

Editorial

Once a cap-seller sets off to a neighbouring town to sell caps. Since it is cricket season, he is sure he would have a good sale. In the afternoon, he stops at a tree for having lunch and a nap. He has food and dozes off.

Some monkeys on the trees above see him asleep and alight down to search for something to eat. But the cap-seller's tiffin is empty and they don't get anything to eat. So, they turn to the capseller's bag of wares.

One by one they pull out the caps and reach the tree-top. The cap-seller gets up after some time. What does he see? All the caps are missing. Suddenly, he spots the monkeys above, wearing his caps. Angrily, he starts throwing stones at them. Monkeys throw fruits at him in return. He makes gestures to frighten the monkeys but the monkeys imitate him instead. After some time the cap-seller remembers the trick played by his grandfather.

He gets up, looks at the monkeys and throws his cap on the ground. He is sure that the monkeys would imitate him. But none of the monkeys does so.

The leader of the monkeys on the tree laughs at him aloud and says, did you think we would repeat the same mistake as our grandfather. Are we humans to commit the same mistakes again and again? All the monkeys join in the laughter and speed off to another tree.

So folks, how did you like our new story? Even monkeys don't commit the same mistakes again and again. They have taken a lesson from their ancestors. But we are still doing the same mistake for years together. Several families have liquor-addiction from generations, several houses have nobody educated in the family for generations, several families are still living without toilets, several families still make distinction in girl and boy. Superstitions have passed to the new generation too.

So, in the coming year, let's pledge to not repeat the same mistake again and again and let's proceed on the prosperous way of life in 2008.

How will you advertise good ware?

(Soaps in attractive packing are arranged properly and Harba is sitting happily behind the pile in full mood of selling.)

Harba : "Soaps for sale

Of every shape and scale

Made of milk and rose-water

Full of quality and original matter."

Customer : What soap is it ?

Harba : What soap? It's a soap made from actual milk and rose-water.

Customer : Milk and rose-water? Is it soap or an eatable? I won't take it.

Second customer : (Looking at the first), the soap is looking good superficially but these days there is no guarantee of such apparently good things. They claim to have used milk and rose-water but use plain water instead. I too won't buy this rose-water soap.

(Nobody buys it.)

Harba : (To himself) What a pain! I have kept such good wares but the customers are so choosy.

(Kerba walks in at that moment).

Kerba : What happened Harba, why are you so nervous?

Harba : What do I tell Kerba? I bought quality-ware of good packing and reasonable rates as you said. I advertised variously but no result.

Kerba : Harba, you tried everything to sell your ware but forgot the most important thing!!!

Harba : What?

Kerba : You told the specialities of the soap but didn't tell the benefits of the soap. Remember, people don't buy the product but they buy the benefits, isn't it?

Harba : I didn't understand?

Kerba : See, instead of advertising that this soap is made from milk and rose-water, you should have told that you will feel fresh by using this soap, your skin will improve. This advertisement would have made the difference.

Harba : Wow, this is a good idea!

Kerbs : So, use this trick and tell your customers about the benefits through your jingle.

Harba : Thank-you Kerba. Now you see my salesmanship!

(Harba starts shouting)

"Get this soap mighty

For good skin and fair beauty

Use this soap with ease

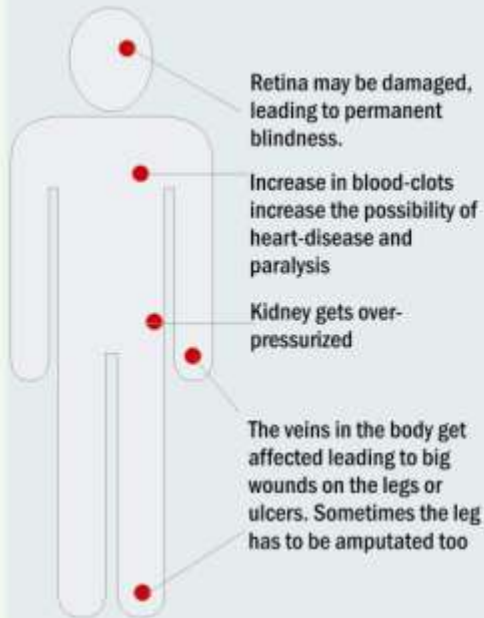
And say goodbye to disease!"



Diabetes

Diabetes is not a disease but it is a defect in digestion. Anybody is prone to Diabetes. When the blood-sugar level in one's body constantly gets disturbed, it is known as Diabetes.

Ill-effects of Diabetes on the



Causes of Diabetes



Over eating and obesity



Addictions



Heredity

Symptoms of Diabetes



Weakness



Feeling over-thirsty



Increases urination



Feeling
constantly
hungry



Unaccounted
weight-loss



Wounds not healing quickly
/ irritation of palms and
feet.

If any of these symptoms are experienced by you or your family, immediately get medical check-up done.

1. Free Diabetes-check-up camp:

In this camp sugar is checked after fasting. If Diabetes is diagnosed, medicines for one week are given free of cost and one can participate in the lecture on Diabetes too.

Date : First Sunday of every month.

Time : Morning 8 to 11

Venue : Mohintara Hospital, Hadapsar.

2. Diabetes-check-up in concessional rates.

For all the Arogyanidhi members, concession is given for Diabetes check-up in any of the contact-hospitals on showing the identity-card.

HELPLINE

For Health-Mutual fund members



For health problems contact:

020-26051524

Monday to Saturday between 9:30 a.m. and 5:30 p.m.

After 5.30 p.m call Dr. Abhijeet on **9225516860**

Our Government

schemes implemented by the Pune corporation for slum- dwellers

Financial Assistance for home repair							
Specialities	For whom	Age-limit	Educational qualifications	Annual income of the family	Documents	Place to get and submit the application	Contact
Under this scheme, backward classes are given a grant of Rs. 10,000 for repairing their shackles.	For backward families within the boundaries of the corporation	No	Newly literate	Below Rs. 1,00,000	<ol style="list-style-type: none">1. Ration-card within boundaries of the corporation (True-copy)2. Neighborhood-group Income agreement3. Caste certificate issued by Maharashtra Government4. Permission from Corporation Regional Office for shackles-repairs (no objection certificate)5. Service tax receipt6. Copy of the map of shackles - repairs7. Estimate for repair-cost8. Construction-permission.	<ol style="list-style-type: none">1. Group-organization in your locality.2. S.M. Joshi Hall, Daruwala Bridge, Pune Ph: 26336249	S.M. Joshi Hall, Daruwala Bridge, Pune Ph: 26336249

Written by :
Mrs. Vijaya Bhosge,
Snehadeep.

The story is thousand years old.



Lord Brahmadev's son Atharva and his wife were living happily in heaven. Everyone was expectantly waiting for the birth of the baby in Devi's womb. One day Atharva said to his wife Devi, I feel we should

have a son. You promise me that you will give birth to a son. Devi smiled and said that God decides the sex of the baby. How can I promise you that I will deliver a son?

Upset by this answer, Atharva went to his father, the creator Brahma. He told

him what had happened. Brahma said, why Devi, even I cannot tell whether the child in the

womb is a boy or a girl. Atharva, today I will introduce you to Lord Brihat. You will then automatically get your answer.



Family matters

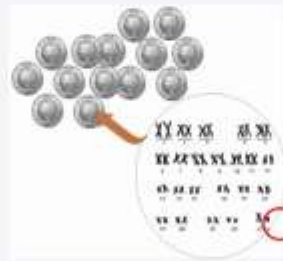
Saying so, Atharva and Devi got entry into the micro-world through Brahma's circle. They could now see the micro things in a human body. Brahma said that all the



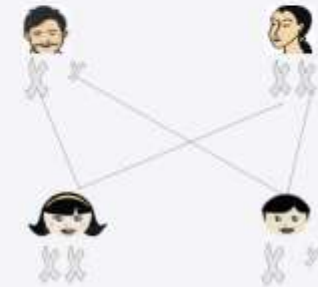
organisms on the earth are made out of micro cells. Even parts of human body like skin, bones, brain are made out of micro-cells.

Within these micro cells are 23 pairs of ultra-micro fibres.

They are called chromosomes. These chromosomes transmit the genes of the parents to the baby. In these chromosomes, one pair is different which is called the sex-chromosome. This determines the sex of the baby. Sex is determined during conception by the union of the chromosomes from the mother and the father.



Women have XX type of sex-chromosomes while Men have XY type of sex-chromosomes. If X in the woman, unites with X in the man during conception, the child is a girl whereas if the X in the woman unites with the Y in the man, the child is a boy..



Atharva is surprised to hear all this. That means the Y chromosome in men is responsible for the birth of a boy. I used to think all these days that giving birth to a boy or girl, depends on women. Father, you opened my eyes!

Brahmadev said that the same rule applies to the entire human-race. The child's sex is dependent on the father. This is known as the Brihat Ved.

We forgot this Ved with passing time but scientists found and proved this again. So won't you tell about this most important Ved to everyone?

Courtesy: Tathapi
Writing assistance:
Mrs. Neha Ghanekar,
Swabhimani.