

Consolidated E-Dossier

FREEDOM HEALTHY COOKING OILS



Date: November 01st – 30th, 2023

Prepared by

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THE FREE PRESS JOURNAL

18 MUMBAI | MONDAY | NOVEMBER 27, 2023

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Sutra

“NO ONE WILL FOLLOW YOU IF YOU DON'T KNOW WHERE YOU ARE GOING.”

— JACK TROUT, MARKETING STRATEGIST AND INVENTOR OF POSITIONING

POWERED BY SUNFLOWER, FREEDOM OIL TO EXPAND FOOTPRINT

Freedom, the largest selling sunflower oil brand in the country (Nielsen IQ), will enter Kerala and Tamil Nadu in 2024. Maharashtra is up next. After entering a number of large cities the company has plans for premium offerings, reveals P CHANDRA SHEKHARA REDDY, SVP of Sales & Marketing, Gemini Edibles & Fats India.

BY GOKUL KRISHNAMOORTHY

18 MUMBAI | MONDAY | NOVEMBER 27, 2023

What explains the runaway success of the brand in its home markets?

Today we are in the 13th or 14th year of operations. But we became the talk of the country way back in 2014, started getting recognised for growing well in the edible oil space, doing well in terms of profitability, brand recognition etc. The success is because we have been in this market for 30 years. There is a lot of trust. It is very rarely that all the elements work in marketing. Usually you do five things and only a few things or a few areas work. We have been successful because we have been here for a long time and we have been doing consumer and trade marketing properly.

It is also not just marketing. Putting up the infrastructure (the plant) was also addressed to handle supply needs. And more than all that, the competition did not wake up until 2016 or 2017. Once the category is built and a player has established, it is difficult to make inroads. The result is that they lost the growth curve, they were late.

By 2014 or 2015, the brand had become number one in the states we operated in. Since 2022, we became the top player nationally and we have consistently retained the leadership over several quarters (Nielsen IQ data).

Today we are the largest importer, the largest processor, the largest brand of sunflower oil.

In the category, roughly 56 per cent of the 2.2 mn tonnes of requirement of the Indian market is imported. Freedom accounts for 22 to 24 per cent of the imports. We also have the largest processing capacity in the South. Freedom is the largest selling brand of sunflower oil with 22 per cent market share, for the last several quarters.

Andhra Pradesh and Karnataka were sunflower growing states. But the kind of growth edible oils saw in the country domestic production did not catch up. There came the time of liberalisation and the market was opened up, employment opportunities and quality of life went up. Post '90s, there was a sudden jump in edible oils requirement. The farmer also was getting a lot of options, in the form of HT cotton, rising pulses prices. In the process, imports of edible oil was cheaper. Till the early 1990s, it was only the government importing. Post liberalisation, anyone could import.

Sunflower oil manufacturing capacities were available in the hinterland away from the ports. No one had invested in sunflower oil refining infrastructure at the ports. Despite there being so much demand, no one put up that infrastructure. We invested in it. It was a timely decision to put up a refinery of international standards at the port.

What was the competitive space like, at launch?

Brands were present even before us. We started in 2010 – some were there from 1990, some from 1985, some from 2002 and some from 2004. There is an AP government-owned brand, there is Sundrop, Fortune, Goldwasser. There is always a sourcing issue. We addressed the sourcing issue, we addressed the distribution problem. Where others were advertising sporadically, we advertised consistently.

We were local players. A number of people on the team had worked in ITT before. There was enormous trust the trade placed in us.

We were unswerving in our marketing to a commodity where there is no perceived difference among consumers between a brand A, brand B and brand C, we have to build perception gradually and bring it to an emotional differentiation. Many of us can't tell the difference in the product until and unless we repeatedly cook using it.

So this 22 per cent India share is concentrated just by Andhra Pradesh, Telangana, Orissa, Karnataka and Chhattisgarh. Is that right?

Yes, we are largely present in those markets. We do have some small presence in Chennai, Kolkata, some parts of Maharashtra and some others. But that is not significant.

We have a 62 per cent market share in AP, 68 per cent in Orissa, 40 per cent in Telangana, 30 per cent in Karnataka. We started operations in Karnataka only in 2017.

You have products like groundnut oil, rice bran oil that you have launched after sunflower oil. How are they doing?

The purpose of launching more products is to cater to multiple consumer needs. Some people like to cook using groundnut oil. With health awareness, rice bran oil is growing. It has become popular only in the last two decades though. It has been around for much longer. The government is also trying to reduce the dependence on imports. So for those reasons we also got into that.

With migration of people from the North, there is now demand for mustard oil also. To cater to everyone's palate, we have entered other categories. We are not present in coconut and gingelly oils. We will look at those also when appropriate. When we go to Tamil Nadu, probably we will launch those.

Sunflower oil is still the largest contributor for us. All the other oils put together for us would be less than 10 per cent share.

So what will the future roadmap be? Gradual expansion on the back of sunflower oil, or geographic expansion nationally using the larger portfolio in a commodity business, things like sourcing, inventory all that matters a lot this is a low margin, high volume business. Out of the 2.2 mn tonnes of sunflower oil that India needs, 80 per cent is consumed in the South, plus Orissa and Maharashtra. Among these markets today we are not present in Maharashtra, Tamil Nadu and Kerala. We are rolling out products in 2024 in Tamil Nadu and Kerala.

We are also expanding the capacity. In the last two decades all the refineries for sunflower oil and palmolein have come up near the ports, because it is mostly dependent on imports.

In the first decade of liberalisation, the domestic production was constant while there was a rise in imports. In the second decade, there was a fall in domestic production and further rise in imports. Since 2017, imports have been constant, while domestic production has been growing. Governments are pushing to reduce dependence on imports as today edible oils are probably the third largest on imports – behind top import categories like crude petrol and gold.

The government, as I said, wants to reduce imports of edible oils. That's why we see the rise of rice bran oil, mustard oil has seen a huge increase. Because of that, the company has decided to put up infrastructure in the interiors (and not at the ports). We see a future for the domestic production. So we are putting up a refinery we will be working with the government to grow the sunflower crop locally with farmers here.

You have a dominant share in sunflower oil. How is Freedom priced vis a vis competition?

There are three ways in which you can divide the brands. One set of brands like Sundrop and Saffola are extremely highly priced. I can't generalise it but I think mostly consumers don't know about the oil, they buy because of the brand. For these brands, their consumers are highly loyal, the brands have been built phenomenally and their volumes are low.

There is another category of brands in which we call the value segment. We are in this segment. Here the category is dominated. With information explosion, the consumer is able to discover what oil is good – sunflower oil, groundnut oil, etc. Then comes the brand. In the last two decades, this category has given exponentially. I am not saying that the premium segment is not growing. But we are in a segment where the category is marked – as Freedom 'Sunflower Oil', Freedom 'Rice Bran Oil' and so on.

Then comes the third category which is based on the lowest price.

We have seen, especially after Covid, consumers willing to pay a premium for food products, prioritising health. Do you see the scope for such premiumisation?

Yes. Brands like Fortune and some in the South have launched premium brands. We have so far not taken that step because of the limited geographic areas that we are present in. To do premiumisation, we should be present in many metros and larger cities. We are present only in two or three metros as of today. When we launch in more states and have a presence in more metros and towns with over 5 mn population, we also have plans. There are some blends available. When you want to bring premium products, you must bring value, some benefits to consumers.

Post the Hyderabad plant commencing operations, by which time we will be in Mumbai, Chennai, Hyderabad, Visakhapatnam and more cities, we will be there in that segment. That is at least two years from now.

Is the Freedom brand capable of extending itself to the premium end?

I am not sure. I do not have the research to be sure. But off hand, I don't want to make the mistake that my competition has done – which is, sell products priced at Rs.180, Rs.190 and Rs.250 under the same brand. I am of the view that there has to be a new brand. But this has to be backed up by insights from the consumer.

What is your distribution reach, beyond the cities?

There is no shop in Andhra Pradesh where we are not present. Whether it is AP, Telangana or Orissa, we are present deep down in every village.

Is there a profile of the audience of Freedom Sunflower Oil?

Our sunflower oil has a penetration all across, right up to SEC D. Across SEC A, B, C and D, there is good penetration. If you look at the ultra premium segment, let's say SEC A++ and above, there are a lot of things happening. People are talking about cold pressed oils, olive oil and so on. As of now, there is no scientific evidence that cold pressed oil is much superior on any parameter. We are yet to hear any news on that.

How are consumers picking it up then? Just on the basis of perception?

Yes, they are picking it up. Seeing is be-

living – they are crushing the seeds in front of you. Secondly, it is priced so high that you tend to fall for it.

So there is a huge perception building involved, as you say, across the category?

Perception initially, and over a period it is about the quality. You cannot judge the product by the pack as all the pouches look the same. Over time, the consumer will recognise the quality.

If you take a soap, you will feel the product, its lather, its perfume, its packaging. We also try to do a lot of innovation in the packaging. We have taken a lot of effort even in choosing the brand name. Finding the name took longer than the time it took from naming to the launch.

How long did it take to finalise the brand name?

I joined in November 2009 and started looking for a name. It was finalised in the first week of January. It took about a month and a half. We were launching a brand after the IP rights became a big thing. Prior to 2005 no one was bothered about that. Apart from ensuring that there was no brand by the name also where, we needed to ensure that it was easily mouthable for the consumer, that it denoted something to the consumer, and was adaptable across the country.

You have roped in Yash as a brand ambassador. Was that only for Karnataka?

We started in 2010 and launched in Karnataka only in 2017. We did a huge distribution exercise when we launched.

By 2014 or 2015 we had become a big player in relation with in sunflower oil in AP, Telangana. So players in other states had become alert. They were not giving us the space, still we managed to build 6 to 7 per cent share. We wanted a strong face to advertise our brand and that's the time we went to Yash. It yielded good returns, we saw repeat orders increasing.

In a low margin-high volume market, taking a call on hiring a brand ambassador is very tough.

One is surprised then that so many edible oil brands have brand ambassadors...

Yes a lot of them have ambassadors. Sumit has MS Dhoni, Akshay Kumar endorsed Fortune for so many years, Santitas has Virat Kohli, Pritika Sunflower Oil, Kapil for Pritika Groundnut Oil. Today there are a lot of celebrity endorsements. It is really about converting consumers from the unorganised to the organised sector.

So when you enter Tamil Nadu and Kerala competition will be even more prepared...

We are prepared.

Freedom plays in the value segment. In the markets you are present in now, what is the contribution of modern trade to your sales? What is the sales share from online?

Overall contribution from modern trade would be 20 per cent. If you consider only urban towns, then it would go up to 30 per cent.

We do sell through Blinkit, Zepto, Big Basket, Ju, and also Dmart and Spencers online, and so on. It is growing.

Do you see online sales becoming significant?

I personally feel that there will be limitations when it comes to groceries on e-commerce. As a sales and marketing person, I see Sature-driven products like white goods and garments doing better.

In the next two years or so, I feel the trade share will still be with general trade.

MNVS SYNDCATE

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Elink: <https://www.freepressjournal.in/brandsutra/powered-by-sunflower-freedom-oil-to-expand-footprint>

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Gokul Krishnamoorthy | Updated: Monday, November 27, 2023, 12:39 PM IST

P Chandra Shekhara Reddy

SVP - Sales & Marketing,
Gemini Edibles & Fats India





P Chandra Shekhara Reddy - SVP of Sales & Marketing, Gemini Edibles & Fats India

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P Chandra Shekhara Reddy has been with Gemini Edibles and Fats, the company that sells the Freedom brand of edible oils, before the brand name was coined in 2009. He has been with the category of edible oils for over a decade and has many in his team including the company's


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by **Gokul Krishnamoorthy** — November 27, 2023 In Exclusive, Featured
Reading Time: 9 mins read



P Chandra Shekhara Reddy
SVP Sales & Marketing
Gemini Edibles & Fats India





P Chandra Shekhara Reddy has been with Gemini Edibles and Fats, the company that sells the Freedom brand of edible oils, before the brand name was coined in 2009. He has been with the category of edible oils for even longer, as have many in his team including the company's founder and MD, Pradeep Chowdhary, Managing Director. The longstanding relationships with the trade in Andhra Pradesh and Telangana helped the brand establish itself quickly.

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డయాబెటిస్ నివారణకు రైస్ బ్రాన్ ఆయిల్ ద్రోహదం



సవతెలంగాణ - జూబ్లీహిల్స్

మన చీటీ షెడ్యూల్ల మధ్య మన ఆరోగ్యానికి సరైన ప్రాధాన్యత ఇవ్వకుండున ప్రస్తుత జీవనశైలి, పని ఒత్తిడి మన శరీరాన్ని దెబ్బతీస్తుంది. ఇది మధుమేహం, రక్తపోటు, ఊబకాయం మొదలైన అనేక జీవనశైలి సంబంధిత వ్యాధులను ప్రేరేపిస్తుంది. వీటిలో చాలా వరకు మన జీవనశైలి, ఆహారపు ఆలవాట్లలో మార్పులు చేసుకోవడం ద్వారా నివారించవచ్చు. ఆహారాన్ని వండడానికి ఉపయోగించే వంట నూనె యొక్క సరైన పరిమాణం వేరియంట్‌ను ఎంచుకోవడం అనేది చేయవలసిన మార్పులలో ఒకటి.. డయాబెటిక్ డైట్‌లో రైస్ బ్రాన్ ఆయిల్‌ను చేర్చినప్పుడు దాని ప్రత్యేకమైన పోషక కూర్పు కారణంగా వివిధ ఆరోగ్య ప్రయోజనాలను అందిస్తుంది. రైస్ బ్రాన్ ఆయిల్ లో వై-టరెజినాల్, బోకో పెరాల్స్, బోకోటోరియనాల్స్, డైటరీ ఫైబర్ వంటి కొన్ని ఫంక్షనల్ సమేకణాలను కలిగి ఉంటుంది. వై-టరెజినాల్‌లో యాంటీ-ఆక్సిడేటివ్ (యంగ్రాటనావానిచ్ ఇతరులు, 2018), యాంటీ-డయాబెటిక్ (జంగ్ ఇతరులు, 2015), లిపిడ్-తగ్గించే ప్రభావాలు (విల్సన్, నికోలోసి, ఫూల్స్టే, క్రిష్ణవేణ్, 2007) ఉన్నాయని నివేదించబడింది. నియంత్రిత పరిమాణంలో వినియోగాన్ని నొక్కి చెప్పడం ముఖ్యం. రైస్ బ్రాన్ ఆయిల్‌లో ప్రయోజనకరమైన అంశాలను కలిగి ఉన్నప్పటికీ, ఇది ఇతర నూనెల వలె క్యాలరీలను అధికంగా కలిగి ఉంది. పరిమిత పరిమాణంలో వాడటం వల్ల ఆరోగ్యకరమైన కేలరీల తీసుకోవడంలో సహాయపడుతుంది. మధుమేహం అదుపులో ఉంచుకోవడం సాధ్యమవుతుంది. మధుమేహ నిర్వహణలో ఇది ఎంతో ఉపయోగపడుతుంది.

జెమిని ఎడిటర్స్ అండ్ పబ్లిష్టర్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర రెడ్డి మాట్లాడుతూ, “నిపుణుల ఆభిప్రాయం ప్రకారం, రైస్ బ్రాన్ ఆయిల్‌లోని టరెజినాల్ ఇతర పదార్థాలు ప్రజల మెరుగైన ఆరోగ్యాన్ని నిర్ధారించడానికి ముఖ్యమైనవి. డయాబెటిక్ పేషెంట్లు తమ వైటల్స్ క్రమం తప్పకుండా పరీక్షించుకోవాలి, వ్యాధి యొక్క సరైన నిర్వహణను నిర్ధారించడానికి నిపుణుల సలహా తీసుకోవాలన్నారు.

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మధుమేహ నివారణకు రైస్ బ్రాన్ ఆయిల్ మంచిది

.సోమాజిగూడ, నవంబర్ 22(ప్రభ న్యూస్) : ప్రస్తుతం గడుపుతున్న ఉరుకుల పరుగుల జీవితంలో మన ఆరోగ్యానికి సరైన ప్రాధాన్యత ఇవ్వనందున ప్రస్తుత జీవనశైలి, పనిఒత్తిడి మన శరీరాన్ని దెబ్బతీస్తుంది. ఇది మధుమేహం, రక్తపోటు, ఊబకాయం మొదలైన అనేక జీవనశైలి సంబంధిత వ్యాధులను ప్రేరేపిస్తుంది. వీటిలో చాలా వరకు మన జీవనశైలి మరియు ఆహారపు అలవాట్లలో మార్పులు చేసుకోవడం ద్వారా నివారించవచ్చు. ఆహారాన్ని వండడానికి ఉపయోగించే వంట నూనె యొక్క సరైన పరిమాణం మరియు వేరియంట్‌ను ఎంచుకోవడం అనేది చేయవలసిన మార్పులలో ఒకటి. డయాబెటిక్ డైట్‌లో రైస్ బ్రాన్ ఆయిల్‌ను తెలివిగా చేర్చినప్పుడు దాని ప్రత్యేకమైన పోషక కూర్పు కారణంగా వివిధ ఆరోగ్య ప్రయోజనాలను అందిస్తుంది. రైస్ బ్రాన్ ఆయిల్‌లో ఓరైజినాల్, టోకోఫెరాల్స్, టోకోటోరియనాల్స్, డైటరీ ఫైబర్ వంటి కొన్ని ఫంక్షనల్ సమ్మేళనాలను కలిగి ఉంటుంది. ఓరైజినాల్‌లో యాంటీఆక్సిడేటివ్, యాంటీ-డయాబెటిక్, లిపిడ్-తగ్గించే ప్రభావాలు ఉన్నాయని నివేదించబడింది. అయితే, నియంత్రణ పరిమాణంలో వినియోగాన్ని నొక్కి చెప్పడం ముఖ్యం. రైస్ బ్రాన్ ఆయిల్‌లో ప్రయోజనకరమైన అంశాలను కలిగి ఉన్నప్పటికీ, ఇది ఇతర నూనెల వలె క్యాలరీలను అధికంగా కలిగి ఉంది. పరిమిత పరిమాణంలో వాడటం వల్ల ఆరోగ్యకరమైన కేలరీల తీసుకోవడంలో సహాయపడుతుంది. మధుమేహం అదుపులో ఉంచుకోవడం సాధ్యమవుతుంది. మధుమేహ నిర్వహణలో ఇది కీలకమైన అంశం.

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మధుమేహానికి ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ మంచిది



హైదరాబాద్ మేజర్ న్యూస్ :
మన బిజీ పెడ్యూల్ల మధ్య
మన ఆరోగ్యానికి సరైన
ప్రాధాన్యత ఇవ్వనందున
ప్రస్తుత జీవనశైలి మరియు పని
ఒత్తిడి మన శరీరాన్ని
దెబ్బ తీస్తుంది. ఇది
మధుమేహం, రక్తపోటు,
ఊబకాయం మొదలైన అనేక
జీవనశైలి సంబంధిత
వ్యాధులను ప్రేరేపిస్తుంది.

వీటిలో చాలా పరకు మన జీవనశైలి మరియు ఆహారపు అలవాట్లలో మార్పులు చేసుకోవడం ద్వారా నివారించవచ్చు అని . ఆహారాన్ని పండడానికి ఉపయోగించే వంట నూనె యొక్క సరైన పరిమాణం మరియు వేరియంట్ను ఎంచుకోవడం అనేది చేయవలసిన మార్పులలో ఒకటి. అని డయాబెటిక్ డైట్లో ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ సువాదినప్పుడు దాని ప్రత్యేకమైన పోషక కూర్పు కారణంగా వివిధ ఆరోగ్య ప్రయోజనాలను అందిస్తుంది. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ లో వై -టెరెనాల్, టోకోఫెరాల్స్, టోకోటోరియనాల్స్ మరియు డైటరీ ఫైబర్ వంటి కొన్ని ఫంక్షనల్ సమ్మేళనాలను కలిగి ఉంటుంది. . రైస్ బ్రాన్ ఆయిల్ లో ప్రయోజనకరమైన అంశాలను కలిగి ఉన్నప్పటికీ, ఇది ఇతర నూనెల వలె క్యాలరీలను అధికంగా కలిగి ఉంది. పరిమిత పరిమాణంలో వాడటం వల్ల ఆరోగ్యకరమైన కేలరీల తీసుకోవడంలో సహాయపడుతుంది మరియు మధుమేహం అదుపులో ఉంచుకోవడం సాధ్యమవుతుంది. ఒమేగా-3 కొవ్వు ఆమ్లాలు, మెగ్నీషియం మరియు యాంటీఆక్సిడెంట్లు వంటి నిర్దిష్ట పోషకాలను కలిగి ఉన్న కొన్ని ఆహారాలు కూడా ఇన్నులిన్ సెన్సిటివిటీని మెరుగుపరచడానికి దోహదం చేస్తాయి. అయినప్పటికీ, వ్యక్తిగత ప్రతిస్పందనలు కారణంగా ఆహార ప్రాధాన్యతలు మారవచ్చు. మొత్తం శ్రేయస్సు కోసం, ఒక అంశంపై మాత్రమే దృష్టి పెట్టడం కంటే, సమతుల్య ఆహారం తీసుకోవడం, క్రమం తప్పకుండా వ్యాయామం చేయడం, బరువు నిర్వహణ, తగ్గిన ఒత్తిడి మరియు తగినంత నిద్ర వంటివి మొత్తం ఆరోగ్యకరమైన జీవనశైలికి కీలకం మరియు వాటిని పరిగణనలోకి తీసుకోవడం చాలా అవసరం అని జెమినీ ఎడిటర్స్ అండ్ ఫ్యాక్ట్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి. చంద్ర శేఖర రెడ్డి అన్నారు.

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మధుమేహ నిర్వహణకు

రైస్ బ్రాన్ ఆయిల్ మంచిది

హైదరాబాద్ (జనసాక్షి) :

మన బిజీ షెడ్యూల్ల మధ్య మన ఆరోగ్యానికి సరైన ప్రాధాన్యత ఇవ్వనందున ప్రస్తుత జీవనశైలి మరియు పని ఒత్తిడి మన శరీరాన్ని దెబ్బతీస్తుంది. ఇది మధుమేహం, రక్తపోటు, ఊబకాయం మొదలైన అనేక జీవనశైలి సంబంధిత వ్యాధులను ప్రేరేపిస్తుంది. వీటిలో చాలా వరకు మన జీవనశైలి మరియు ఆహారపు అలవాట్లలో మార్పులు చేసుకోవడం ద్వారా నివారించవచ్చు. జెమినీ ఎడిబుల్స్ అండ్ ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ.. “నిపుణుల అభిప్రాయం ప్రకారం, రైస్ బ్రాన్ ఆయిల్లోని



ఓరైజినాల్, ఇతర పదార్థాలు ప్రజల మెరుగైన ఆరోగ్యాన్ని నిర్ధారించడానికి ముఖ్యమైనవి. ఫ్రీడమ్ ఫిజికల్ రిఫైన్డ్ రైస్ బ్రాన్ ఆయిల్లో 10,000ం పార్ట్స్ పర్ మిలియన్ ఓరైజినాల్ ఉంటుంది. ఇది శక్తివంతమైన యాంటీ ఆక్సిడెంట్గా పనిచేస్తుంది. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి సరైన వంట నూనెను ఉపయోగించాలి. క్రమం తప్పకుండా వ్యాయామం చేయాలి. విశ్రాంతి తీసుకోవాలి. తగినంత నిద్ర పోవాలి. డయాబెటిక్ పేషెంట్లు తమ

వైటల్స్ క్రమం తప్పకుండా పరీక్షించుకోవాలి. వ్యాధి సరైన నిర్వహణను నిర్ధారించడానికి నిపుణుల సలహా తీసుకోవాలి” అని అన్నారు.

Name of the Publication: Ninadam Daily

Date: 25.11.2023

Page No: 06

Edition: Hyderabad

Headline: Rice Bran Oil is good for Diabetes management

మధుమేహ నిర్వాహణకు..

రైస్ బ్రాన్ ఆయిల్ మంచిది

హైదరాబాద్ (నినాదం న్యూస్)

: మన బిజీ పెడ్యూల్ల మధ్య మన ఆరోగ్యానికి సరైన ప్రాధాన్యత ఇవ్వనందున ప్రస్తుత జీవనశైలి మరియు పని ఒత్తిడి మన శరీరాన్ని దెబ్బతీస్తుంది. ఇది మధుమేహం, రక్తపోటు, ఊబకాయం మొదలైన అనేక జీవనశైలి సంబంధిత వ్యాధులను ప్రేరేపిస్తుంది. వీటిలో చాలా వరకు మన జీవనశైలి మరియు ఆహారపు అలవాట్లలో మార్పులు చేసుకోవడం ద్వారా నివారించవచ్చు. జెమినీ ఎడిబుల్స్ అండ్ ఫ్యాట్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి మాట్లాడుతూ.. “నిపుణుల అభిప్రాయం ప్రకారం, రైస్ బ్రాన్ ఆయిల్లోని



ఓరైజనాల్, ఇతర పదార్థాలు ప్రజల మెరుగైన ఆరోగ్యాన్ని నిర్ధారించడానికి ముఖ్యమైనవి. ఫ్రీడమ్ ఫిజికల్ రీఫైన్డ్ రైస్ బ్రాన్ ఆయిల్లో 10,000ం పార్ట్స్ పర్ మిలియన్ ఓరైజనాల్ ఉంటుంది. ఇది శక్తివంతమైన యాంటీ ఆక్సిడెంట్గా పనిచేస్తుంది. ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి సరైన వంట నూనెను ఉపయోగించాలి. క్రమం తప్పకుండా వ్యాయామం చేయాలి. విశ్రాంతి తీసుకోవాలి. తగినంత నిద్ర పోవాలి. డయాబెటిక్ పేషెంట్లు తమ వైటల్స్ క్రమం తప్పకుండా పరీక్షించుకోవాలి. వ్యాధి సరైన నిర్వాహణను నిర్ధారించడానికి నిపుణుల సలహా తీసుకోవాలి” అని అన్నారు.

Name of the Publication: Prajajyothi

Date: 23.11.2023

Page No: 08

Edition: Hyderabad

Headline: Rice Bran Oil is good for Diabetes management

షుగర్ పెషేంట్లకు రైస్ బ్రాన్ ఆయిల్ ఎంతో ఆరోగ్యకరం

ఘైరతాబాద్, నవంబర్ 21 (జనం సాక్షి) : మన బిజీ పెడ్యూల్లల మధ్య మన ఆరోగ్యానికి సరైన ప్రాధాన్యత ఇవ్వనందున ప్రస్తుత జీవనశైలి, పని ఒత్తిడి మన శరీరాన్ని దెబ్బతీస్తుందని జెమినీ ఎడిటర్స్ అండ్ పబ్లిషర్స్ ఇండియా లిమిటెడ్ సేల్స్, మార్కెటింగ్ సీనియర్ వైస్ ప్రెసిడెంట్ పి.చంద్ర శేఖర రెడ్డి అన్నారు. మంగళవారం ఆయన మాట్లాడుతూ నిపుణుల అభిప్రాయం ప్రకారం, రైస్ బ్రాన్ ఆయిల్లోని ఓరైజినాల్, ఇతర పదార్థాలు ప్రజల మెరుగైన ఆరోగ్యాన్ని నిర్ధారించడానికి ముఖ్యమైనవనిన్నారు. ఫ్రీడమ్ ఫిజికల్ రీఫైన్డ్ రైస్ బ్రాన్ ఆయిల్లో 10,000 పైగా పార్ట్ పర్ మిలియన్(పీపీఎం) ఓరైజినాల్ ఉంటుందన్నారు. ఇది శక్తివంతమైన యాంటీ

ఆక్సిడెంట్గా పనిచేస్తుందన్నారు. రైస్ బ్రాన్ ఆయిల్ యొక్క ఆరోగ్యకరమైన కొవ్వులు, యాంటీఆక్సిడెంట్లు, ఫైబోస్టెరాల్స్ సమతుల్యత రక్తంలో చక్కెర స్థాయిలను నిర్వహించడంలో, గుండె ఆరోగ్యానికి మద్దతు ఇవ్వడంలో మెరుగైన కొలెస్ట్రాల్ నియంత్రణను ప్రోత్సహించడంలో సమర్థవంతంగా సహాయపడుతుందన్నారు. అందువల్ల, ఆరోగ్యకరమైన జీవితాన్ని గడపడానికి ప్రజలు నియంత్రణతో సమతుల్య ఆహారం తీసుకుని, ఫ్రీడమ్ రైస్ బ్రాన్ ఆయిల్ వంటి సరైన వంట నూనెను ఉపయోగించాలన్నారు. క్రమం తప్పకుండా వ్యాయామం, విశ్రాంతితో పాటు తగినంత నిద్ర పోవాలన్నారు. డయాబెటిక్ పేషెంట్లు తమ వైటల్స్ క్రమం తప్పకుండా పరీక్షించుకోవాలన్నారు. వ్యాధి యొక్క సరైన నిర్వహణను నిర్ధారించడానికి నిపుణుల సలహా తీసుకోవాలని అన్నారు.

Name of the Publication: Siasat Daily

Date: 22.11.2023

Page No: 08

Edition: Hyderabad

Headline: Freedom Rice Bran Oil is useful to control diabetes

Freedom رائس بران آئیل ذیابیطس پر قابو پانے کیلئے مفید

حیدرآباد - 21 نومبر: (پریس نوٹ): فریڈم رائس بران آئیل اس کی مختلف تغذیہ بخش خصوصیات کے باعث صحت کیلئے مفید ہے اور یہ تیل ذیابیطس کے مریضوں اور اس سے بچاؤ کیلئے فائدہ مند ہے کیونکہ اس میں ذیابیطس پر قابو پانے کی خصوصیات ہوتی ہیں۔ رائس بران آئیل میں ایک اچھا توازن ہوتا ہے۔ مسٹر پی چندر شیکھر ریڈی، سینئر وائس پریسڈنٹ، سیلس اینڈ مارکیٹنگ، جیمینی ایڈ-ہیلس اینڈ فیکٹس انڈیا لمیٹڈ نے کہا کہ ماہرین کے مطابق رائس بران آئیل میں Oryzanol اور دیگر اجزاء عوام کی صحت کو بہتر بنائے رکھنے میں اہمیت رکھتے ہیں۔ یہ تیل ہلڈ شوگر لیول، قلب کی صحت کو بہتر بنائے رکھنے اور کولیسٹرول کنٹرول میں معاون ہے۔۔

Freedom Rice Bran Oil

Name of the Publication: Munsif Daily

Date: 22.11.2023

Page No: 06

Edition: Hyderabad

Headline: Rice Bran Oil is the best oil for Diabetes: Chandra Shekhara Reddy

رائس بران آئیل ذیابیطس کیلئے بہترین تیل: چندر شیکھر ریڈی

حیدرآباد۔ 21 نومبر (منصف نیوز بیورو) سینئر نائب صدر سیکڑا اینڈ مارکیٹنگ جمنی ایڈیٹلس اینڈ فٹنس انڈیا لمیٹڈ پی چندر شیکھر ریڈی نے کہا کہ رائس بران آئیل ذیابیطس کے علاج کیلئے بہترین تیل ہے۔ انہوں نے کہا کہ موجودہ دور کا طرز زندگی اور کام کا دباؤ ہمارے جسم کی تپائی کا باعث بن رہا ہے اس کی وجہ یہ ہے کہ ہم اپنے مصروف ترین نظام الاوقات کے درمیان اپنی صحت کی نگہداشت پر توجہ نہیں دیتے ہیں۔ اس طرز زندگی کی بیماریوں کی وجہ بنتی ہے جیسے: یاہیطس، ہائی بلڈ پریشر، موٹاپا وغیرہ۔ ان میں سے زیادہ تر بیماریوں سے طرز زندگی اور کھانے کی عاداتوں میں تبدیلی لاکر بچا جاسکتا ہے۔ ان میں سے ایک تبدیلی جسے اختیار کرنے کی ضرورت ہے وہ کھانا پکانے کیلئے استعمال ہونے والے کوئلے آئیل کی صحیح مقدار اور صحیح قسم کا انتخاب ہے۔ چاول کی چوکر کا تیل اپنی منفرد غذائیت کی وجہ سے صحت کیلئے مفید ثابت ہو سکتا ہے۔ چاول کی چوکر کے تیل میں فائدہ مند اجزاء ہوتے ہیں۔ یہ دوسرے تیلوں کی طرح کیلوریز سے بھرپور ہوتا ہے۔ بعض غذائیں، بشمول اومیگا 3 فیٹی ایسڈ، میٹینیم اور ایفٹی آکسیڈنٹس جیسے مخصوص غذائی اجزاء، پرمشمل، انسولین کی حساسیت کو بہتر بنانے میں بھی معاون ثابت ہو سکتی ہیں۔ اس کے علاوہ آکسیڈنٹس کو کم کر کے وہ بالواسطہ طور پر انسولین کی حساسیت کو بہتر بنا سکتے ہیں۔



Name of the Publication: Eesanje

Date: 27.11.2023

Page No: 05

Edition: Bangalore

Headline: Benefits of Rice Bran Oil in Diabetes

ಮಧುಮೇಹ ನಿರ್ವಹಣೆ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಸಹಕಾರಿ



ಬೆಂಗಳೂರು, ನ. 25: ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ಪ್ರಮುಖ ಅಂಶ ಹೊಂದಿರುವ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಮಾರುಕಟ್ಟೆಯಲ್ಲಿ ಬಿಡುಗಡೆ ಆಗಿದೆ.

ಇದರಲ್ಲಿ ಒಮೆಗಾ-3 ಕೊಬ್ಬಣ್ಣವುಳ್ಳು ಮೆಗ್ನೀಷಿಯಮ್ ಮತ್ತು ಉತ್ಕರ್ಷಣ ನಿರೋಧಕ ಪ್ರೋಟೀನ್‌ಗಳು ಇವೆ. ಕೆಲವು ಆಹಾರಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮ ತೆ ಸುಧಾರಿಸಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ. ಸಮತೋಲಿತ ಆಹಾರ ತೆಗೆದುಕೊಳ್ಳುವುದು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ತೂಕ ನಿರ್ವಹಣೆ, ಕಡಿಮೆ ಒತ್ತಡ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯಂತಹ ಒಟ್ಟಾರೆ ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿ ಪುನಃ ಸುಸ್ಥಿತವಾಗಿದೆ. ಒಟ್ಟಾರೆ ಯೋಗಕ್ಷೇಮಕ್ಕೆ ಒಂದು ಅಂಶದ ಮೇಲೆ ಮಾತ್ರ ಕೇಂದ್ರೀಕರಿಸುವ ಬದಲು ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆ ಸುಧಾರಿತ ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮ ತೆ ಮತ್ತು ಒಟ್ಟಾರೆ ಆರೋಗ್ಯಕ್ಕೆ ಕೊಡುಗೆ ನೀಡುವ ಹಲವು ಘಟಕಗಳನ್ನು ಹೊಂದಿದೆ. ಇದು ರಕ್ತದಲ್ಲಿನ ಸಕ್ಕರೆ ನಿರ್ವಹಣೆಯ ಮೇಲೆ ಪರಿಣಾಮವಾಗಿ ಪರಿಣಾಮ ಬೀರುತ್ತದೆ.

ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಮೋನೋಸಾತುರೇಟೆಡ್ ಒಂದು ಅಪಾಯಾಪ್ತ ಕೊಬ್ಬಣ್ಣ ಉತ್ತಮ ಸಮತೋಲನವನ್ನು ಹೊಂದಿದೆ. ಒಮೆಗಾ-3 ಮತ್ತು ಒಮೆಗಾ-6 ಕೊಬ್ಬಣ್ಣವು ಗಳ ಉಪಯುಕ್ತತೆಯು ಉತ್ತಮ ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮ ತೆಯನ್ನು ಬೆಂಬಲಿಸುತ್ತದೆ. ಸ್ಯಾತುರೇಟೆಡ್ ಕೊಬ್ಬಣ್ಣದಲ್ಲಿ ಹೆಚ್ಚಿನ ಕೆಲವು ಇತರ ಕ್ಷೇತ್ರಗಳಿಗೆ ಹೋಲಿದರೆ, ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಕಡಿಮೆ ಮಟ್ಟ ಹೊಂದಿದೆ. ಆರೋಗ್ಯಕರ ಕೊಬ್ಬಣ್ಣ ಪೈಪ್ಲೈನ್ ಇನ್ಸುಲಿನ್ ಸಂವೇದನೆ ಪ್ರದಾಯಕವಾಗಿರುವ ಆರೋಗ್ಯವನ್ನು ಧನಾತ್ಮಕವಾಗಿ ಪ್ರಭಾವಿಸುತ್ತದೆ.

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ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ಸಹಾಯಕವಾಗಿರುವ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್

ಬೆಂಗಳೂರು: ನಮ್ಮ ಬದುಕಿನಲ್ಲಿ ವೇಳಾಪಟ್ಟಿಯ ನಡುವೆ ನಾವು ನಮ್ಮ ಆರೋಗ್ಯಕ್ಕೆ ಅದ್ವೈತ ನೀಡದ ಕಾರಣ ಇಂದಿನ ಜೀವನಶೈಲಿ ಮತ್ತು ಕೆಲಸದ ಒತ್ತಡಗಳು ನಮ್ಮ ದೇಹವನ್ನು ಹಾಳುಮಾಡುತ್ತವೆ. ಇದು ಮಧುಮೇಹ, ಅಧಿಕ ರಕ್ತದಾಹ, ಚರ್ಮದ ಮುಂಚೂಣಿ ಹಲವಾರು ಜೀವನಶೈಲಿ ಸಂಬಂಧಿತ ಕಾಯಿಲೆಗಳನ್ನು ಪ್ರಚೋದಿಸುತ್ತದೆ.

ಇವುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನವುಗಳನ್ನು ನಮ್ಮ ಜೀವನಶೈಲಿ ಮತ್ತು ಆಹಾರ ಪದ್ಧತಿಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೂಲಕ ತಪ್ಪಿಸಬಹುದು. ಆಹಾರವನ್ನು ಬೇಯಿಸಲು ಬಳಸಲಾಗುವ ಅಕ್ಕಿ ಎಣ್ಣೆಯ ಸರಿಯಾದ ಪ್ರಮಾಣ ಮತ್ತು ರೂಪಾಂತರವನ್ನು ಅರಿತುಕೊಳ್ಳುವುದು ಮಾದರಿ ಆಹಾರ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ.



ಅಕ್ಕಿ ಹೊಟ್ಟೆ ಎಣ್ಣೆಯು ಮಧುಮೇಹದ ಆಹಾರದಲ್ಲಿ ಸಂಪದನಾಶೀಲವಾಗಿ ಸಂಯೋಜಿಸಿದಾಗ ಅದರ ಬಿಡಿಜ್ಜೆ ಪೌಷ್ಟಿಕಾಂಶದ ಸಂಯೋಜನೆಯಿಂದಾಗಿ ವಿವಿಧ ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡುತ್ತದೆ.

ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕೆಲವು ಕ್ರಿಯಾತ್ಮಕ ಸಂಯುಕ್ತಗಳನ್ನು ಒಳಗೊಂಡಿದೆ, ಉದಾಹರಣೆಗೆ ವೈ-ಒಂಟಾನಾಲ್, ಟೋಕೋಫೆರಾಲ್ ಗಳು, ಟೋಕೋಟ್ರೋಲಿನ್ ಗಳು ಮತ್ತು ಆಹಾರದ ಫೈಬರ್, ವೈ-ಒಂಟಾನಾಲ್ ಆಂಟಿ-ಆಕ್ಸಿಡೇಟಿವ್ (ದುಂಗ್ಲಾಟನವಾನಿನ್ ಮತ್ತು ಇತರರು, 2018), ಮಧುಮೇಹದ ವಿರೋಧಿ (ಜಂಗ್ ಮತ್ತು ಇತರರು, 2015), ಮತ್ತು ಲಿಪಿಡ್-ಕಡಿಮೆಗೊಳಿಸುವ ಪರಿಣಾಮಗಳನ್ನು ಹೊಂದಿದೆ ಎಂದು ವರದಿಯಾಗಿದೆ (ಎಲ್ಲನ್, ನಿಶೀತೋರಿ, ಪೂವೈ, ಮತ್ತು ಕ್ರಿಶ್ಚಿ, 2007). ಆದಾಗ್ಯೂ, ಮಿತವಾಗಿ ಒತ್ತು ನೀಡುವುದು ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟೆ ಎಣ್ಣೆಯು ಪ್ರಯೋಜನಕಾರಿ ಘಟಕಗಳನ್ನು ಹೊಂದಿದ್ದರೆ, ಇದು ಇತರ ಎಣ್ಣೆಗಳಂತೆ ಕ್ಯಾಲೋರಿ-ದಟ್ಟವಾಗಿದೆ.

ಘಾಗಳನ್ನು ನಿಯಂತ್ರಿಸುವಲ್ಲಿ ಟ್ರಿಗ್ಲಿಸರೈಡ್‌ಗಳು ಆರೋಗ್ಯಕರ ಕ್ಯಾಲೋರಿ ಸೇವನೆಯನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ, ಇದು ಮಧುಮೇಹ ನಿರ್ವಹಣೆಯ ನಿರ್ಣಾಯಕ ಅಂಶವಾಗಿದೆ. ಒಮ್ಮೆಗಾ-3 ಟ್ರಿಗ್ಲಿಸರೈಡ್‌ಗಳು, ಮೆಗ್ನೀಸಿಯಮ್ ಮತ್ತು ಉತ್ಪರ್ಣ ನಿರೋಧಕಗಳಂತಹ ನಿರ್ದಿಷ್ಟ ಪೋಷಕಾಂಶಗಳನ್ನು ಒಳಗೊಂಡಿರುವ ಕೆಲವು ಆಹಾರಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಸಹ ಕೊಡುಗೆ ನೀಡಬಹುದು. ಆದಾಗ್ಯೂ, ಆಹಾರದ ಬದಲಾವಣೆಗಳಿಗೆ ವೈಯಕ್ತಿಕ ಪ್ರತಿಕ್ರಿಯೆಗಳು ಬದಲಾಗಬಹುದು. ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ತೆಗೆದುಕೊಳ್ಳುವುದು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ತೂಕ ನಿರ್ವಹಣೆ, ಕಡಿಮೆ ಒತ್ತಡ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯಂತಹ ಒಟ್ಟಾರೆ ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಹರಿಗೊಳಿಸುವುದು ಅತ್ಯಗತ್ಯ. ಒಟ್ಟಾರೆ ಯೋಗಕ್ಷೇಮಕ್ಕೆ, ಒಂದು ಅಂಶದ ಮೇಲೆ ಮಾತ್ರ ಕೇಂದ್ರೀಕರಿಸುವ ಬದಲು.

ಅಕ್ಕಿ ಹೊಟ್ಟೆ ಎಣ್ಣೆಯು ಸುಧಾರಿತ ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆ ಮತ್ತು ಒಟ್ಟಾರೆ ಆರೋಗ್ಯಕ್ಕೆ ಕೊಡುಗೆ ನೀಡುವ ಹಲವಾರು ಘಟಕಗಳನ್ನು ಹೊಂದಿದೆ, ಇದು ರಕ್ತದಲ್ಲಿನ ಸಕ್ಕರೆ ನಿರ್ವಹಣೆಯ ಮೇಲೆ ಪರೋಕ್ಷವಾಗಿ ಪರಿಣಾಮ ಬೀರುತ್ತದೆ. ಅಕ್ಕಿ ಹೊಟ್ಟೆ ಎಣ್ಣೆಯಲ್ಲಿರುವ ಈ ಘಟಕಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಗೆ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡಬಹುದಾದರೂ, ಅವು ಸಮತೋಲಿತ ಆಹಾರ ಮತ್ತು ಜೀವನಶೈಲಿಯೊಳಗೆ ಉತ್ತಮವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತವೆ ಎಂಬುದನ್ನು ನೆನಪಿಟ್ಟುಕೊಳ್ಳುವುದು ಬಹಳ ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟೆ ಸೇರಿದಂತೆ ತೈಲಗಳ ಬಳಕೆಯಲ್ಲಿ ಮಿತವಾಗುವುದು ಅವುಗಳ ಕ್ಯಾಲೋರಿ ಸಾಂದ್ರತೆಯ ಕಾರಣದಿಂದಾಗಿ ಪ್ರಮುಖವಾಗಿದೆ.

ಇತರ ಆರೋಗ್ಯಕರ ಆಹಾರ ಆಯ್ಕೆಗಳು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ಒತ್ತಡ ನಿರ್ವಹಣೆ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯೊಂದಿಗೆ ಈ ಎಣ್ಣೆಯನ್ನು ಬೋಡಿಸುವುದು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಮತ್ತು ಮಧುಮೇಹವನ್ನು ನಿರ್ವಹಿಸಲು ಸಮಗ್ರ ವಿಧಾನವನ್ನು ರೂಪಿಸುತ್ತದೆ.

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ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ಸಹಾಯಕವಾಗಿರುವ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್

ಬೆಂಗಳೂರು : ನಮ್ಮ ಬಿಡುವಿಲ್ಲದ ವೇಳಾಪಟ್ಟಿಯ ನಡುವೆ ನಾವು ನಮ್ಮ ಆರೋಗ್ಯಕ್ಕೆ ಅದ್ವಿತೀಯ ನೀಡದ ಕಾರಣ ಇಂದಿನ ಜೀವನಶೈಲಿ ಮತ್ತು ಕೆಲಸದ ಒತ್ತಡಗಳು ನಮ್ಮ ದೇಹವನ್ನು ಹಾಳುಮಾಡುತ್ತವೆ. ಇದು



ಮಧುಮೇಹ, ಅಧಿಕ ರಕ್ತದೊತ್ತಡ, ಬೊಜ್ಜು ಮುಂತಾದ ಹಲವಾರು ಜೀವನಶೈಲಿ ಸಂಬಂಧಿತ ಕಾಯಿಲೆಗಳನ್ನು ಪ್ರಚೋದಿಸುತ್ತದೆ. ಇವುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನವುಗಳನ್ನು ನಮ್ಮ ಜೀವನಶೈಲಿ ಮತ್ತು ಆಹಾರ ಪದ್ಧತಿಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೂಲಕ ತಪ್ಪಿಸಬಹುದು. ಆಹಾರವನ್ನು ಬೇಯಿಸಲು ಬಳಸಲಾಗುವ ಅಡುಗೆ ಎಣ್ಣೆಯ ಸರಿಯಾದ ಪ್ರಮಾಣ ಮತ್ತು ರೂಪಾಂತರವನ್ನು ಆರಿಸುವುದು ಮಾಡಬೇಕಾದ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ.

ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಮಧುಮೇಹದ ಆಹಾರದಲ್ಲಿ ಸಂವೇದನಾಶೀಲವಾಗಿ ಸಂಯೋಜಿಸಿದಾಗ ಅದರ ವಿಶಿಷ್ಟ ಪೌಷ್ಟಿಕಾಂಶದ ಸಂಯೋಜನೆಯಿಂದಾಗಿ ವಿವಿಧ ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡುತ್ತದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕೆಲವು ಕ್ರಿಯಾತ್ಮಕ ಸಂಯುಕ್ತಗಳನ್ನು ಒಳಗೊಂಡಿದೆ, ಉದಾಹರಣೆಗೆ - ಒರಿಜಾನಾಲ್, ಟೋಕೋಫೆರಾಲ್ ಗಳು, ಟೋಕೋಟ್ರೋನಾಲ್ ಗಳು ಮತ್ತು ಆಹಾರದ ಫೈಬರ್. -ಒರಿಜಾನಾಲ್ ಆಂಟಿ-ಆಕ್ಸಿಡೇಟಿವ್ (ರುಂಗ್ಲಾಟನವಾನಿಚ್ ಮತ್ತು ಇತರರು, 2018), ಮಧುಮೇಹ ವಿರೋಧಿ (ಜಂಗ್ ಮತ್ತು ಇತರರು, 2015), ಮತ್ತು ಲಿಪಿಡ್-

ಕಡಿಮೆಗೊಳಿಸುವ ಪರಿಣಾಮಗಳನ್ನು ಹೊಂದಿದೆ ಎಂದು ವರದಿಯಾಗಿದೆ (ವಿಲ್ಸನ್, ನಿಕೋಲೋಸಿ, ವೂಲ್ಫ್, ಮತ್ತು ಕ್ರಿಚ್ಫಿ, 2007). ಆದಾಗ್ಯೂ, ಮಿತವಾಗಿ ಒತ್ತು ನೀಡುವುದು ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಪ್ರಯೋಜನಕಾರಿ ಘಟಕಗಳನ್ನು ಹೊಂದಿದ್ದರೆ, ಇದು ಇತರ ಎಣ್ಣೆಗಳಂತೆ ಕ್ಯಾಲೋರಿ-ದಟ್ಟವಾಗಿರುತ್ತದೆ. ಭಾಗಗಳನ್ನು ನಿಯಂತ್ರಣದಲ್ಲಿಟ್ಟುಕೊಳ್ಳುವುದು ಆರೋಗ್ಯಕರ ಕ್ಯಾಲೋರಿ ಸೇವನೆಯನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ, ಇದು ಮಧುಮೇಹ ನಿರ್ವಹಣೆಯ ನಿರ್ಣಾಯಕ ಅಂಶವಾಗಿದೆ.

ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯಲ್ಲಿರುವ ಈ ಘಟಕಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಗೆ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡಬಹುದಾದರೂ, ಅವು ಸಮತೋಲಿತ ಆಹಾರ ಮತ್ತು ಜೀವನಶೈಲಿಯೊಳಗೆ ಉತ್ತಮವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತವೆ ಎಂಬುದನ್ನು ನೆನಪಿಟ್ಟುಕೊಳ್ಳುವುದು ಬಹಳ ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಸೇರಿದಂತೆ ತೈಲಗಳ ಬಳಕೆಯಲ್ಲಿ ಮಿತವಾಗಿರುವುದು ಅವುಗಳ ಕ್ಯಾಲೋರಿ ಸಾಂದ್ರತೆಯ ಕಾರಣದಿಂದಾಗಿ ಪ್ರಮುಖವಾಗಿದೆ. ಇತರ ಆರೋಗ್ಯಕರ ಆಹಾರ ಆಯ್ಕೆಗಳು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ಒತ್ತಡ ನಿರ್ವಹಣೆ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯೊಂದಿಗೆ ಈ ಎಣ್ಣೆಯನ್ನು ಜೋಡಿಸುವುದು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಮತ್ತು ಮಧುಮೇಹವನ್ನು ನಿರ್ವಹಿಸಲು ಸಮಗ್ರ ವಿಧಾನವನ್ನು ರೂಪಿಸುತ್ತದೆ.

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ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಸಹಾಯಕ

ನಮ್ಮ ಬದುಕಿನಲ್ಲಿ ವೇಳಾಪಟ್ಟಿಯ ನಡುವೆ ನಾವು ನಮ್ಮ ಆರೋಗ್ಯಕ್ಕೆ ಅದ್ಭುತ ನೀಡದ ಕಾರಣ ಇಂದಿನ ಜೀವನಶೈಲಿ ಮತ್ತು ಕೆಲಸದ ಒತ್ತಡಗಳು ನಮ್ಮ ದೇಹವನ್ನು ಹಾಳುಮಾಡುತ್ತವೆ. ಇದು ಮಧುಮೇಹ, ಅಧಿಕ ರಕ್ತದೊತ್ತಡ, ಬೊಟ್ಟು ಮುಂತಾದ ಹಲವಾರು ಜೀವನಶೈಲಿ ಸಂಬಂಧಿತ ಕಾಯಿಲೆಗಳನ್ನು ಪ್ರಚೋದಿಸುತ್ತದೆ. ಇವುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನವುಗಳನ್ನು ನಮ್ಮ ಜೀವನಶೈಲಿ ಮತ್ತು ಆಹಾರ ಪದ್ಧತಿಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೂಲಕ ತಪ್ಪಿಸಬಹುದು. ಆಹಾರವನ್ನು ಬೇಯಿಸಲು ಬಳಸಲಾಗುವ ಅಡುಗೆ ಎಣ್ಣೆಯ ಸರಿಯಾದ ಪ್ರಮಾಣ ಮತ್ತು ರೂಪಾಂತರವನ್ನು ಅರಿತುಕೊಳ್ಳುವುದು ಮಾಡಬೇಕಾದ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ.

ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಮಧುಮೇಹದ ಆಹಾರದಲ್ಲಿ ಸಂವೇದನಾಶೀಲವಾಗಿ ಸಂಯೋಜಿಸಿದಾಗ ಅದರ ವಿಶಿಷ್ಟ ಪೌಷ್ಟಿಕಾಂಶದ ಸಂಯೋಜನೆಯಿಂದಾಗಿ ವಿವಿಧ ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡುತ್ತದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕೆಲವು ಕ್ರಿಯಾತ್ಮಕ ಸಂಯುಕ್ತಗಳನ್ನು ಒಳಗೊಂಡಿದೆ.

ಒಮೆಗಾ-3 ಕೊಬ್ಬಿನಾಮ್ಗಳು, ಮೆಗ್ನೀಸಿಯಂ ಮತ್ತು ಉತ್ಪರ್ಣ ನಿರೋಧಕಗಳಂತಹ ನಿರ್ದಿಷ್ಟ ಪೋಷಕಾಂಶಗಳನ್ನು ಒಳಗೊಂಡಿರುವ ಕೆಲವು ಆಹಾರಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಸಹ ಕೊಡುಗೆ ನೀಡಬಹುದು.

1. ಆರೋಗ್ಯಕರ ಕೊಬ್ಬುಗಳು: ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಮೋನೊಸಾಚುರೇಟೆಡ್ ಮತ್ತು ಬಹುಅಪರ್ಯಾಪ್ತ ಕೊಬ್ಬಿನ ಉತ್ತಮ ಸಮತೋಲನವನ್ನು ಹೊಂದಿರುತ್ತದೆ. ಈ ಆರೋಗ್ಯಕರ ಕೊಬ್ಬುಗಳನ್ನು ಆಹಾರದಲ್ಲಿ ಸೇರಿಸಿದಾಗ, ಇನ್ಸುಲಿನ್ ಸಂವೇದನೆ



ಹೆಲ್ಪ್ ಟೈಪ್

ಮತ್ತು ರಕ್ತದಲ್ಲಿನ ಸಕ್ಕರೆ ನಿಯಂತ್ರಣವನ್ನು ಧನಾತ್ಮಕವಾಗಿ ಪರಿಣಾಮ ಬೀರುತ್ತದೆ.

2. ಒಮೆಗಾ ಕೊಬ್ಬಿನಾಮ್ಗಳು: ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯಲ್ಲಿ ಒಮೆಗಾ-3 ಮತ್ತು ಒಮೆಗಾ-6 ಕೊಬ್ಬಿನಾಮ್ಗಳ ಉಪ್ಪುತಿಯು ಉತ್ತಮ ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಬೆಂಬಲಿಸುತ್ತದೆ.

3. ಉತ್ಪರ್ಣ ನಿರೋಧಕಗಳು: ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯಲ್ಲಿ ಕಂಡುಬರುವ ಉತ್ಪರ್ಣ ನಿರೋಧಕಗಳು, ಉದಾಹರಣೆಗೆ ಟೋಕೋಫೆರಾಲ್ಗಳು ಮತ್ತು ಟೋಕೊಟ್ರಿನಾಲ್ಗಳು, ಜೀವಕೋಶಗಳ ಮೇಲೆ ರಕ್ಷಣಾತ್ಮಕ ಪರಿಣಾಮಗಳನ್ನು ಹೊಂದಿರುತ್ತವೆ.

4. ಕಡಿಮೆ ಸ್ಯಾಚುರೇಟೆಡ್ ಫ್ಯಾಟ್ ಅಂಶ: ಸ್ಯಾಚುರೇಟೆಡ್ ಕೊಬ್ಬುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನ ಕೆಲವು ಇತರ ತೈಲಗಳಿಗೆ ಹೋಲಿಸಿದರೆ, ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಕಡಿಮೆ ಮಟ್ಟವನ್ನು ಹೊಂದಿರುತ್ತದೆ. ಈ ಆರೋಗ್ಯಕರ ಕೊಬ್ಬಿನ ಪೈಪ್ಲೈನ್ ಇನ್ಸುಲಿನ್ ಸಂವೇದನೆ ಮತ್ತು ಹೃದಯರಕ್ತನಾಳದ ಆರೋಗ್ಯವನ್ನು ಧನಾತ್ಮಕವಾಗಿ ಪ್ರಭಾವಿಸುತ್ತದೆ ಎಂದು ಜೆಮಿನಿ ಎಡಿಬಲ್ ಆಂಡ್ ಫ್ಯಾಟ್ ಇಂಡಿಯಾ ಲಿಮಿಟೆಡ್ ಸೇಲ್ ಮತ್ತು ಮಾರ್ಕೆಟಿಂಗ್ ಸೀನಿಯರ್ ಉಪಾಧ್ಯಕ್ಷ ಪಿ.ಚಂದ್ರ ಶೇಖರ್ ರೆಡ್ಡಿ ಅವರು ತಿಳಿಸಿದರು.

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ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ಸಹಾಯಕವಾಗಿರುವ ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್

ಬೆಂಗಳೂರು: ನಮ್ಮ ಬದುಕಿನಲ್ಲಿ ವೇಳಾಪಟ್ಟಿಯ ನಡುವೆ ನಾವು ನಮ್ಮ ಆರೋಗ್ಯಕ್ಕೆ ಅದ್ವೈತ ನೀಡದ ಕಾರಣ ಇಂದಿನ ಜೀವನಶೈಲಿ ಮತ್ತು ಕೆಲಸದ ಒತ್ತಡಗಳು ನಮ್ಮ ದೇಹವನ್ನು ಹಾಳುಮಾಡುತ್ತವೆ. ಇದು ಮಧುಮೇಹ, ಅಧಿಕ ರಕ್ತದೊತ್ತಡ, ಬೊಟ್ಟು ಮುಂತಾದ ಹಲವಾರು ಜೀವನಶೈಲಿ ಸಂಬಂಧಿತ ಕಾಯಿಲೆಗಳನ್ನು ಪ್ರಚೋದಿಸುತ್ತದೆ. ಇವುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನವುಗಳನ್ನು ನಮ್ಮ ಜೀವನಶೈಲಿ ಮತ್ತು ಆಹಾರ ಪದ್ಧತಿಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೂಲಕ ತಪ್ಪಿಸಬಹುದು. ಆಹಾರವನ್ನು ಬೇಯಿಸಲು ಬಳಸಲಾಗುವ ಅಡುಗೆ ಎಣ್ಣೆಯ ಸರಿಯಾದ ಪ್ರಮಾಣ ಮತ್ತು ರೂಪಾಂತರವನ್ನು ಅರಿಯುವುದು



ಮಾಡಬೇಕಾದ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಮಧುಮೇಹದ ಆಹಾರದಲ್ಲಿ ಸಂವೇದನಾಶೀಲವಾಗಿ ಸಂಯೋಜಿಸಿದಾಗ ಅದರ ವಿಶಿಷ್ಟ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡುತ್ತದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕೆಲವು ಕ್ರಿಯಾತ್ಮಕ ಸಂಯುಕ್ತಗಳನ್ನು ಒಳಗೊಂಡಿದೆ, ಉದಾಹರಣೆಗೆ ಡೈ-ಒರಿಜಿನಾಲ್, ಟ್ರೀ-ಒರಿಜಿನಾಲ್ ಗಳು, ಟ್ರೀ-ಒರಿಜಿನಾಲ್ ಆಂಟಿ-ಆಕ್ಸಿಡೇಟಿವ್ (ದುಂಗ್ಲಾಟನವಾನಿಚ್ ಮತ್ತು ಇತರರು, 2018), ಮಧುಮೇಹ ವಿರೋಧಿ (ಜಂಗ್ ಮತ್ತು ಇತರರು, 2015), ಮತ್ತು ಲಿಪಿಡ್-ಕಡಿಮೆಗೊಳಿಸುವ ಪರಿಣಾಮಗಳನ್ನು ಹೊಂದಿದೆ ಎಂದು ಪರದಾಯಾಗಿದೆ (ವಿಲ್ಲನ್, ನಿಕೋಲೋಸಿ, ಪೊಲ್ಟೆ, ಮತ್ತು ಕ್ರೆಟಿಂಗ್, 2007). ಆದಾಗ್ಯೂ, ವಿಶವಾಂಗಿ ಒತ್ತು ನೀಡುವುದು ಮುಖ್ಯ, ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಪ್ರಯೋಜನಕಾರಿ ಘಟಕಗಳನ್ನು ಹೊಂದಿದ್ದರೆ, ಇದು ಇತರ ಎಣ್ಣೆಗಳಂತೆ ಕ್ಯಾಲೋರಿ-ದಟ್ಟವಾಗಿರುತ್ತದೆ. ಭಾಗಗಳನ್ನು ನಿಯಂತ್ರಣದಲ್ಲಿಟ್ಟುಕೊಳ್ಳುವುದು ಆರೋಗ್ಯಕರ ಕ್ಯಾಲೋರಿ ಸೇವನೆಯನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ, ಇದು ಮಧುಮೇಹ ನಿರ್ವಹಣೆಯ ನಿರ್ಣಾಯಕ ಅಂಶವಾಗಿದೆ. ಒಮ್ಮೆಗಾ-3 ಕೊಬ್ಬಿನಾಮ್ಗಳು, ಮೆಗ್ನೀಸಿಯಮ್ ಮತ್ತು ಉತ್ಪರ್ಜಣ ನಿರೋಧಕಗಳಂತಹ ನಿರ್ದಿಷ್ಟ ಪೋಷಕಾಂಶಗಳನ್ನು ಒಳಗೊಂಡಿರುವ ಕೆಲವು ಆಹಾರಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಸಹ ಕೊಡುಗೆ ನೀಡಬಹುದು. ಆದಾಗ್ಯೂ, ಆಹಾರದ ಬದಲಾವಣೆಗಳಿಗೆ ವೈಯಕ್ತಿಕ ಪ್ರತಿಕ್ರಿಯೆಗಳು ಬದಲಾಗಬಹುದು. ಸಮತೋಲಿತ ಆಹಾರವನ್ನು ತೆಗೆದುಕೊಳ್ಳುವುದು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ತೊಕ ನಿರ್ವಹಣೆ, ಕಡಿಮೆ ಒತ್ತಡ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯಂತಹ ಒಟ್ಟಾರೆ ಆರೋಗ್ಯಕರ ಜೀವನಶೈಲಿಯನ್ನು ಪರಿಗಣಿಸುವುದು ಅತ್ಯಗತ್ಯ. ಒಟ್ಟಾರೆ ಯೋಗ್ಯತೆಯು, ಒಂದು ಅಂಶದ ಮೇಲೆ ಮಾತ್ರ ಕೇಂದ್ರೀಕರಿಸುವ ಬದಲು.

ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯಲ್ಲಿರುವ ಈ ಘಟಕಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಗೆ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡಬಹುದಾದರೂ, ಅವು ಸಮತೋಲಿತ ಆಹಾರ ಮತ್ತು ಜೀವನಶೈಲಿಯೊಳಗೆ ಉತ್ತಮವಾಗಿ ಕಾರ್ಯನಿರ್ವಹಿಸುತ್ತವೆ ಎಂಬುದನ್ನು ನೆನಪಿಟ್ಟುಕೊಳ್ಳುವುದು ಬಹಳ ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಸೇರಿದಂತೆ ತೈಲಗಳ ಬಳಕೆಯಲ್ಲಿ ವಿಶವಾಂಗಿಯನ್ನು ಅವುಗಳ ಕ್ಯಾಲೋರಿ ಸಾಂದ್ರತೆಯ ಕಾರಣದಿಂದಾಗಿ ಪ್ರಮುಖವಾಗಿದೆ. ಇತರ ಆರೋಗ್ಯಕರ ಆಹಾರ ಆಯ್ಕೆಗಳು, ನಿಯಮಿತ ವ್ಯಾಯಾಮ, ಒತ್ತಡ ನಿರ್ವಹಣೆ ಮತ್ತು ಸಾಕಷ್ಟು ನಿದ್ರೆಯೊಂದಿಗೆ ಈ ಎಣ್ಣೆಯನ್ನು ಚೋಡಿಸುವುದು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಮತ್ತು ಮಧುಮೇಹವನ್ನು ನಿರ್ವಹಿಸಲು ಸಮಗ್ರ ವಿಧಾನವನ್ನು ರೂಪಿಸುತ್ತದೆ.

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ಮಧುಮೇಹ ನಿರ್ವಹಣೆಗೆ ಸಹಾಯಕವಾಗಲಿರುವ ರೈಸ್‌ಬ್ರಾನ್ ಆಯಿಲ್



ಬೆಂಗಳೂರು

ನಮ್ಮ ಬಿಡುವಿಲ್ಲದ ವೇಳಾಪಟ್ಟಿಯ ನಡುವೆ ನಾವು ನಮ್ಮ ಆರೋಗ್ಯಕ್ಕೆ ಅದ್ವೈತ ನೀಡದ ಕಾರಣ ಇಂದಿನ ಜೀವನಶೈಲಿ ಮತ್ತು ಕೆಲಸದ ಒತ್ತಡಗಳು ನಮ್ಮ ದೇಹವನ್ನು ಹಾಳುಮಾಡುತ್ತವೆ. ಇದು ಮಧುಮೇಹ, ಅಧಿಕ ರಕ್ತದೊತ್ತಡ, ಬೊಜ್ಜು ಮುಂತಾದ ಹಲವಾರು ಜೀವನಶೈಲಿ ಸಂಬಂಧಿತ ಕಾಯಿಲೆಗಳನ್ನು ಪ್ರಚೋದಿಸುತ್ತದೆ. ಇವುಗಳಲ್ಲಿ ಹೆಚ್ಚಿನವುಗಳನ್ನು ನಮ್ಮ ಜೀವನಶೈಲಿ ಮತ್ತು ಆಹಾರ ಪದ್ಧತಿಯಲ್ಲಿ ಬದಲಾವಣೆ ಮಾಡುವ ಮೂಲಕ ತಪ್ಪಿಸಬಹುದು. ಆಹಾರವನ್ನು ಬೇಯಿಸಲು ಬಳಸಲಾಗುವ ಅಡುಗೆ ಎಣ್ಣೆಯ ಸರಿಯಾದ ಪ್ರಮಾಣ ಮತ್ತು ರೂಪಾಂತರವನ್ನು ಆರಿಸುವುದು ಮಾಡಬೇಕಾದ ಬದಲಾವಣೆಗಳಲ್ಲಿ ಒಂದಾಗಿದೆ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಮಧುಮೇಹದ ಆಹಾರದಲ್ಲಿ ಸಂವೇದನಾಶೀಲವಾಗಿ ಸಂಯೋಜಿಸಿದಾಗ ಅದರ ವಿಶಿಷ್ಟ ಪೌಷ್ಟಿಕಾಂಶದ ಸಂಯೋಜನೆಯಿಂದಾಗಿ ವಿವಿಧ ಆರೋಗ್ಯ ಪ್ರಯೋಜನಗಳನ್ನು ನೀಡುತ್ತದೆ. ರೈಸ್ ಬ್ರಾನ್ ಆಯಿಲ್ ಕೆಲವು ಕ್ರಿಯಾತ್ಮಕ ಸಂಯುಕ್ತಗಳನ್ನು ಒಳಗೊಂಡಿದೆ, ಉದಾಹರಣೆಗೆ ವೈ-ಬರಿಜಾನಾಲ್, ಟೋಕೋಫೆರಾಲ್

ಗಳು, ಟೋಕೋಟೊರಿನಾಲ್ ಗಳು ಮತ್ತು ಆಹಾರದ ಫೈಬರ್. ವೈ-ಬರಿಜಾನಾಲ್ ಆಂಟಿ-ಆಕ್ಸಿಡೇಟಿವ್ (ರುಂಗ್ರಾಟಿನವಾನಿಚ್ ಮತ್ತು ಇತರರು, 2018), ಮಧುಮೇಹ ವಿರೋಧಿ (ಜಂಗ್ ಮತ್ತು ಇತರರು, 2015), ಮತ್ತು ಲಿಪಿಡ್-ಕಡಿಮೆಗೊಳಿಸುವ ಪರಿಣಾಮಗಳನ್ನು ಹೊಂದಿದೆ ಎಂದು ವರದಿಯಾಗಿದೆ (ವಿಲ್ಸನ್, ನಿಕೋಲೋಸಿ, ವೊಲ್ಟೇ, ಮತ್ತು ಕ್ರಿಚ್ಫಿ, 2007). ಆದಾಗ್ಯೂ, ಮಿತವಾಗಿ ಒತ್ತು ನೀಡುವುದು ಮುಖ್ಯ. ಅಕ್ಕಿ ಹೊಟ್ಟು ಎಣ್ಣೆಯು ಪ್ರಯೋಜನಕಾರಿ ಘಟಕಗಳನ್ನು ಹೊಂದಿದ್ದರೆ, ಇದು ಇತರ ಎಣ್ಣೆಗಳಂತೆ ಕ್ಯಾಲೋರಿ-ದಟ್ಟವಾಗಿರುತ್ತದೆ. ಭಾಗಗಳನ್ನು ನಿಯಂತ್ರಣದಲ್ಲಿಟ್ಟುಕೊಳ್ಳುವುದು ಆರೋಗ್ಯಕರ ಕ್ಯಾಲೋರಿ ಸೇವನೆಯನ್ನು ಕಾಪಾಡಿಕೊಳ್ಳಲು ಸಹಾಯ ಮಾಡುತ್ತದೆ, ಇದು ಮಧುಮೇಹ ನಿರ್ವಹಣೆಯ ನಿರ್ಣಾಯಕ ಅಂಶವಾಗಿದೆ. ಒಮೆಗಾ-3 ಕೊಬ್ಬಿನಾಮ್ಲಗಳು, ಮೆಗ್ನೀಸಿಯಮ್ ಮತ್ತು ಉತ್ಕರ್ಷಣ ನಿರೋಧಕಗಳಂತಹ ನಿರ್ದಿಷ್ಟ ಪೋಷಕಾಂಶಗಳನ್ನು ಒಳಗೊಂಡಿರುವ ಕೆಲವು ಆಹಾರಗಳು ಇನ್ಸುಲಿನ್ ಸೂಕ್ಷ್ಮತೆಯನ್ನು ಸುಧಾರಿಸಲು ಸಹ ಕೊಡುಗೆ ನೀಡಬಹುದು.

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நீரிழிவு நோயைக் கட்டுப்படுத்த உதவும் அரிசி தவிடு எண்ணெய்



பெங்களூர், நவ. 21- இந்த நவீன கால பரபரப்புகளுக்கு மத்தியில் ஆரோக்கியத்திற்கு முன்னுரிமை கொடுக்காததால், இன்றைய வாழ்க்கை முறை மற்றும் வேலை அழுத்தங்கள் நம் உடலில் அழிவை ஏற்படுத்துகின்றன. இது நீரிழிவு, உயர் இரத்த அழுத்தம், உடல் பருமன் போன்ற பல வாழ்க்கை முறை தொடர்பான நோய்களைத் தூண்டுகிறது. இவற்றில் பெரும்பாலானவற்றை நம் வாழ்க்கை முறையிலும், உணவு முறையிலும் மாற்றினால் தவிர்க்கலாம். சமைக்கப்பட வேண்டிய மாற்றங்களில் ஒன்று, சரியான அளவு மற்றும் சமையல் எண்ணெயின் வகையைத் தேர்ந்தெடுப்பது. அரிசி தவிடு எண்ணெய், நீரிழிவு உணவில் நியாயமான முறையில் சேர்க்கப்படும் போது அதன் தனித்துவமான ஊட்டச்சத்து

கலவை காரணமாக பல்வேறு ஆரோக்கிய நன்மைகளை வழங்குகிறது. அரிசி தவிடு எண்ணெயில் -ஓரிசானோல், டோகோபெரோல்கள், டோகோட்ரியெனால்கள் மற்றும் உணவு நார்ச்சத்து போன்ற சில செயலில் உள்ள சேர்மங்கள் உள்ளன. ஆக்ஸிஜனேற்ற எதிர்ப்பு நீரிழிவு எதிர்ப்பு மற்றும் கொழுப்பு-குறைக்கும் விளைவுகள் இருப்பதாக தெரிவிக்கப்பட்டுள்ளது. இருப்பினும், மிதமான தன்மையை வலியுறுத்துவது முக்கியம்.

அரிசி தவிடு எண்ணெயில் நன்மை பயக்கும் கூறுகள் இருந்தாலும், மற்ற எண்ணெய்களைப் போலவே இது கலோரி அடர்த்தி கொண்டது. கட்டுப்பாட்டின் கீழ் பகுதிகளை வைத்திருப்பது ஆரோக்கியமான கலோரி உட்கொள்ளலை பராமரிக்க உதவுகிறது, இது நீரிழிவு நிர்வாகத்தின் முக்கிய அங்கமாகும் என்று தெரிவிக்கப்பட்டுள்ளது.

Name of the Website: www.deccanchronicle.com

Elink: <https://www.deccanchronicle.com/lifestyle/health-and-wellbeing/221123/rice-bran-oil-is-good-for-diabetes-management.html>

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LIFESTYLE

Rice Bran Oil is good for Diabetes management

Deccan Chronicle | DC Correspondent Published on: November 22, 2023 | Updated on: November 22, 2023












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The present-day lifestyle and work pressures play a havoc with our body as we do not prioritize our health amidst our busy schedules. This triggers several lifestyle related diseases like diabetes, hypertension, obesity etc. Most of these can be avoided by making changes in our lifestyle and eating habits. One of the changes that needs to be done is to choose the right quantity and variant of the cooking oil being used to cook the food.

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The present-day lifestyle and work pressures play a havoc with our body as we do not prioritize our health amidst our busy schedules. This triggers several lifestyle related diseases like diabetes, hypertension, obesity etc. Most of these can be avoided by making changes in our lifestyle and eating habits. One of the changes that needs to be done is to choose the right quantity and variant of the cooking oil being used to cook the food.


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Certain foods, including those containing specific nutrients like omega-3 fatty acids, magnesium, and antioxidants, might also contribute to improving insulin sensitivity. However, individual responses to dietary changes can vary. It is essential to consider an overall healthy lifestyle like taking a balanced diet, doing regular exercise, weight management, reduced stress and adequate sleep are important for an overall wellbeing, rather than focusing solely on one aspect.

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Name of the Website: www.fooddrinkinnovations.com

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Rice Bran Oil is good for Diabetes management

November 22, 2023

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The present-day lifestyle and work pressures play a havoc with our body as we do not prioritize our health amidst our busy schedules. This triggers several lifestyle related diseases like diabetes, hypertension, obesity etc. Most of these can be avoided by making changes in our lifestyle and eating habits. One of the changes that needs to be done is to choose the right quantity and variant of the cooking oil being used to cook the food.

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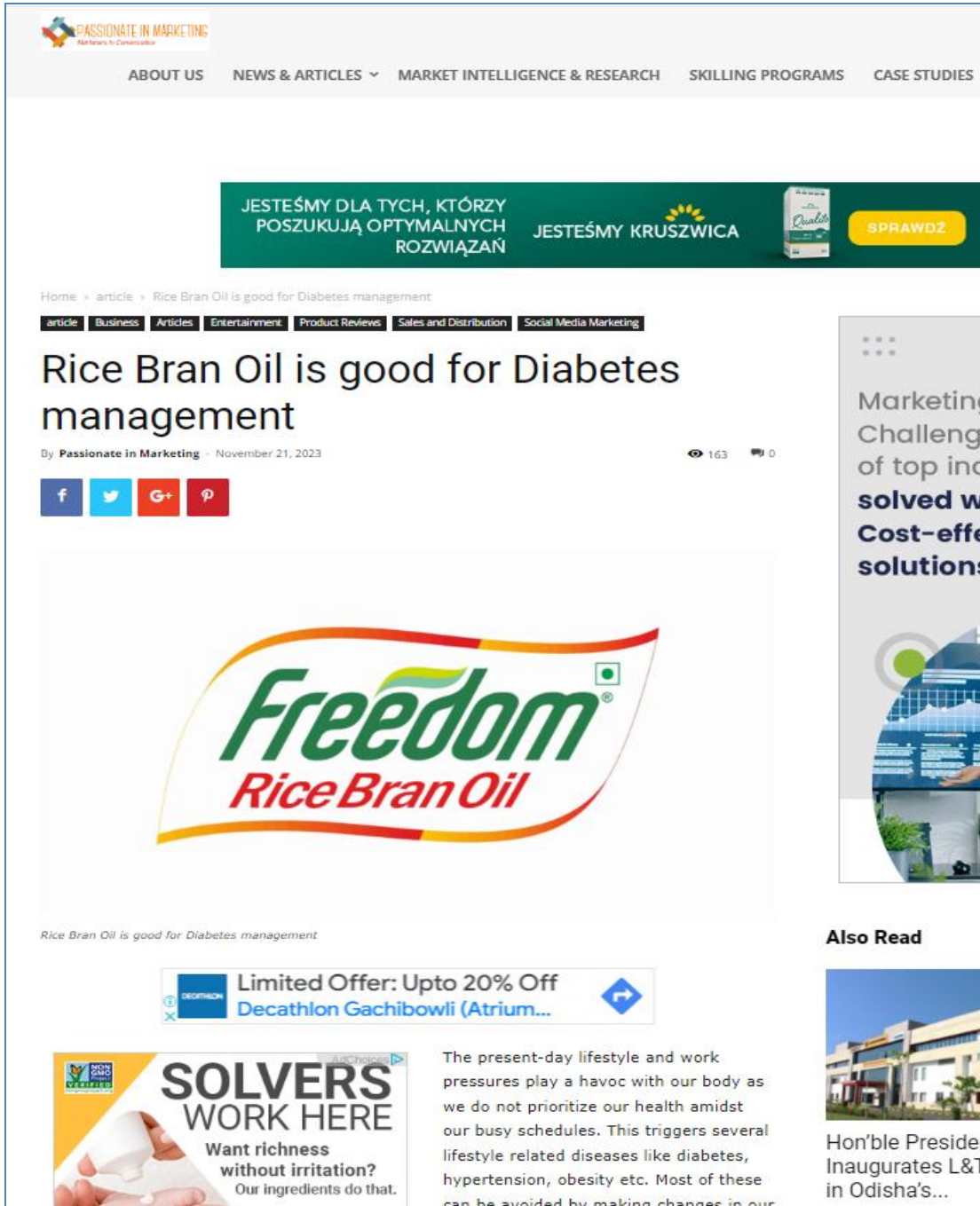
Rice Bran Oil is good for Diabetes management

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The screenshot displays the homepage of the website 'PASSIONATE IN MARKETING'. The navigation bar includes links for 'ABOUT US', 'NEWS & ARTICLES', 'MARKET INTELLIGENCE & RESEARCH', 'SKILLING PROGRAMS', and 'CASE STUDIES'. A green banner at the top contains the text 'JESTEŚMY DLA TYCH, KTÓRZY POSZUKUJĄ OPTYMALNYCH ROZWIĄZAŃ' and 'JESTEŚMY KRUSZWICA', along with a 'SPRAWDŹ' button. The main article is titled 'Rice Bran Oil is good for Diabetes management' by 'Passionate in Marketing' dated November 21, 2023. The article features a large image of the 'Freedom Rice Bran Oil' logo. Below the article, there is a 'Limited Offer: Upto 20% Off Decathlon Gachibowli (Atrium...)' banner. To the right, there is a sidebar with a 'Marketing Challenge' section and an 'Also Read' section featuring an image of a building and the text 'Hon'ble President Inaugurates L&T in Odisha's...'. At the bottom, there is an advertisement for 'SOLVERS WORK HERE' with the text 'Want richness without irritation? Our ingredients do that.'

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Rice Bran Oil is good for Diabetes management

November 22, 2023 Mansi Praharaj Business 0

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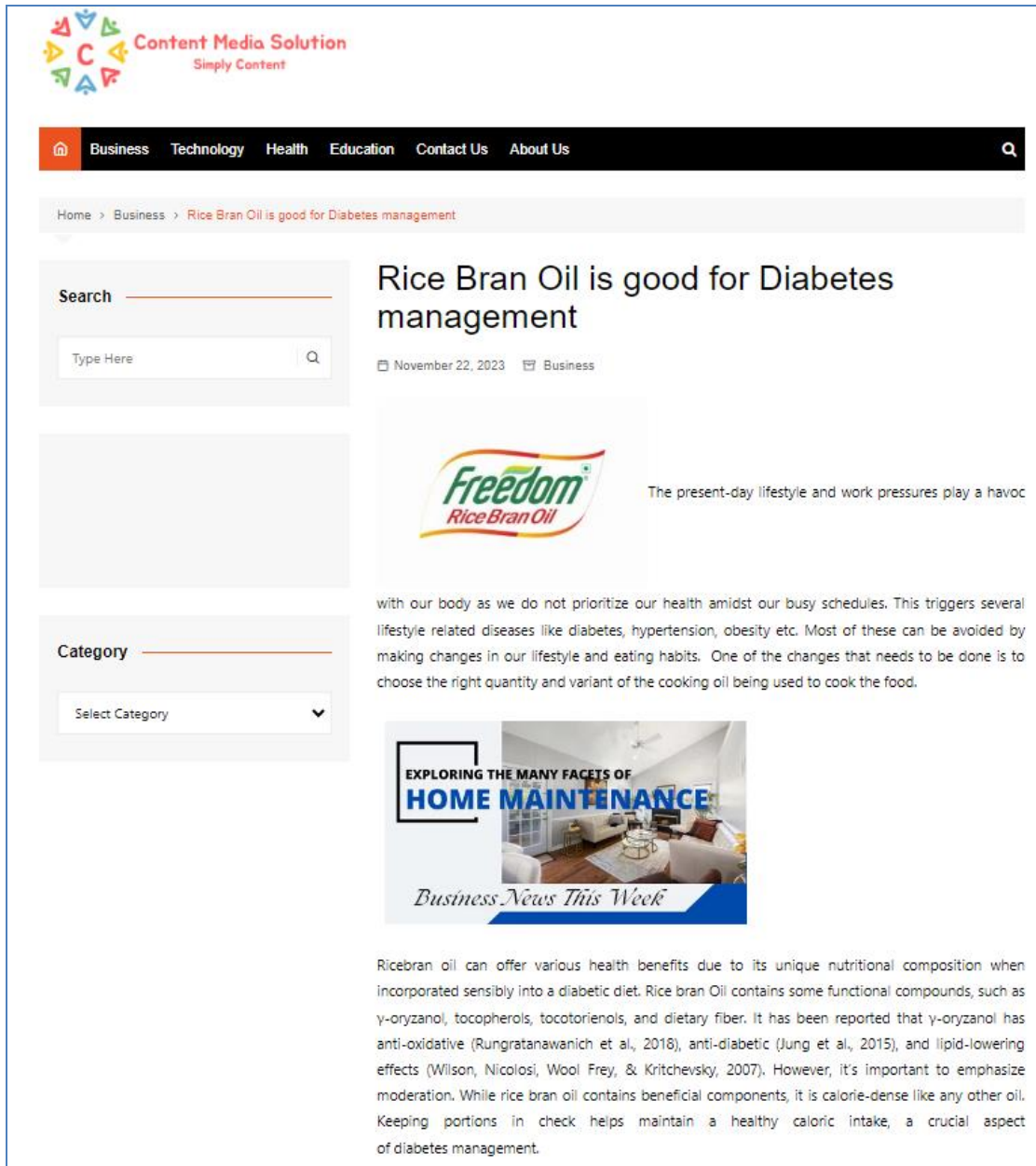
Certain foods, including those containing specific nutrients like omega-3 fatty acids, magnesium, and antioxidants, might also contribute to improving insulin sensitivity. However, individual responses to dietary changes can vary. It is essential to consider an overall healthy lifestyle like taking a balanced diet, doing regular exercise, weight management, reduced stress and adequate sleep are important for an overall wellbeing, rather than focusing solely on one aspect.

Rice bran oil possesses several components that may contribute to improved insulin sensitivity and overall health, which indirectly affects blood sugar management like:

- 1. Healthy Fats:** Rice bran oil contains a good balance of monounsaturated and polyunsaturated fats. These healthier fats, when incorporated into the diet, can positively impact insulin sensitivity and blood sugar regulation.

Name of the Website: www.contentmediasolution.com

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The screenshot shows the website's layout. At the top is the 'Content Media Solution' logo with the tagline 'Simply Content'. Below it is a navigation bar with links for Business, Technology, Health, Education, Contact Us, and About Us. A breadcrumb trail indicates the path: Home > Business > Rice Bran Oil is good for Diabetes management. On the left sidebar, there is a search bar and a category dropdown menu. The main content area features the article title 'Rice Bran Oil is good for Diabetes management', the date 'November 22, 2023', and the category 'Business'. The article includes an image of 'Freedom Rice Bran Oil' and a sub-header 'The present-day lifestyle and work pressures play a havoc'. The text discusses the health benefits of rice bran oil, mentioning compounds like gamma-oryzanol, tocopherols, and dietary fiber. A related article preview for 'EXPLORING THE MANY FACETS OF HOME MAINTENANCE' is shown below. The article concludes with a note on the importance of moderation and healthy caloric intake for diabetes management.

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Home > Business > Rice Bran Oil is good for Diabetes management

Rice Bran Oil is good for Diabetes management
November 22, 2023 Business

Freedom Rice Bran Oil
The present-day lifestyle and work pressures play a havoc


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EXPLORING THE MANY FACETS OF HOME MAINTENANCE
Business News This Week

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Rice Bran Oil is good for Diabetes Management

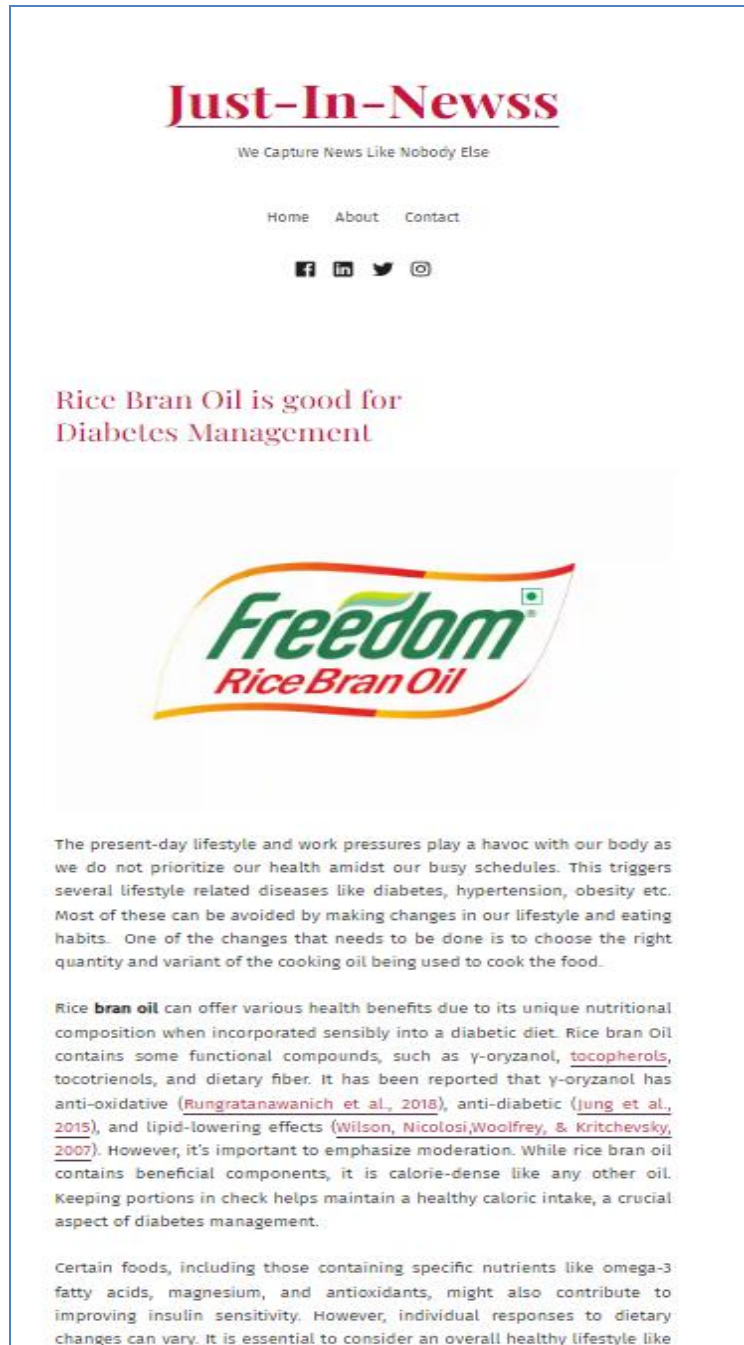


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NOVEMBER 27, 2023

RICE BRAN OIL IS GOOD FOR DIABETES MANAGEMENT



The present-day lifestyle and work pressures play a havoc with our body as we do not prioritize our health amidst our busy schedules. This triggers several lifestyle related diseases like diabetes, hypertension, obesity etc. Most of these can be avoided by making changes in our lifestyle and eating habits. One of the changes that needs to be done is to choose the right quantity and variant of the cooking oil being used to cook the food.

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Name of the Publication: Deccan Herald

Date: 11.11.2023

Page No: 04

Edition: Bangalore

Headline: Cuisines of Karnataka

Diwali delights from Aadharsh Tatpati

The festival of Lights is here and it is time to tickle your tastebuds. What could be better than a couple of delicacies from celebrity chef Aadharsh Tatpati.

Hubballi Special Girmitt

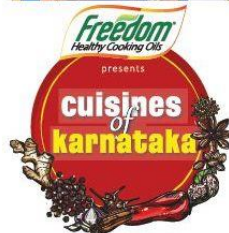
What you need:

- 1 fine-chopped, 1 sliced onion
- Garlic cloves - 4-6, one sprig curry leaves
- 1 lemon, green chillies 6-7
- 2 tsp sugar, 1 tbsp turmeric powder
- 1 tsp mustard seeds, pinch of asafoetida
- 100 ml oil
- 5 tsp fried gram powder
- 2 large tomatoes
- 1 small cup chopped coriander leaves
- 2 cups puffed rice, 2 tbsp tamarind pulp
- 1 small cup fine sev/bhujia
- Salt to taste

Preparation:

Heat one teaspoon of oil in a tawa, add 3-4 green chillies and saute for five minutes on medium flame. Remove to a plate, sprinkle salt and keep aside.

Heat 50 ml of oil in a kadai and add mustard seeds, two chopped green chillies, crushed garlic cloves, curry leaves and saute for two minutes. Add asafoetida, turmeric powder, and mix and stir-fry for 20 seconds. Add one sliced onion, salt to taste and stir-fry for five minutes on medium flame. Add sugar and stir-fry again for a minute. Add tamarind pulp, stir and cook for 10 minutes on medium flame. Switch off the flame and keep aside. The girmitt masala is ready.



In a vessel, take puffed rice, add the girmitt masala, and mix well. Add 2-3 tablespoons of fried

gram powder, and chopped coriander leaves, onion and tomatoes. Mix well again. Place the girmitt in a serving plate and top it with chopped onions, coriander leaves, chopped tomatoes and fine sev/bhujia.

Squeeze lemon on it and serve with fried green chillies.

Naragund Donna Menasinakai Palya

What you need:

- 10 small capsicums
- 1 onion, 4 green chillies
- 15 peeled garlic cloves
- 100 gm groundnuts
- White til/sesame seeds
- 1 tbsp uchellu seeds
- 1 sprig curry leaves
- 1 small cup coriander leaves
- 1 tsp mustard seeds
- 5-6 tbsp oil
- Jaggery, salt to taste, water for grinding

Preparation:

Heat two tablespoons of oil in a pan, add capsicum and saute for five minutes on high flame, and keep aside. Heat one tablespoon of oil on the same pan, add groundnuts, sesame seeds, uchellu seeds and saute for two minutes on medium flame. Add chopped onion, green chillies and garlic till translucent in



colour. Grind all the sauted ingredients along with jaggery to a rough paste using water. Heat three tablespoons of oil in a kadai, add mustard seeds and curry leaves, then add ground masala paste and saute for five minutes on medium flame. Add capsicum, chopped coriander leaves and mix well. Cover the kadai with a lid and cook for five minutes on medium flame.

Top it with a teaspoon of ghee and serve hot with chapati or jowar roti.

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Name of the Publication: Deccan Herald

Date: 13.11.2023

Page No: 05

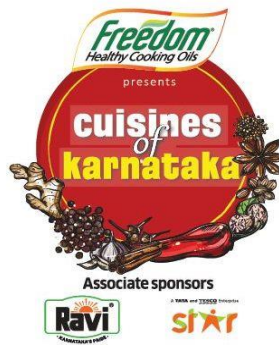
Edition: Bangalore

Headline: Tasty bytes for foodies

Tasty bytes for foodies

Are you always game for a culinary challenge? Here are some recipes you've got to try

Good food is always a cause for celebrations. Deccan Herald and Prajavani bring you 'Cuisines of Karnataka', a festival of delicacies from around the State. Presented by Freedom Healthy Cooking Oil, in association with Ravi Masale and Star Bazaar, here's an online show with some exquisite dishes being prepared by celebrity chefs Sihi Kahi Chandru, Aadharsh Tatpati, and



Arun Kumar and Ragoo.

The variety of dishes on display comprise both traditional delicacies and unique creations of the chefs. Check out the Badam Puri, Chiroti, Vangi Bath, Thalipattu, Goli Bajji, Wadi Special Biryani, Naragund Donne Menasinakai Palya and Hubballi Special Girmitt as they bring them alive.

Stay locked for more. You wouldn't want to miss the Ankola Special Konkani Style Fish Curry, Gadagi Mutton Masala, Appu Mutton Biryani, Kodagu Chicken, Karavalli Fish Curry, Chicken Sukha and South Indian Egg Curry that are waiting in the wings.

Catch up with these celebrity chefs

Sihi Kahi Chandru

An actor, producer and director, he is also known for his skills in the kitchen. You will be tempted to reach into the Internet to scoop out the Badam Puri, Chiroti, Thalipattu, Goli Bhajji, and Vangi Bath he prepared.



Sihi Kahi Chandru shows off his Chiroti.

Aadharsh Tatpati

A well-known TV personality and presently food entrepreneur, he has another feather in his cap – that of a skilled chef. His Wadi Special Chicken Biryani, Naragund Donne Menasinakai Palya, Hubballi Special Girmitt, Ankola Special Konkani-style Fish Curry and Gadagi Mutton Masala are a heavenly experience.



Aadharsh Tatpati with his Konkani-style Fish Curry.



Ragoo and Arun Kumar hold their Appu Mutton Biryani.

Arun Kumar and Ragoo

Arun runs a popular YouTube channel on food and Ragoo is a hotelier running a sought-after restaurant in the city. You wouldn't want to miss their Appu Mutton Biryani, Coorg Chicken, Karavalli Fish Curry, Chicken Sukha and south Indian Egg Curry prepared by them.

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Name of the Publication: Deccan Herald

Date: 18.11.2023

Page No: 05

Edition: Bangalore

Headline: Spicy treats for the cold days

Spicy treats for the cold days

Chef Aadharsh Tatpati has two finger-licking delicacies just right for the winter days

The winter months are setting in. This is a great time for some spicy and heavy food. Try these specials any day and spice up your winter. They are great on special occasions when you have guests at home too.

Gadagi Mutton Masala (Bijapur special)

What you need:

Two tablespoons of red chilli powder, one teaspoon of turmeric, two teaspoons of coriander powder, one tablespoon of garam masala powder, one small cup of chopped coriander leaves, one small cup of chopped mint/pudina leaves, one large onion, two medium sized tomatoes, one tablespoon of ginger garlic paste, one small cup of oil, 100 ml of curd, 250 ml of water, one tablespoon of salt.

■ Mutton 500 gm

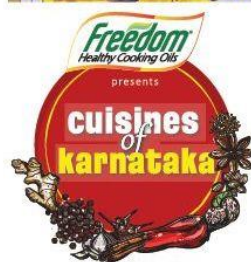
Preparation:

Heat the oil in a gadagi, matka or earthen pot. Add the marinated meat and saute for 10 minutes on medium flame. Add water and stir well. Cover and cook until meat is done. Open the pot's lid and serve hot, garnished with some chopped coriander leaves.

Angkora Special Konkani Style Fish Curry (Ambat)

What you need:

Five byadagi whole chillies,



Associate sponsors



three Salem round whole chillies, three green chillies (whole), three teaspoons of coriander seeds, five tablespoons of oil, one onion chopped (about half cup), one teaspoon of turmeric powder.

Half a cup of grated coconut, half a teaspoon of

Ajwain/carom seeds, one teaspoon of cumin seeds, tamarind, one small lemon, one tablespoon of fine chopped ginger, salt to taste.

■ 500 gm Mackerel fish with bone.

Preparation:

Heat one tablespoon of oil in pan, add whole red chillies (both varieties), coriander seeds, ajwain/carom seeds, cumin seeds and saute for three minutes on medium flame. Add all the sauted in a mixi jar with tamarind and grated coconut with required amount of water and make a fine paste.

Heat 3-4 tablespoons of oil in a kadai, add the fine chopped onion, green chillies, fine chopped ginger and fry for 10 minutes on medium flame. Add fine ground



masala paste and stir-fry for five minutes.

Add fish pieces and water if required, salt to taste. Now stir, cover and cook on medium flame for 10 minutes.

Serve hot with rice.

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Curated by **DH Brandspot**

Name of the Publication: Prajavani

Date: 12.11.2023

Page No: 05

Edition: Bangalore

Headline: Cuisines of Karnataka

ಆದರ್ಶ ತತ್ವತಿಯವರಿಂದ ಉತ್ತರ ಕರ್ನಾಟಕದ ವಿಶೇಷಗಳು

ಬೆಂಗಳೂರು ಹಬ್ಬ ದೀಪಾವಳಿ, ನಿಮ್ಮ ರುಚಿಯ ಮೊಗ್ಗುಗಳಿಗೆ ಕಚ್ಚುಗಳಿ ಇಡುವ ಸಮಯ. ಈ ಸಂಭ್ರಮದ ನಡುವೆ ಸೆಲೆಬ್ರಿಟಿ ಶೆಫ್ ಆದರ್ಶ ತತ್ವತಿ ಅವರು 'ದಿ ಫ್ರೆಡಮ್ ಆಫ್ ಕರ್ನಾಟಕ' ಅಡುಗೆ ಪ್ರದರ್ಶನದಲ್ಲಿ ಎರಡು ವಿಶೇಷ ತಿನಿಸುಗಳನ್ನು ಮಾಡಿ ತೋರಿಸಲಿದ್ದಾರೆ.



ಹುಬ್ಬಳ್ಳಿ ವಿಶೇಷ ಗಿರ್ಮಿಟ್ ಪದಾರ್ಥಗಳು:
2 ದೊಡ್ಡ ಗಾತ್ರದ ಈರುಳ್ಳಿ (ಒಂದು ಸಣ್ಣಗೆ ಕತ್ತರಿಸಿ, ಮತ್ತೊಂದು ಹೋಲು ಮಾಡಿ), 6 ಬೆಳ್ಳುಳ್ಳಿ
ಬೇಕಾದಷ್ಟು ಕರಿಬೇವು, 6-7 ಹಸಿ ಮೆಣಸಿನಕಾಯಿಗಳು, 1 ನಿಂಬೆಹಣ್ಣು, 2 ಚಮಚ ಸಕ್ಕರೆ, 1 ಚಮಚ ಅರಿಕಿನ ಪುಡಿ, ರುಚಿಗೆ ತಕ್ಕಷ್ಟು ಉಪ್ಪು, 1 ಚಮಚ ಸಾಸಿವೆ, 1/2 ಚಮಚ ಇಂಗು, 1 ಸಣ್ಣ ಕಪ್ ಎಣ್ಣೆ, 5 ಚಮಚ ಹುರಿಗಡಲೆ ಪುಡಿ, 2 ದೊಡ್ಡ ಟೊಮೆಟೊ (ಕತ್ತರಿಸಿದ), 1 ಸಣ್ಣ ಕಪ್ ಕತ್ತರಿಸಿಟ್ಟ ಕೊತ್ತಂಬರಿ, 2 ದೊಡ್ಡ ಗ್ರಾಸ್ ಮಂಡಕ್ಕಿ, 2 ಚಮಚ ಹುಣಿಸೆ ಹುಳಿ, 1 ಸಣ್ಣ ಕಪ್ ಸೇವ್.
ಮಾಡುವ ವಿಧಾನ: ಒಂದು ತವಾ ತೆಗೆದುಕೊಂಡು ಒಂದು ಚಮಚ ಎಣ್ಣೆ ಹಾಕಿ ಬಿಸಿಯಾದ ಮೇಲೆ 3 ರಿಂದ 4 ಹಸಿ ಮೆಣಸಿನಕಾಯಿ ಇಟ್ಟು ಮಧ್ಯಮ ಉರಿಯಲ್ಲಿ 5 ನಿಮಿಷ ಬಾಡಿಸಿ. ಮೆಣಸಿನಕಾಯಿಗಳನ್ನು ಹೊರತೆಗೆದು ಒಂದು ಸಣ್ಣ ತಟ್ಟೆಯಲ್ಲಿ ಹರಡಿ, ಅದರ ಮೇಲೆ ಸ್ವಲ್ಪ ಪುಡಿ ಉಪ್ಪನ್ನು ಚೆಮುಕಿಸಿ. ಬಾಣಲೆಯಲ್ಲಿ 4 ಟೇಬಲ್ ಚಮಚ ಎಣ್ಣೆ ಹಾಕಿ ಬಿಸಿಯಾದ ನಂತರ ಸಾಸಿವೆ ಸೇರಿಸಿ, ಸಾಸಿವೆ ಸಿಡಿದ ತಕ್ಷಣ ಸಣ್ಣಗೆ ಕತ್ತರಿಸಿದ ಎರಡು ಹಸಿ ಮೆಣಸಿನಕಾಯಿ, ಜಪ್ಪಿದ ಬೆಳ್ಳುಳ್ಳಿ, ಲವಂಗ ಹಾಗೂ ಕರಿಬೇವು ಹಾಕಿ ಎರಡು ನಿಮಿಷ ಹುರಿಯಿರಿ. ಅದಕ್ಕೆ ಇಂಗು ಮತ್ತು ಅರಿಕಿನ



ಪುಡಿ ಹಾಕಿ ಚೆನ್ನಾಗಿ ಮಿಶ್ರಣ ಮಾಡಿ. 20 ಸೆಕೆಂಡು ಹುರಿಯಿರಿ. ಹೋಲು ಮಾಡಿದ ಈರುಳ್ಳಿ, ರುಚಿಗೆ ಉಪ್ಪು ಸೇರಿಸಿ ಸಾಧಾರಣ ಉರಿಯಲ್ಲಿ 5 ನಿಮಿಷ ಹುರಿಯಿರಿ. ನಂತರ ಸಕ್ಕರೆ ಸೇರಿಸಿ ಮತ್ತೆ ಒಂದು ನಿಮಿಷ ಬಾಡಿಸಿ. ಹುಣಿಸೆಹುಳಿ ಸೇರಿಸಿ, ಚೆನ್ನಾಗಿ ಕಲಸಿ ಅದೇ ಉರಿಯಲ್ಲಿ 10 ನಿಮಿಷ ಬೇಯಿಸಿ. ಸೌವ್ ಆಫ್ ಮಾಡಿ. ಗಿರ್ಮಿಟ್ ಮಸಾಲೆ ರವಿ. ಒಂದು ಪಾತ್ರೆಯಲ್ಲಿ ಮಂಡಕ್ಕಿ ಗೆದ್ದುಕೊಂಡು, ಅದಕ್ಕೆ ಗಿರ್ಮಿಟ್ ಮಸಾಲೆ ಸೇರಿಸಿ ಚೆನ್ನಾಗಿ ಮಿಶ್ರಣ ಮಾಡಿ. 2 ರಿಂದ 3 ಚಮಚ ಹುರಿಗಡಲೆ ಪುಡಿ ಉದುರಿಸಿ, ಕತ್ತರಿಸಿಟ್ಟ ಕೊತ್ತಂಬರಿ ಸೊಪ್ಪು, ಈರುಳ್ಳಿ ಹಾಗೂ ಟೊಮೆಟೊ ಹಾಕಿ ಪುನಃ ಚೆನ್ನಾಗಿ ಕಲಸಿ, ಸರ್ವಿಂಗ್ ಪ್ಲೇಟ್‌ಗೆ ಹಾಕಿ. ಸಣ್ಣಗೆ ಕತ್ತರಿಸಿದ ಈರುಳ್ಳಿ, ಕೊತ್ತಂಬರಿ ಸೊಪ್ಪು, ಕತ್ತರಿಸಿದ ಟೊಮೆಟೊ ಮತ್ತು ಸೇವ್ ಅದರ ಮೇಲೆ ಹಾಕಿ ನಿಂಬೆಹಣ್ಣಿನ ರಸ ಹಿಂಡಿರಿ. ಕರಿದ ಹಸಿ ಮೆಣಸಿನಕಾಯಿ ಜೊತೆ ತಿನ್ನಲು ಕೊಡಿ.

ನರಗುಂದ ಸ್ಟೇಪಲ್ ದೊಣ್ಣೆ ಮೆಣಸಿನಕಾಯಿ ಪಲ್ಯ ಬೇಕಾದ ಪದಾರ್ಥಗಳು:
10 ಸಣ್ಣ ಗಾತ್ರದ ಕ್ಯಾಪ್ಸಿಕಂ, 1 ಮಧ್ಯಮ ಗಾತ್ರದ ಈರುಳ್ಳಿ, 4 ಹಸಿ ಮೆಣಸಿನಕಾಯಿ, 15 ಬೆಳ್ಳುಳ್ಳಿ, 100 ಗ್ರಾಂ ಕೇಂಗಾ, 1 ಚಮಚ ಬೆಳೆ ಎಣ್ಣು, 1 ಚಮಚ ಉಜ್ಜಿಲ್ಲ, ಸ್ವಲ್ಪ ಕರಿಬೇವು, 1 ಸಣ್ಣ ಕಪ್ ಕೊತ್ತಂಬರಿ, 1 ಚಮಚ ಸಾಸಿವೆ, 6 ಚಮಚ ಎಣ್ಣೆ, ರುಚಿಗೆ ತಕ್ಕಷ್ಟು ಬೆಲ್ಲ, ಉಪ್ಪು.
ಮಾಡುವ ವಿಧಾನ: ಪ್ಯಾನ್‌ನಲ್ಲಿ ಎರಡು ಚಮಚ ಎಣ್ಣೆ ಹಾಕಿ. ದೊಣ್ಣೆ

ಮೆಣಸಿನಕಾಯಿ ಸೇರಿಸಿ ಹಚ್ಚಿನ ಉರಿಯಲ್ಲಿ 5 ನಿಮಿಷ ಬಾಡಿಸಿ. ನಂತರ ತೆಗೆದಿಡಿ. ಅದೇ ಬಾಣಲೆಗೆ ಒಂದು ಚಮಚ ಎಣ್ಣೆ ಹಾಕಿ ಕೇಂಗಾ, ಎಳ್ಳು ಮತ್ತು ಉಜ್ಜಿಲ್ಲ ಸೇರಿಸಿ ಮಧ್ಯಮ ಉರಿಯಲ್ಲಿ ಎರಡು ನಿಮಿಷ ಹುರಿಯಿರಿ. ಕತ್ತರಿಸಿಟ್ಟ ಈರುಳ್ಳಿ, ಹಸಿ ಮೆಣಸಿನಕಾಯಿ, ಬೆಳ್ಳುಳ್ಳಿ ಹಾಕಿ, ಪದಾರ್ಥಗಳು ಆರೆ



ಪಾರದರ್ಶಕವಾಗುವ ತನಕ ನೋಡಿ ಕೊಳ್ಳಿ. ಮಿಕ್ಸರ್‌ನಲ್ಲಿ ಹುರಿದ ಎಲ್ಲ ಪದಾರ್ಥಗಳನ್ನು ಹಾಕಿ, ಸ್ವಲ್ಪ ಬೆಲ್ಲ ಸೇರಿಸಿ, ಒರಟಾದ ಪೇಸ್ಟ್ ಬರುವುದಕ್ಕೆ ಬೇಕಾಗುವಷ್ಟು ನೀರು ಬಳಸಿ ರುಬ್ಬಿಕೊಳ್ಳಿ. ಕಡಾಯಿಯಲ್ಲಿ 3 ಚಮಚ ಎಣ್ಣೆ ಹಾಕಿ ಬಿಸಿಯಾದ ನಂತರ ಸಾಸಿವೆ ಸೇರಿಸಿ. ಸಾಸಿವೆ ಸಿಡಿಯುವ ಸಂದರ್ಭದಲ್ಲಿ ಕರಿಬೇವು ಹಾಕಿ. ಅದಕ್ಕೆ ರುಬ್ಬಿದ ಮಸಾಲೆ ಪೇಸ್ಟ್ ಸೇರಿಸಿ, ಮಧ್ಯಮ ಉರಿಯಲ್ಲಿ 5 ನಿಮಿಷ ಚೆನ್ನಾಗಿ ಹುರಿಯಿರಿ. ಎಣ್ಣೆಯಲ್ಲಿ ಬಾಡಿಸಿಟ್ಟಿದ್ದ ದೊಣ್ಣೆ ಮೆಣಸಿನಕಾಯಿಗಳನ್ನು ಸೇರಿಸಿ. ಕೊತ್ತಂಬರಿ ಸೊಪ್ಪು ಹಾಕಿ, ರುಚಿಗೆ ತಕ್ಕಷ್ಟು ಉಪ್ಪು ಸೇರಿಸಿ ಮಿಶ್ರಣ ಮಾಡಿ. ಕಡಾಯಿ ಮುಚ್ಚಿಟ್ಟು ಐದು ನಿಮಿಷ ಮಧ್ಯಮ ಉರಿಯಲ್ಲಿ ಬೇಯಿಸಿ. ತಯಾರಾದ ನರಗುಂದ ವಿಶೇಷ ದೊಣ್ಣೆ ಮೆಣಸಿನ ಕಾಯಿ ಪಲ್ಯದ ಮೇಲೆ ಒಂದು ಚಮಚ ತುಪ್ಪ ಹಾಕಿ ಚಪಾತಿ ಅಥವಾ ಜೋಳದ ದೊಣ್ಣೆ ಜತೆ ಉಣ್ಣಬಹುದು.



ಅಡುಗೆ ಕ್ರಮ ವೀಕ್ಷಿಸಲು ಕ್ಯೂಆರ್ ಕೋಡ್ ಸ್ಕ್ಯಾನ್ ಮಾಡಿ
ಪ್ರಸ್ತುತಿ: ಪಿ.ವಿ. ಬ್ಯಾಂಡ್ ಸ್ಟಾಟ್

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ಆಹಾರ ಪ್ರಿಯರಿಗೆ ರುಚಿಕರ ಭಕ್ಷ್ಯಗಳು

ನೀವು ಪಾಕಶಾಲೆಯ ಸವಾಲಿಗೆ
ಆಟವಾಡಲು ಇಚ್ಛಿಸುತ್ತೀರಾ? ಹಾಗಿದ್ದಲ್ಲಿ
ನೀವು ಪ್ರಯತ್ನಿಸಬೇಕಾದ ಕೆಲವು
ಪಾಕವಿಧಾನಗಳು ಇಲ್ಲವೇ.

ಯಾವುದೇ ಒಂದು ಒಳ್ಳೆಯ ಸಂಭ್ರಮಾಚರಣೆಗೆ
ರುಚಿಕರ ಆಹಾರಗಳು ಕಾರಣವಾಗುತ್ತವೆ.
ಪ್ರಜಾವಾಣಿ ಮತ್ತು ಡೆಕ್ಕನ್ ಹೆರಾಲ್ಡ್ ಪತ್ರಿಕೆ ನಿಮಗೆ ಅಂತಹ
ರುಚಿಕರ ಆಹಾರಗಳನ್ನು 'ಕ್ಯುಸಿನ್ಸ್ ಆಫ್ ಕರ್ನಾಟಕ'ದ
ಮೂಲಕ ಪರಿಚಯಿಸಿದೆ. ಒಂದು ರೀತಿಯಲ್ಲಿ ಇದು
ರಾಜ್ಯದಾದ್ಯಂತ ರುಚಿಕರ ಭಕ್ಷ್ಯಗಳ ಹಬ್ಬ ಎನ್ನಬಹುದಾ-
ಗಿದೆ. ಪ್ರೀತಿಯ ಹೆಣ್ಣು ಅಥವಾ ಎಣ್ಣೆ ಪ್ರಸ್ತುತಪಡಿಸುವ ಈ
ಆಹಾರಗಳ ಪ್ರದರ್ಶನಕ್ಕೆ ರವಿ ಮುಖರ್ ಮತ್ತು ಸ್ಟಾರ್ ಬಜಾರ್
ಸಹಾಯೋಗ್ಯವಿದೆ. ಸೆಲೆಬ್ರಿಟಿ ಶೆಫ್‌ಗಳಾದ ಸಿಹಿ ಕಹಿ ಚಂದ್ರು,
ಅದರ್ಶ್ ತತ್ವತಿ ಮತ್ತು ಅರುಣ್ ಕುಮಾರ್ ಮತ್ತು ರಾಗೋ



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ಅವರು ತಯಾರಿಸಲಿರುವ ಕೆಲವು ಸೊಗಸಾದ ಭಕ್ಷ್ಯಗಳ
ಆನ್‌ಲೈನ್ ಕೋ ಇಲ್ಲಿದೆ.
ಪ್ರಸಿದ್ಧ ಬಾಣಸಿಗರ ಅನನ್ಯ ಸೃಷ್ಟಿಯ ವಿವಿಧ
ಭಕ್ಷ್ಯಗಳು, ಸಾಂಪ್ರದಾಯಿಕ ಅಡುಗೆಗಳು ಈ ಪ್ರದರ್ಶ-
ನದಲ್ಲಿ ಒಳಗೊಂಡಿವೆ. ಬಾದಾಮ್ ಪುರಿ, ಚಿರೋಟಿ,
ವಾಂಗಿ ವಾತ್, ತಾಳಿಪಟ್ಟು, ಗೋಲಿ ಬಡ್ಡೆ, ವಾಡಿ ಸ್ವೆಟ್,
ದಿಂಬಿಯಾನಿ, ನರಗುಂದ ದೋಸ್ತ ಮೆಣಸಿನಕಾಯಿ ಪಲ್ಯ
ಮತ್ತು ಹುಬ್ಬಳ್ಳಿ ಸ್ವೆಟ್ ಗಿರ್ಮಿಟ್ ಅನ್ನು ಬೇವಂತವಾ-
ಗಿಸಿರುವುದನ್ನು ನೋಡಿದ್ದೀರಿ. ಈಗ ಮತ್ತಷ್ಟು ಪಾಕ-
ಪದ್ಧತಿಗಳನ್ನು ಪ್ರದರ್ಶನದಲ್ಲಿ ನಿರೀಕ್ಷಿಸಿ. ಅಂಕೋಲಾ
ವಿಶೇಷ ಕೊಂಕಣಿ ಫಿಶ್ ಕರಿ, ಗದಗಿ ಮುಟನ್ ಮಸಲಾ,
ಅಪ್ಪು ಮುಟನ್ ದಿಂಬಿಯಾನಿ, ಕೊಡಗು ಚಿಕನ್, ಕರಾವಳಿ
ಫಿಶ್ ಕರಿ, ಚಿಕನ್ ಸುಕ್ಕಾ ಹಾಗೂ ದಕ್ಷಿಣ ಭಾರತ ಮೊಟ್ಟೆ
ಸಾರನ್ನು ಕಳೆದುಕೊಳ್ಳಲು ಬಯಸುವುದಿಲ್ಲ ಅಲ್ಲವೇ?

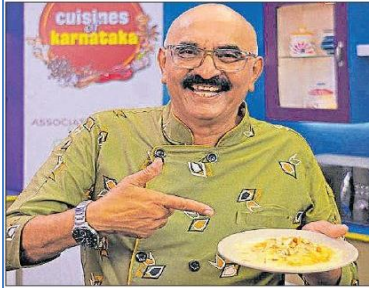
ಈ ಪ್ರಸಿದ್ಧ ಬಾಣಸಿಗರನ್ನು ಭೇಟಿ ಮಾಡಿ

ಸಿಹಿ ಕಹಿ ಚಂದ್ರು

ನಟ, ನಿರ್ಮಾಪಕ ಮತ್ತು ನಿರ್ದೇಶಕ. ಅಲ್ಲದೆ, ಪಾಕಶಾಸ್ತ್ರ
ಪ್ರವೀಣ ಮತ್ತು ವಾಕ್ಯಕು. ಇವರು ತಯಾರಿಸಿದ ಬಾದಾಮ್
ಪುರಿ, ಚಿರೋಟಿ, ತಾಳಿಪಟ್ಟು, ಗೋಲಿ ಬಡ್ಡೆ ಮತ್ತು ವಾಂಗಿವಾತ್
ವಿಡ್ವಿಡಲು ನೀವು ಇಂಟರ್ನೆಟ್ ಪ್ರವೇಶಿಸಲು ಪ್ರೇರೇಭನೆಗೆ
ಒಳಗಾಗುತ್ತೀರಿ.

ಅದರ್ಶ್ ತತ್ವತಿ

ಪ್ರಸಿದ್ಧ ಟಿವಿ ಪರ್‌ಫಾರ್ಮೆನ್ಸ ಮತ್ತು ಪ್ರಸ್ತುತ ಅಹಾರೋದ್ಯಮಿ, ನುರಿತ ಬಾಣಸಿಗ
ಎಂಬುದು ಅವರ ಮತ್ತೊಂದು ಗರಿಮೆ. ಅವರು ವಾಡಿ ವಿಶೇಷ ಚಿಕನ್ ದಿಂಬಿಯಾನಿ,
ನರಗುಂದ ದೋಸ್ತ ಮೆಣಸಿನಕಾಯಿ ಪಲ್ಯ, ಹುಬ್ಬಳ್ಳಿ ವಿಶೇಷ ಗಿರ್ಮಿಟ್, ಅಂಕೋಲಾ
ವಿಶೇಷ ಕೊಂಕಣಿ ಸ್ವೆಟ್ ಮಿನು ಸಾರು ಮತ್ತು ಗದಗಿ ಮುಟನ್ ಮಸಲಾ
ತಯಾರಿಕೆಯಲ್ಲಿ ಸಾಕಷ್ಟು ಪರಿಣತಿ ಹೊಂದಿದ್ದಾರೆ.



ಚಿರೋಟಿ ತಯಾರಿಸಿದ ಸಿಹಿ ಕಹಿ ಚಂದ್ರು



ಕೊಂಕಣಿ ಫಿಶ್ ಸಾರಿನ ಜತೆ ಅದರ್ಶ್ ತತ್ವತಿ



ಅಪ್ಪು ಮುಟನ್ ದಿಂಬಿಯಾನಿ ಹಿಡಿದಿರುವ ರಾಗೋ ಮತ್ತು ಅರುಣ್ ಕುಮಾರ್

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ರೆ. ಅವರು ಮಾಡುವ ಅಪ್ಪು
ಮುಟನ್ ದಿಂಬಿಯಾನಿ, ಕೊಡಗಿನ
ಚಿಕನ್, ಕರಾವಳಿ ಫಿಶ್ ಕರಿ,
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ಪ್ರಸ್ತುತಿ:
ಪಿ.ವಿ. ಬ್ರೌಂಡ್
ಸ್ಕ್ವೇಟ್

Name of the Publication: Vijay Karnataka

Date: 25.11.2023

Page No: 07

Edition: Bangalore

Headline: Freedom Healthy Cooking Oils presents VK Street Sambhrama

ನಾಳೆ ಸಹಕಾರನಗರದಲ್ಲಿ ರಸದೌತಣ

ವಿಕ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮಕ್ಕೆ ಬನ್ನಿ

ವಿಕ ಸುಪ್ರೀಡೋಕ್ ಬೆಂಗಳೂರು
ನಾಡಿನಲ್ಲಿ ಅತಿ ಹೆಚ್ಚು ಪ್ರಮಾಣೀಕೃತ ಹೊಂದಿರುವ 'ವಿಕ ಸುಪ್ರೀಡೋಕ್'ವು ಭದ್ರವಾಗಿ, ವೈಯಕ್ತಿಕವಾಗಿ ನಾನಾ ಸಂಘ-ಸಂಸ್ಥೆಗಳ ಸಹಯೋಗದಲ್ಲಿ ಸಹಕಾರನಗರದ 60 ಅಡಿ ರಸ್ತೆಯಲ್ಲಿ ಘನವಾದ (ಸ.26) 'ವಿಕ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮ' ಆಯೋಜಿಸಿದೆ.

ವಿಕ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮದಲ್ಲಿ ಕಲನಾಚಾರ್ಯ ಸುರೇಶ್, ಕಿರುಕಲೆ ಕಲಾವಿದರು, ಗಾಯನಕಾರಿ ಸೇರಿವಂತೆ ಹಲವರು ಭಾಗವಹಿಸಲಿದ್ದು, ಮನರಂಜನೆಯ ರಸದೌತಣವನ್ನು ಉಣ್ಣಬಡಿಸಲಿದ್ದಾರೆ. ಜೊತೆಗೆ ಅಕ್ಕಿಗೊಂದಿಗೆ ಸಂಗೀತ, ಸ್ವಲ್ಪ ಮತ್ತಿತರ ಮನರಂಜನಾ ಕಾರ್ಯಕ್ರಮಗಳು ಕೂಡ ನಡೆಯಲಿವೆ.

ಬೆಳಿಗ್ಗೆ 8ರಿಂದಲೇ ರಸದೌತಣ: ಸ. 26ರ ಘನವಾದ ರಸ್ತೆ ದಿನವಾಗಿದ್ದು, ಮಕ್ಕಳಿಂದ ಹಿಡಿದು ಎಲ್ಲ ವಯೋಮಾನದವರು ಕಾರ್ಯಕ್ರಮಕ್ಕೆ ಆಗಮಿಸಿ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮದಲ್ಲಿ ಪಾಲ್ಗೊಳ್ಳುವರು. ಅಕ್ಕಿಗೊಂದಿಗೆ ಸ್ಪರ್ಧೆ, ಒಂದುಮನೆ ಪಂದಿಯೂ ನಡೆಯಲಿವೆ. ಬೆಳಿಗ್ಗೆ 8 ರಿಂದ ಮಧ್ಯಾಹ್ನ 12 ಗಂಟೆಯವರೆಗೆ ಕಾರ್ಯಕ್ರಮಗಳು ನಡೆಯಲಿವೆ.

ವಿಶೇಷ ಕಾರ್ಯಕ್ರಮಗಳಿವೆ: ಯೋಗಾಸನ, ಮಕ್ಕಳಿಗಾಗಿ ಚಿತ್ರಕಲೆ ಸ್ಪರ್ಧೆ, ವೇಷಭೂಷಣ ಸ್ಪರ್ಧೆ, ಮಹಿಳೆಯರಿಗಾಗಿ ರಂಗೋಲಿ ಸ್ಪರ್ಧೆ, ಲೆಮನ್ ಜ್ಯೂಸ್ ಸ್ಪರ್ಧೆ ರೇಸ್ ಸ್ಪರ್ಧೆಗಳನ್ನೂ ಏರ್ಪಡಿಸಲಾಗಿದೆ. ಕುಂಟೆ ಬಲ್ಲಿ, ಗೋಲಿ, ಬುಗುಲಿ, ಸ್ಕ್ವಿಗ್, ಮಡಿಕೆ ತಯಾರಿಕೆ, ಕ್ಯಾಂಪೇನ್ ಸೇರಿದಂತೆ ಹತ್ತು ಹಲವು ಕಾರ್ಯಕ್ರಮಗಳು ನಾಗರಿಕರನ್ನು ರಂಜಿಸಲಿವೆ.

ಕನ್ನಡ ಕಲರವ 'ವಿಕ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮ'ದಲ್ಲಿ ಕನ್ನಡದ ಅತಿಥಿ ಉಪನ್ಯಾಸಕ ಹರೀಶ್ ಕುಮಾರ್ ಅವರು ಮನರಂಜನಾ ಕ್ರೀಡೆಗಳೊಂದಿಗೆ ಕನ್ನಡದ ಬಗ್ಗೆ ಜಾಗೃತಿ ಮೂಡಿಸಲಿದ್ದಾರೆ. ಕರ್ನಾಟಕದ 31 ಜಿಲ್ಲೆಗಳ ಮಾಹಿತಿಯನ್ನು ಪ್ರತಿ ಜಿಲ್ಲೆಯ ಅಗತ್ಯ ವಿವರಗಳ ತಾಳೆಗರಿ ಮಾದರಿಗಳನ್ನು ವಿಶೇಷವಾಗಿ ವಿನ್ಯಾಸಗೊಳಿಸಲಾಗಿದೆ. ಜೊತೆಗೆ, ಕರ್ನಾಟಕದ ಜಿಲ್ಲೆಗಳ ಜೋಡಣೆಗೆ ವಿಶೇಷ ಹುಲಿ ಗೇಟ್ ಹಬ್ಬಿಯಿದ್ದು, ಇವೆಲ್ಲವೂ ಆಕರ್ಷಣೆ ಈ ಬಾರಿ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮದಲ್ಲಿರಲಿವೆ.

ಎಲ್ಲಿ?
60 ಅಡಿ ರಸ್ತೆ, ಉಮನಿ ಆಪ್ತ ಮತ್ತು ಕಾವೇರಿ ಬಾಡಿಗೆ ಕಾಲನು ಬಳಿ, ಸಹಕಾರನಗರ

ಯಾವಾಗ? ಸಮಯ?
ಸ. 26, ಭಾನುವಾರ ಬೆಳಿಗ್ಗೆ 8 ರಿಂದ 12ರವರೆಗೆ

ವೈವಿಧ್ಯಮಯ ಕಾರ್ಯಕ್ರಮ


Presented by:

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ಸ್ಪರ್ಧೆಗಳಿಗೆ ಹೆಸರು ನೋಂದಾಯಿಸಿಕೊಳ್ಳಿ...

ಸ. 26ರ ಭಾನುವಾರ ಹಮ್ಮಿಕೊಂಡಿರುವ 'ವಿಕ ಸ್ಟ್ರೀಟ್ ಸಂಭ್ರಮ' ಕಾರ್ಯಕ್ರಮದಲ್ಲಿ ಮಕ್ಕಳಿಗಾಗಿ ಚಿತ್ರಕಲೆ, ವೇಷಭೂಷಣ ಸ್ಪರ್ಧೆ, ಮಹಿಳೆಯರಿಗೆ ರಂಗೋಲಿ ಸ್ಪರ್ಧೆ ಏರ್ಪಡಿಸಲಾಗಿದೆ. ಈ ಸ್ಪರ್ಧೆಗಳಲ್ಲಿ ಭಾಗವಹಿಸಲು ಇಚ್ಛಿಸುವವರು ತಮ್ಮ ಹೆಸರುಗಳನ್ನು ನೋಂದಾಯಿಸಿಕೊಳ್ಳಬೇಕು.

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Headline: VK Street Sambhrama fiesta

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Headline: Excitement builds for VK Street Sambhrama

Name of the Publication: Bangalore Mirror

Date: 25.11.2023

Page No: 04

Edition: Bangalore

Headline: Excitement builds for VK Street Sambhrama

Excitement builds for VK Street Sambhrama

The countdown has begun for the VK Street Sambhrama as the Sahakar Nagar residents are geared up to reclaim the 60-Foot Road. Manoj Kumar, a resident of the area, said, "Recently, I shifted to Sahakar Nagar. Undoubtedly, this place is one of the buzzing areas of the city, and it is quite difficult to walk as well. Now, thanks to VK Street Sambhrama, I can go back to the road and even play. I am quite excited for this programme." Other residents added that this programme is an important one as roads are not just for vehicles but even for them.

Suma Gowda, another resident, said, "My family members are looking forward to taking over the street on Sunday. We have also called up our relatives to drop in for the programme, as we have a family reunion of sorts with fun games." This Sunday, you can engage in a diverse range of activities, such as participating in lemon and spoon races, marbles, skipping, pottery, and the art of caricature drawing. However, that's not the extent of it; the event guarantees an even more exciting lineup, featuring beatboxing, DJ performances (featuring DJ Sizzle and Harry D Cruz), captivating dance routines, soulful singing, delectable food stalls, exhilarating kite flying, soothing Yogasana sessions, painting competitions, imaginative fancy dress contests, creative rangoli displays, and much more. In addition to the fun-filled activities, there will



also be a fire safety demonstration, informative sessions on traffic regulations, and a health camp.

VK Street Sambhrama in Sahakar Nagar is more than just an event; it's a fantastic opportunity to come together, celebrate, and relish a day brimming with entertainment, a sense of community, and the sheer joy of being part of something extraordinary. Participants can join various games and stand a chance to win exciting prizes. For those eager to participate in specific programmes like painting, fancy dress (for children), or rangoli, enrollment is available free of charge. If you're interested, simply sign up by contacting 7676668588.

— Prakash VL

VK Street Sambhrama

Venue: 60 Feet Road, Sahakar Nagar; **Date and time:** November 26, between 8 am and 12 pm

Name of the Publication: Bangalore Mirror

Date: 26.11.2023

Page No: 04

Edition: Bangalore

Headline: VK Street Sambhrama: Today's the day!

VK Street Sambhrama: Today's the day!

It is a day not to be missed, as November 26 promises a new beginning as the residents get a chance to reclaim their streets, thanks to the VK Street Sambhrama organised by Vijay Karnataka and Bangalore Mirror. You will also get a chance to meet your favourite celebrities, who will be there to eagerly participate. VK Street Sambhrama has been scheduled for today to ensure people from all walks of life can participate. The festivities

will commence at 8 am and will include customised programmes suitable for all age groups. The event will conclude at noon. This programme is also supported by the BBMP, the police, and many other organisations. The best part is that entry to the programme is completely free, so don't miss out on this wonderful opportunity. The Street Sambhrama provides a unique opportunity for residents to take part in many games and events like



dance fitness programme, fitness awareness programme, yogasana introduction, traditional games like kunte bille, lagore, buguri, caricature, health programme, lemon and spoon race, and more. Food shops will also be available for the attendees. — **Prakash VL**

VK Street Sambhrama
Venue: 60 Feet Road, Sahakar Nagar; **Date and time:** November 26, between 8 am and 12 pm

Name of the Publication: Bangalore Mirror

Date: 27.11.2023

Page No: 02

Edition: Bangalore

Headline: VK Street Sambhrama fiesta

VK Street Sambhrama fiesta

Nostalgia meets celebration as Sahakaranagar residents unite for vibrant street festivities

1 In a vibrant show of public spirit, residents of Sahakaranagar thronged the streets to immerse themselves in the festivities of VK Street Sambhrama. This special event, making its debut in Sahakaranagar on Sunday, was a joint effort by Vijay Karnataka and Bangalore Mirror in association with Sahakaranagar Residents' Welfare Association. The celebration featured various activities, with women showcasing their artistic skills through rangoli, and kids expressing their creativity on paper.

The streets buzzed with the laughter of children engaging in fun games like the lemon and spoon race and skipping, where the challenge wasn't just to play but to master the art of balancing the spoon. Pottery enthusiasts also got their chance to try their hand at moulding clay. The festival turned into a shopping haven with numerous stalls offering a variety of goods.

Participants from every corner of Sahakaranagar, spanning across all age groups, joined the revelry, turning the occasion into a genuine hometown celebration. For many, it was a nostalgic journey, reminiscent of childhood days spent playing 'goli' and 'buguri' on the streets of Sahakaranagar. A resident shared, "My childhood memories are always attached to the streets of Sahakaranagar. Thanks to VK Street Sambhrama, my childhood was revived."

A kaleidoscope of entertainment

Children engaged in a spirited musical chair competition, cheered on by parents, creating an atmosphere of joy and excitement. 'Lagori,' a traditional Indian game with no time limit, added a nostalgic touch to the festival, evoking memories of childhood games. Children displayed their artistic talents in an art competition, and a wall painting competition added vibrant murals to the festivities.

2 The fancy dress competition featured interesting costumes, with young participants embodying various characters.

In the spirit of celebration

"Being a resident of Sahakaranagar, this is one of the best programs I have seen in my life. The programme was very well organised. There was something for everyone, which was the best part. All the games were free, and we could participate in as many games as possible. There was a lot of fun," said Girish M, a resident.

Sundar Krishna, another participant, said, "As family members, we had never taken part in group games. This was the first time my entire family was part of the games. Thanks to VK Street Sambhrama, we all could participate together. This is the true sense of 'sambhrama' or celebration for us," Dhanya D, a homemaker, said that playing these games brought back her childhood memories and that people of all ages celebrated. "We all danced together and enjoyed ourselves. Events like this should happen more often. Life is full of stress on a daily basis. A street festival is a wonderful event to reduce such stress," she said.

—Prakash VL

3 Kids unite in joyful dance workshop;

4 Residents spin 'burugis' with enthusiasm;

5 Lamp lighting ceremony at the VK Street Sambhrama;

6 Lagori's timeless charm unfolds as children come together for a game;

7 Residents explore the art of pottery;

8 Residents adorn the streets with colourful rangolis;

9 Children creating memories with every carrom flick;

10 Kids whirl in the fun of a musical chair game;

11 Residents sway to a delightful rhythm in togetherness.

12 Kids create vibrant rangoli art;

13 Residents showcase their pottery skills;

14 Children play carrom with enthusiasm;

15 Kids dance joyfully in a group;

16 Residents participate in a group game;

17 Kids play a board game together;

18 Residents dance to music;

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