 6-8 hours. Alarming, 21% of women are receiving less than 6 hours of sleep, highlighting a significant health concern. This deficiency not only affects their daily functioning but also poses long-term risks to their physical and mental well-being. Addressing this issue is crucial for enhancing the overall health of women. Lucknow Is Getting The Most Sleep!

In an intriguing revelation from the recent GOQii Study, Lucknow emerges as the city basking in the most sleep among the cities evaluated. Remarkably, residents across all surveyed cities are averaging 8 hours of sleep, a healthy benchmark that aligns with recommended sleep guidelines.

This uniformity in sleep duration points towards a broader trend of prioritizing rest across urban landscapes, with Lucknow leading the way. Such findings underscore the importance of sleep in the pursuit of a balanced and healthy lifestyle, spotlighting Lucknow as a model of restful living.

Average Sleep Hours By Cities

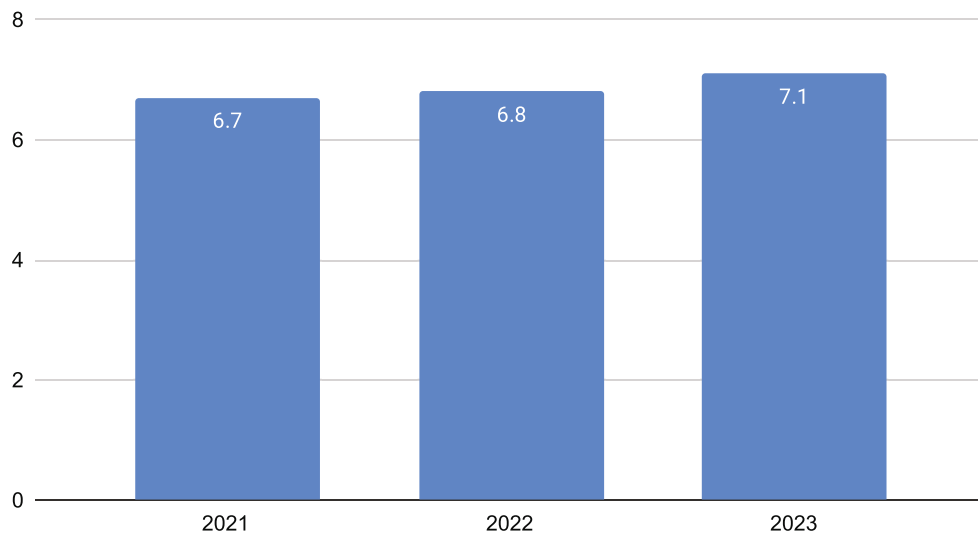


Are We Placing Enough Importance On Sleep?

In the wake of the Covid-19 pandemic that swept across the globe in 2020, our collective approach to health underwent significant transformations, with sleep emerging as a critical component of overall wellness. The disruption brought about by the pandemic had inadvertently led to an increase in the average hours of sleep among individuals, a silver lining amidst the chaos. Prior to the pandemic, the hustle of daily life often relegated sleep to a lower priority, but the sudden shift in routines and the increased focus on health have spotlighted the essential role of rest.

As per the GOQii Study, from 2021 to 2023, there has been a noticeable improvement in sleep duration, with the average sleep hours climbing from 6 hours and 7 minutes to 7 hours and 1 minute. This increase, though seemingly modest, represents a significant shift towards recognizing and valuing the importance of sleep in our lives. The question that arises now is whether we, as a society, are placing enough importance on sleep, not just as a response to a global health crisis but as a permanent pillar of health.

Average Sleep Over the Years



The pandemic has provided us with a unique opportunity to reevaluate our sleep habits and the emphasis we place on rest as a fundamental aspect of a healthy life. It challenges us to maintain and prioritize these improved sleep patterns even as we navigate post-pandemic life.

Recognizing sleep as a cornerstone of health is essential for fostering resilience, enhancing mental and physical well-being, and improving quality of life. As we move forward, it is imperative that we continue to value and prioritize rest, ensuring that the lessons learned during these challenging times are not forgotten but rather integrated into our daily lives for a healthier future.

**The Future is
in Healthy Living**



8. The Future is in Healthy Living

As we look toward the future of healthy living from a longevity standpoint, we are entering an era where the confluence of technological advancements, greater health awareness, and innovative wellness practices are set to redefine what it means to live a long, fulfilling life.

The quest for longevity has always been a fundamental human pursuit, and in recent times, it has become more achievable than ever before. With the advent of precision medicine, personalized healthcare plans based on an individual's genetic makeup, lifestyle, and environment are becoming the norm. This approach allows for more effective prevention and treatment of diseases, potentially extending our lifespans and, more importantly, our healthspans—the period of life spent in good health.

The integration of technology in our daily lives is also playing a pivotal role. Wearable devices that monitor vital statistics and AI-driven applications that provide real-time health insights are not futuristic concepts but present-day realities. These technologies empower individuals to take control of their health, offering early detection of potential health issues and promoting proactive lifestyle changes.

Another key aspect of the future of healthy living is nutrition. The movement towards plant-based diets and the reduction of processed foods is gaining momentum. As research continues to link diet with chronic diseases, more people are opting for whole foods rich in nutrients, which are crucial for longevity. Additionally, advancements in food technology are providing alternatives that cater to health without compromising on taste or convenience.

Physical activity remains a cornerstone of healthy living, and its importance will only grow stronger. The future will see more integration of physical activity into daily routines, whether through active commuting, workplace wellness programs, or the proliferation of fitness and recreational activities that cater to all ages and abilities.

Mental health, too, is receiving the attention it deserves. There is a growing understanding that mental wellness is just as important as physical health in determining longevity. Mindfulness practices, stress management techniques, and the de-stigmatization of mental health issues are contributing to a more holistic approach to wellness.

Community and social connections have profound impacts on longevity. Studies have shown that strong social ties can help reduce stress, improve mental and physical health, and increase lifespan. As we look to the future, there will be a greater emphasis on building supportive communities, both online and offline, that foster meaningful connections and social interaction.

Furthermore, the environment's role in our health cannot be understated. Clean air, access to green spaces, and sustainable living conditions are essential for long-term health. There is a concerted effort towards creating environments that support healthy lifestyles, from urban planning that encourages walking and cycling to policies aimed at reducing pollution and mitigating climate change.

Preventive healthcare is another area that is set to transform the future of healthy living. With more advanced screening tools and increased awareness, individuals can take steps to prevent illnesses before they start or catch them early when they are most treatable.

The future of healthy living from a longevity perspective is not just about extending life but enhancing the quality of life at every stage. It's about embracing a multifaceted approach that combines medical science, technology, and lifestyle changes to not only add years to our lives but life to our years.

Finally, as we forge ahead, the future of healthy living looks promising and is poised to offer us an unprecedented opportunity to live longer, healthier, and happier lives. It requires a commitment to adapt to evolving health trends, adopt new wellness practices, and advocate for changes that support a healthy lifestyle for all. By doing so, we can look forward to a future where the golden years are truly golden, and longevity is a journey marked by vitality and fulfillment.