

PROPULSE



**Provet Day
14th Anniversary Celebrations**
(Page 3)

Provet's Egg Day Celebrations
(Page 5)

**Water And Soil Requirements and
Management of Shrimp Farming**
(Page 7)

PFI Annual General Meeting, Goa
(Page 13)

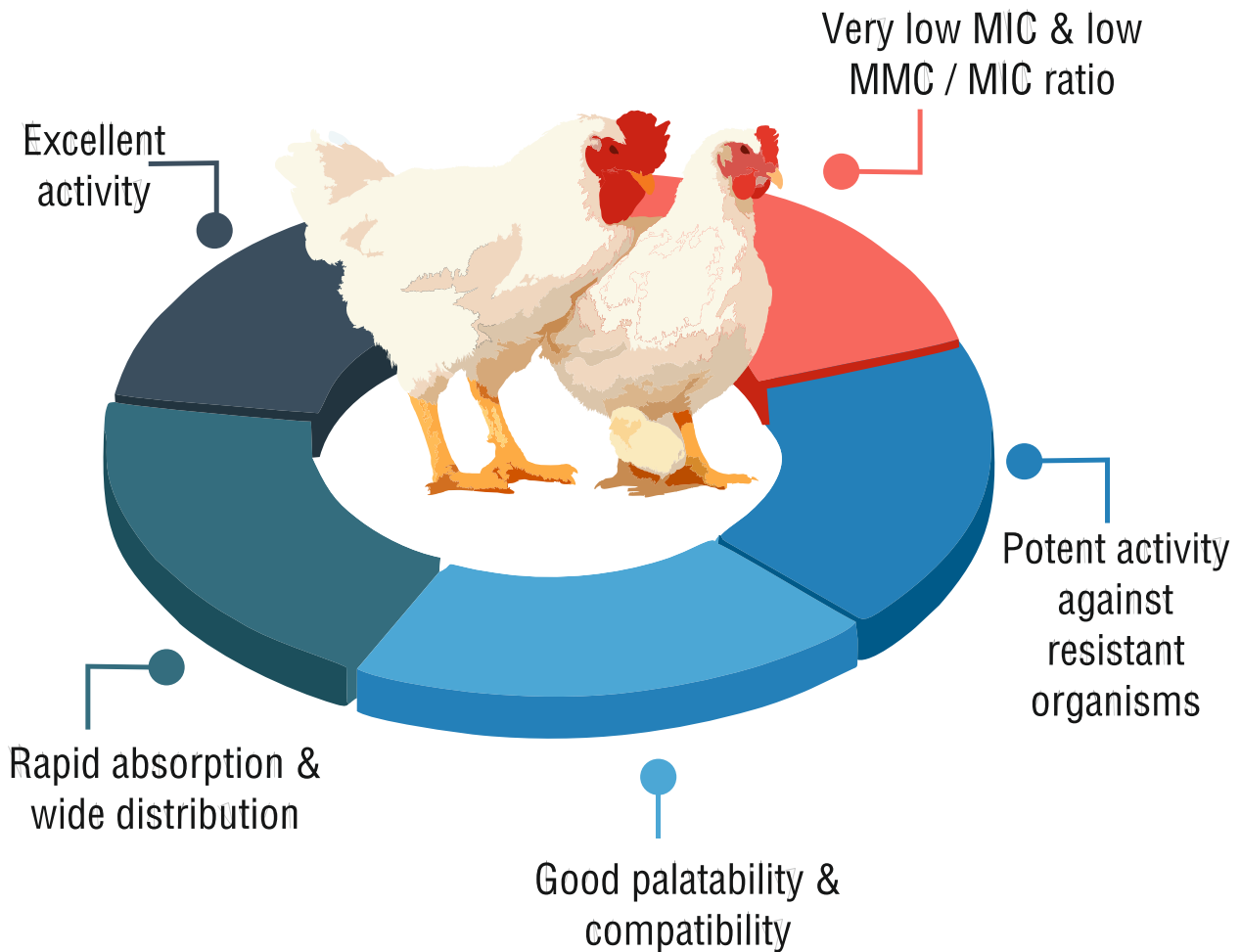


www.provet.in

f provetppl x provetppl in provetppl



TYLVATEC[®] SOLUBLE



For Effective Prevention and Treatment of Respiratory & Enteric Diseases and for Improved Performance & Productivity

“Best in Class” Antimycoplasmal



Provet Day 14th Anniversary Celebrations



We, at Provet Pharma Private Limited, celebrate our Organization's foundation day – the 14th October as “Provet Day” every year.

It is our 14th anniversary this year and the weeklong celebration starting from 14th October included cake cutting, offering prayers of gratitude and various competitions for our employees and their family members such as Recipe Competition, Ad Zap, Google Doodle, Rangoli, Fancy Dress, Singing, Speech, etc.

The virtual meeting with employees and their family members provided a common ground for everyone to get to know each other better and strengthen their bonds.

Sales and marketing teams across the country celebrated by meeting, greeting, and thanking customers, consultants, and channel partners with greater love and enthusiasm.





Shot on OnePlus
By shot by Silu Bhat

Provet's World Egg Day Celebrations



To mark World Egg Day on October 13, 2023, Provet Pharma celebrated it at various places across the country. This year's theme for World Egg Day was "Eggs for a Healthy Future". The annual event honours the remarkably versatile and highly nutritious egg, highlighting the vast range of unique nutritional benefits it brings to human health and its scope for combatting common nutrient deficiencies, ultimately contributing to a healthy future for all. Celebrating and creating awareness among the people about all the nutritional values that eggs have, as well as their benefits towards global health and farming.





Water and Soil Requirements and Management of Shrimp Farming



-Vijay Sundar Deva G
Technical Manager- Blunova
Provet Pharma Pvt Ltd.

Introduction:

The present-day shrimp aquaculture can thrive even under severe environmental, physical, and biological stresses which are manipulated based on the understanding of experiences of successful management practices adopted by different culturists over the years. A pond with good soil and water quality will produce healthier shrimp and poor environmental conditions in pond bring in a state of stress that is unfavorable for the cultured animals but favourable for the disease-causing agents. Disease is an expression of a complex interaction between host (shrimp), pathogen (bacteria/virus) and environment (pond soil and water quality). Even if the site is good with optimum soil and water characteristics, problems may still crop up by high stocking densities and use of large quantity of feed and other inputs, which lead to excessive phytoplankton production, low dissolved oxygen, high ammonia, poor bottom soil condition and other problems. Most of these problems can be avoided by proper management practices during pond preparation and culture period.

Water quality requirements for shrimp hatchery:

One of the most important aspects with respect to both location and functionality of shrimp hatchery, is the quality of water. Good quality water indicates the water capable of supporting the desired species. A thorough knowledge on the water quality requirement (**Table 1**) of the candidate species as well as the water quality management techniques is the essential tool for the successful hatchery operation. The most important criterion for selection of site for a penaeid hatchery is the availability of clean, clear, and pristine quality seawater.

Water quality requirements for shrimp farming:

Marine shrimps are traditionally cultured in coastal or estuarine waters. The Pacific white shrimp, *Penaeus vannamei* is found in waters with a wide salinity range (1 to 40 ppt). The high tolerance of *P. vannamei* to low salinity and the year-round availability of healthy post larvae (PL) make this species an excellent candidate for inland farming. *P. vannamei* is being cultured by farmers in sea, brackish and fresh waters. Groundwater may differ significantly in terms of its relative ionic composition compared to seawater. Most saline groundwater is deficient in potassium although other key ions such as sodium, chloride, calcium and magnesium can also vary considerably depending on the aquifer. The optimum range of water parameters is given in Table 2.

Soil requirements for shrimp aquaculture:

The nature of soil affects the shrimp production and hence one should have well acquaintance with the properties of soil. In India, aquaculture ponds are located under different agro-climatic conditions and brackish water aquaculture is generally being done on salt affected soils or coastal soils. Generally acidic soil and acid sulphate can cause low pH and high sulphide production respectively, unless proper management practices are followed, these soils are not suitable for aquaculture. The soil requirements for brackish water aquaculture are given in Table 3. Soil texture refers to the relative percentage of sand, silt and clay in the soil and has a direct bearing on the productivity of the ponds. Clayey soils are best suited for building ponds as they have good water retention capacities. Sandy soils are porous and are not recommendable for bund preparation. The soil textural classes suitable for aquaculture are sandy clay, sandy clay loam and clay loam. The soil pH ranges from 6.5 to 7.5 is best suited for brackish water environment as the availability of nutrients like nitrogen, phosphorus, potassium, sulfur, calcium, and magnesium is highest under this range. The availability of micronutrients like iron, manganese, boron, copper, chlorine, and zinc is higher under acidic pH than under neutral or alkaline. Since the requirement of micronutrients is less, it is sufficient to maintain the pH at 6.5 to 7.5. The most important index of soil fertility is soil organic matter. The presence of organic matter increases aeration, nutrient supply, reduces seepage loss, turbidity and acts as antioxidant. The microbial activity mainly depends on the organic matter content. In brackish water aquaculture, soils with high organic matter are desirable. A productive soil should have calcium carbonate content of more than 5%.

Table 3. Soil requirements for shrimp aquaculture

Parameters	Optimum range
pH	6.5 - 7.5
Organic carbon (%)	1.5 - 2.0
Available nitrogen (mg/100g)	50-70
Available Phosphorus (mg/100g)	4 - 6
Calcium carbonate(%)	>5.0
Electical conductivity (dS/m))	>4
Exchangeable acidity (%)	20 - 55
Depth to sulfidic or sulfuric layer (cm)	50 - 100
Clay content (%)	18 - 35
Textural class	Sandy clay, sandy clay loam and clay loam

Pond water and soil quality management:

In view of the observed effects of environmental stress on the immune system of cultured shrimp, the management strategies should include, maintaining optimum condition of pond environmental parameters. The water quality variables affecting shrimp survival and growth are determining factors for disease outbreaks. Poor water chemistry leads to deteriorating water quality, which causes stress to the organisms being raised. Regular monitoring of water and bottom soil in culture ponds for pH, DO ammonia, nitrite and H₂S is the key in protecting the losses due to diseases.

Table 1. Suggested water quality criteria for penaeid shrimp hatchery

Parameter	Nauplii	Protozoaea	Mysis	Post larvae
Ammonia(NH ₃ -N) (ug/l or ppb)	10	17	49	100
Nitrite(NO ₂ -N) (mg/l)	0.11	0.29	0.45	1.36
Nitrite(NO ₃ -N) (mg/l)	-	-	-	<200
Dissolved Oxygen (%)	>95
H ₂ S (ug/l)	<2
Chlorine residue (ug/l)	<10
pH	7.9-8.2
Temperature (°C)	28-32
Salinity ppt	28-34
Metals				
Cadmium (ug/l)	<5.0
Chromium (ug/l)	<25
Copper(ug/l)	<3
Iron(ug/l)	<300
Mercury(ug/l)	<0.1
Manganese(ug/l)	<50
Nickel(ug/l)	<50
Lead(ug/l)	<50
Zinc(ug/l)	<50

Table 2. Optimum water quality parameters for shrimp aquaculture

Parameters	Optimum range
Temperature (C)	28 - 32
pH	7.5 - 8.5
Salinity (ppt)	10-25
Transparency (cm)	30 - 40
Total suspended solids (ppm)	<100
Dissolved oxygen demand (ppm)	>3
Chemical oxygen demand (ppm)	<70
Biochemical oxygen demand (ppm)	<10
Total ammonia N (ppm)	<1
Free ammonia N (ppm)	<0.1
Nitrate N (ppm)	<0.25
H ₂ S N (ppm)	0.002
Nitrate N (ppm)	0.2 - 0.5
Phosphate (ppm)	0.1 - 0.2
Primary productivity (C/lit/day)	0.6 - 9.14
Plankton(No/lit)	3000 - 4500

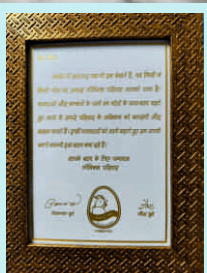
Wastewater management:

The Coastal Aquaculture Authority has made wastewater (effluent) treatment system as mandatory for *P. vannamei* farming irrespective of the size of the farm. Shrimp farm wastewater after harvesting must be treated and disinfected by Profect plus @ 1kg per acre before discharge to open water sources. The wastewater from the pond may be allowed into a settlement pond before letting it into the environment so that suspended solids may settle at the bottom and the sludge will be removed. Shrimp farm wastewater is rich in nutrients such as nitrogen and phosphorus and can be utilized by integration with other aquaculture production systems. Culture of finfish, molluscs, and seaweeds in the wastewater from shrimp ponds can remove nutrients and particulate organic matter. To reuse the water, reservoir is required to ensure that water treated along the treatment system is within the standards acceptable for culture.

Conclusion:

Sustainability of aquaculture depends on the maintenance of a good environment. The well-designed and implemented BMPs should increase efficiency and productivity by improving the soil and water quality, reducing the risk of shrimp health problems, reduce or mitigate the impacts of farming on the environment. Regular monitoring of environmental parameters and timely mitigation is the key to protect potential losses due stress and opportunistic bacterial infections. The understanding on ecological process occurring in shrimp culture ponds through regular monitoring will help to solve some of the disease issues in shrimp farms.

PROVET RECEIVED APPRECIATION CERTIFICATE AND MEMENTO FROM PHOENIX GROUP



Dr Sulav Chetia (AGM- Business Development) and Dr Umesh Bhamare (AGM Sales, West & Central) on behalf of Provet Pharma Private Limited received certificate of appreciation from Dr Sunil Bhindwale (Director-Technical) and his team for extending continuous support to the growth of Phoenix Group over these years.

MASTITIS

HOW DOES MASTITIS OCCUR ?

BACTERIA ENTER THROUGH THE TEAT OPENING....



WHITE BLOOD CELLS TO THE RESCUE!



MASTITIS - INFLAMMATION OF THE UDDER TISSUE



SUBCLINICAL MASTITIS

CLINICAL MASTITIS



NO VISUAL SYMPTOMS



SOURCE OF INFECTION



Staphylococcus aureus,
Streptococcus agalactiae,
Mycoplasma bovis, *E. coli*
& many others

HOW TO DETECT MASTITIS ?

CHANGES IN BEHAVIOUR

PARAMETER

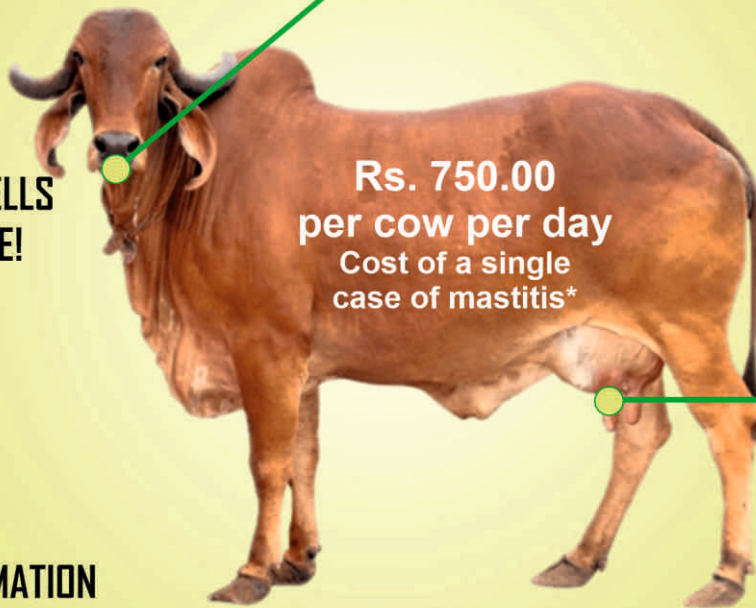
- ↓ ACTIVITY
- ↓ RUMINATION
- ↕ LYING TIMES

CHANGES IN MILK

PARAMETER

- ↑ ELECTRICAL CONDUCTIVITY
- ↑ SOMATIC CELL COUNT
- ↑ TEMPERATURE
- ↑ LACTATE-DEHYDROGENASE
- ↓ LACTOSE
- ↓ PRODUCTION

COLOUR



Rs. 750.00
per cow per day
Cost of a single
case of mastitis*

Treat confidently

Innovative combination of supplements for addressing Mastitis and improving udder health in dairy

*As per present line of treatment

Mastilok®

A Balanced Combination to Prevention & Control of Mastitis



COMPOSITION:

Each 60 gm contains:

Tri Sodium Citrate	:	25 gm	Cobalt sulphate	:	40 mg
Vitamin A	:	10000 IU	Zinc sulphate	:	825 mg
Vitamin D ₃	:	2000 IU	Manganese sulphate	:	3000 mg
Vitamin E	:	800 mg	Lactic acid bacillus	:	200 million CFU
Vitamin H	:	20 mg	Live Yeast	:	50000 million C
Vitamin K	:	20 mg	Serratopeptidase	:	32 mg
Selenium	:	4 mg	Bromelain	:	320 mg
Potassium Iodide	:	4 mg	Methionine	:	1500 mg
Copper sulphate	:	960 mg	L-Lysine	:	3000 mg

Fortified with Natural Anti-Mastitic Actives

INDICATIONS:

- Subclinical Mastitis
- Adjunct to Antibiotic therapy in Clinical Mastitis

DOSAGE & ADMINISTRATION:

To be given orally by mixing in jaggery or as an Electuary.

Large Animal:

Prevention: 30 g/day one week before Calving & one week after Calving

Treatment: 60 g prst day, 30 g twice a day for two days.

Small Animal: 20 g to 25 g for 3 to 4 days or as recommended by a Registered Veterinary Practitioner.

PACK & PRESENTATION:

60 gm sachet



Multi-pronged approach to manage & control Mastitis



www.provet.in

f provetpl | provetpl | in provetpl

BOVINNOVA™

Poultry Federation of India Annual General Meeting, Goa



The Poultry Federation of India (PFI), the apex and renowned association of poultry farmers, breeders, equipment manufacturers, pharmaceutical companies, and allied industries, organized its 34th Annual General Meeting (AGM) at Alila Diwa by Hyatt, Goa, on September 27–28, 2023. The attendees included delegates (600+) from across the country and abroad, sponsoring companies (83), special guests, industry professionals, and poultry journalists. The second day of the AGM (September 28, 2023) was marked by the prestigious presence of Chief Guest Dr Sanjeev Balyan, Minister of State for Animal Husbandry, Dairying, and Fisheries, Government of India, and Dr O. P. Chaudhary, Joint Secretary, Department of Animal Husbandry and Dairying. Provet Pharma Private Limited proudly registered its presence by sponsoring the grand event.



Dr Sulav Chetia (AGM-BD) receiving the Memento



With Dr PK Shukla (Dean-DUVASU, Mathura) and Mr Vijay Sardana (Poultry Industry Expert)



With Mr Paritosh Das (Director, Hitech Hatch Fresh)



Provet Team with Mr Selvan Kannan (Consultant)



With eminent Poultry expert Dr Rakesh Sikri



With Dr Sandeep Gupta & Dr Badal Singh (Poultry Consultants)



Dr Sulav Chetia (AGM-BD) with fellow Veterinarians

Customer Group Meeting Muzaffarpur

Provet Pharma Private Limited organized a CGM for our esteemed customer, SPF farms, at BRO6-Café & Banquet Hall, Muzaffarpur, Bihar, on September 13. The CGM had prominent poultry health expert **Dr BC Dutta** as a speaker for the attendees, which included farmers, line supervisors, and branch managers of SPF Farms.

Dr BC Dutta delivered very thoughtful insight on the topic **“Why My Broiler Is Not Performing,”** followed by a Q&A session and interaction with the audience, who appraised him about their current problems and sought solutions.

Mr. Niraj (Territory Sales Manager-Patna) welcomed the august gathering, and Dr Sulav Chetia (AGM-BD) gave a brief presentation on the journey of Provet Pharma over all these years.

The session was very informative, and the SPF Farm Team expressed their gratitude to Dr BC Dutta by handing over a flower bouquet at the end of his speech.

The CGM concluded with a lunch program and Thanksgiving.

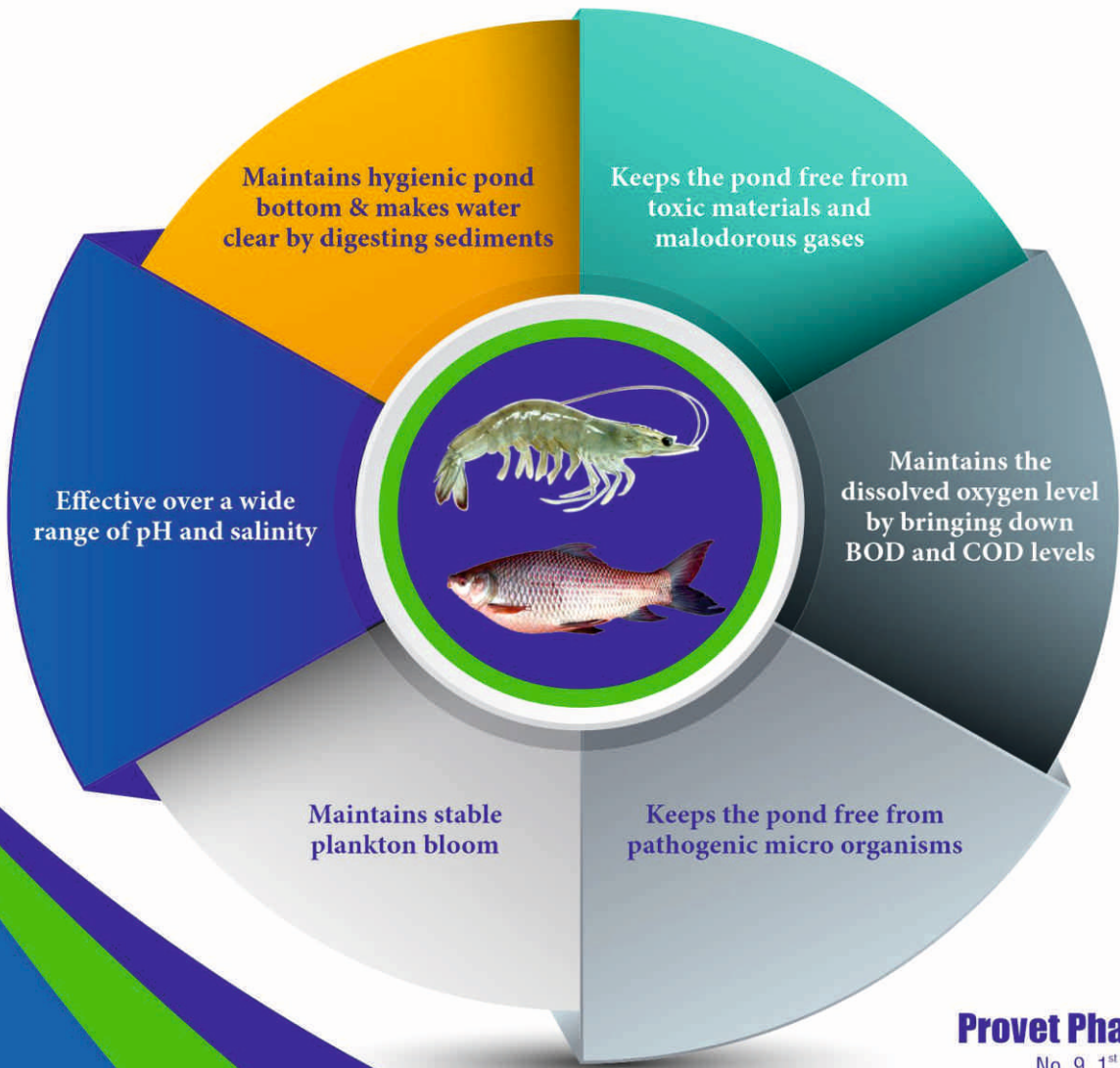


Felicitating of Dr BC Dutta (Poultry Consultant) by SPF Team, Muzaffarpur



BACITOX® PLUS

Unique & Innovative Soil & Water Conditioner



Probiotic Solution with Unique Diversity



WORLD CUP 2023

know the 10 cricket stadiums where your favourites sport was played

India hosted Cricket World Cup 2023. As the World Cup fever went soaring across the world where the Australian cricket team defeated the hosts India in the ICC World Cup 2023 finals by 6 wickets to win their record sixth World Cup title at Ahmedabad's Narendra Modi Stadium on Sunday, November 19. Our team- the men in blue, played exceptionally well throughout the World Cup and delivered memorable performances. True sportsmanship requires the ability to emerge stronger from both victories and setbacks.

The World Cup was hosted at 10 stadiums across India, from Dharamsala in the northern Himalayas to Chennai, along the Indian Ocean in the south, Kolkata in the east, to Ahmedabad in the west. Ten teams locked horns for the biggest prize in cricket.

The opening game of the 13th edition of the tournament was a replay of the 2019 final, while defending champions England took on New Zealand at the Narendra Modi Stadium in Ahmedabad. November 19 saw India and Australia compete against each other in the 2023 edition final at the same venue.

Let's take a look at the locations and 10 stadiums where the World Cup matches were held in the country.



ARUN JAITLEY STADIUM

Location: New Delhi | **Capacity:** 55,000 | **Inauguration:** 1883

One of the oldest cricket stadiums in the country and located in the heart of the Indian capital, the Arun Jaitley Stadium has held World Cup matches every time India has hosted the tournament (1987, 1996 and 2011).

Formerly known as the Feroz Shah Kotla Stadium, the venue was renamed after a former finance minister and parliamentarian from PM Modi's Bharatiya Janata Party (BJP) following his death in 2019.



WANKHEDE STADIUM

Location: Mumbai | **Capacity:** 33,000 | **Inauguration:** 1974

The iconic scene featuring former India captain MS Dhoni coolly launching a Nuwan Kulasekara delivery into the Mumbai sky before thousands of cheering India fans to win the 2011 ICC Cricket World Cup unfolded at this stadium.

The venue, located in India's so-called "cricket capital", is based in Churchgate – an area renowned for hosting some of Mumbai's most prestigious and well-known architectural structures.

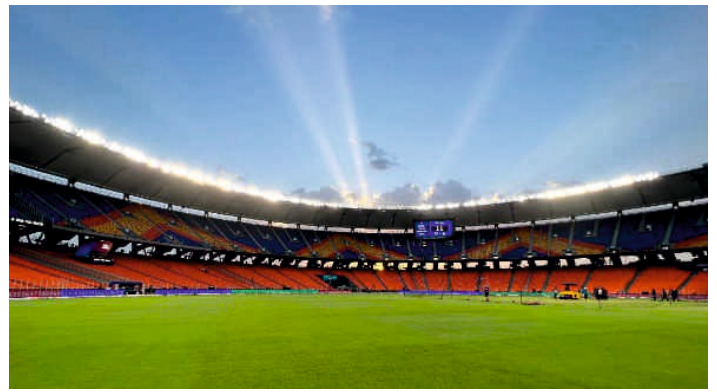


MUTHIAH ANNAMALAI (MA) CHIDAMBARAM STADIUM

Location: Chennai | **Capacity:** 38,000 | **Inauguration:** 1916

Located close to one of the longest urban beaches in the world – Chennai's Marina Beach along the Bay of Bengal – the MA Chidambaram Stadium is known for being home to a sporting and knowledgeable cricket crowd every time it hosts a match.

The pitch at MA Chidambaram, also known as Chepauk Stadium, is known to be a turning track which generally provides assistance to spin bowlers under humid conditions.



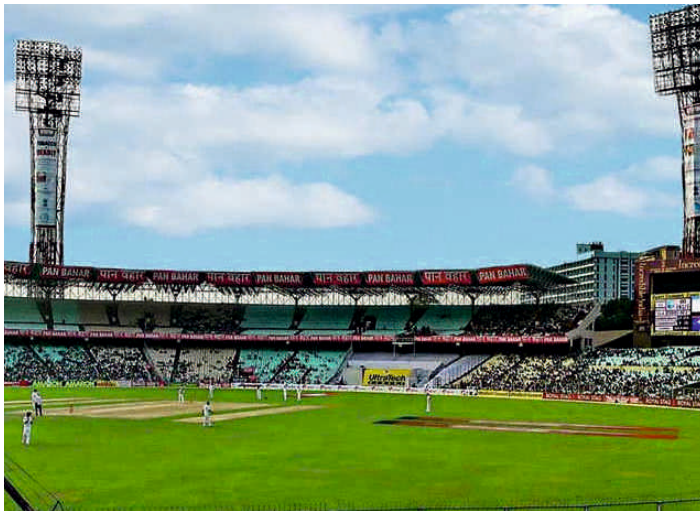
NARENDRA MODI STADIUM

Location: Ahmedabad | **Capacity:** 132,000 | **Inauguration:** 1983

The world's largest cricket stadium will host five games, including the opener, final and the highly anticipated India versus Pakistan match.

Before it was renamed after Modi, it was formerly called the Motera Stadium or the Sardar Vallabhbhai Patel Stadium – after one of India's best known independence leaders.

In 2022, it hosted the IPL final between Gujarat Titans and Rajasthan Royals, with an attendance of more than 101,000 people, the largest of a T20 match.



EDEN GARDENS

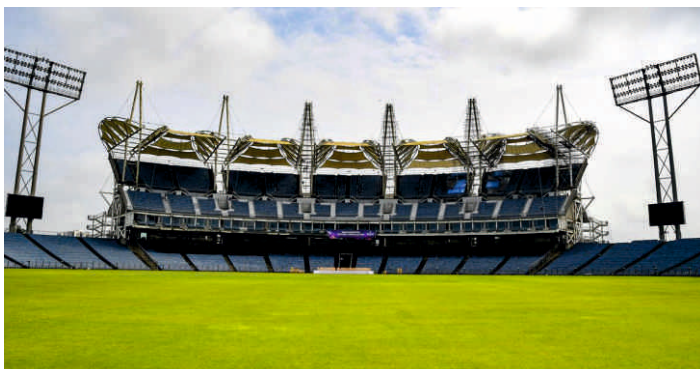
Location: Kolkata | **Capacity:** 68,000 | **Inauguration:** 1864

Eden Gardens is one of the oldest cricket grounds in the world and has hosted hundreds of international cricket matches, including the 1987 World Cup final.

It is the second-largest cricket stadium in India.

It was referred to by former Australia captain Steve Waugh as the "Lords of the subcontinent" – a comparison to the historic Lord's Cricket Ground in London.

Eden Gardens is located near the Bhowanipore area of Kolkata, minutes away from the Hooghly River, and close to a large urban park called Kolkata Maidan.



MCA INTERNATIONAL STADIUM

Location: Pune | **Capacity:** 37,000 | **Inauguration:** 2012

Situated in the Gahunje area in Pune district, this stadium hosted a World Cup match for the first time on October 9, featuring the highly anticipated match between India and Bangladesh.

The venue was designed by renowned British architect Sir Michael Hopkins, who also drew plans for the Rose Bowl cricket ground in Hampshire, United Kingdom.



M CHINNASWAMY STADIUM

Location: Bengaluru | **Capacity:** 40,000 | **Inauguration:** 1972

Named after a Board of Control for Cricket in India (BCCI) chairman, M Chinnaswamy Stadium has been the site of many memorable ODI, Test and T20 games.

In the 2011 World Cup, Ireland's KJ O'Brien scored the fastest century in a World Cup match against England off just 50 balls.

The venue was the first cricket stadium in India to use solar panels to generate electricity.



HIMACHAL PRADESH CRICKET ASSOCIATION STADIUM

Location: Dharamsala | **Capacity:** 23,000 | **Inauguration:** 2003

The HPCA Stadium, with its picturesque views featuring the Himalayan mountains, is located in the Kangra district of Dharamsala.

Renowned for its natural beauty and stunning landscapes, Dharamsala is globally recognised as the residence of the Dalai Lama of Tibet, adding to its cultural significance. It is the smallest tournament venue, and its short 64-metre boundary will be at the heart of the action.



RAJIV GANDHI INTERNATIONAL CRICKET STADIUM

Location: Hyderabad | **Capacity:** 39,200 | **Inauguration:** 2005

Also referred to as Hyderabad Cricket Stadium, the venue is located in the eastern suburb of Uppal, in the capital of the southern Telangana state.

It is named after former Indian PM Rajiv Gandhi, and the father of opposition and Congress politician, Rahul Gandhi.



BRSABV EKANA CRICKET STADIUM

Location: Lucknow | **Capacity:** 50,000 | **Inauguration:** 2017

Ekana is the home ground for the IPL franchise Lucknow Super Giants. It is located in the Gomti Nagar area of Lucknow.

The venue is named after former Indian PM Atal Bihari Vajpayee, who was also from Modi's BJP party.

Sell Combs to a Monk



As an HR professional, one of the dilemmas we always face is, "Am I hiring the right candidate?" especially when you have to choose from a pool of candidates that are equally talented. One such amazing incident to share.

Three sales professionals applied to work for a huge company. As they were all equally qualified, the interviewer decided to set a sales challenge, and the person who sold the most would be awarded the job. The challenge was to sell combs to monks at any temple up in the mountains. "You have three days, and the person who sells the most will get the job," said the interviewer.

The three candidates returned three days later with their findings.

Candidate 1 said, "I managed to sell one comb. The monks reprimanded me for openly ridiculing them. I gave up and departed in disappointment. However, while I was heading home, I noticed a young monk who had a scratchy scalp. I suggested the comb to him since it would stop him from scratching, and he bought one."

Candidate 2 said, "That's good, but I did better. I sold 10 combs." Excited and ecstatic, the interviewer asked, "How did you do it?" In response, he said, "I saw that the guests' hair was rather untidy because of the severe winds they encountered on their way to the temple. I persuaded the monk to provide combs to the guests so they may groom themselves and exhibit more respect while they worship."

Candidate 3 stepped up. "Not so fast; I sold more than both of them." "How many did you sell?" asked the interviewer. "A thousand combs," he answered.

Wow! How did you do it?" The interviewer exclaimed.

"I went to one of the biggest temples there and thanked the Senior Master for serving the people and providing a sacred place of worship. He was very gracious and said he would like to thank and appreciate his visitors for their support and devotion. I suggested that the best way would be to offer his visitors a memento as the blessing of Buddha. I showed him the wooden combs on which I had engraved words of blessings and

told him people would use the combs daily and that they would serve as a constant reminder to do good deeds. He liked the idea and proceeded to order a thousand combs."

"You got lucky," one of the other candidates said bitterly.

"Not really," the interviewer countered. "He had a plan, which was why he had the comb engraved prior to his visit. Even if that temple did not want it, another one surely would."

"There is more." The third candidate smiled. "I went back to the temple yesterday to check on the Master. He said many visitors told their friends and family about the comb with the Buddha's blessing. Now even more people are visiting every day. Everyone is asking for the comb and giving generous donations too! The temple is more popular than ever, and the Master says he will run out of the combs in a month and will need to order more!"

It's obvious who got the job.

When we focus on the possibilities, the limitations take care of themselves. The irony of life is that whether we think we can or we can't, we are right because the only limits in our lives are the ones we create in our minds. Limitations can only be true if we believe in them, believe in ourselves instead, and see the miracle unfold. Let's go ahead in life and start seeing a new outlook on life by challenging our beliefs every day and helping change our perspective on ourselves because we are the limited edition with unlimited potential. When we say things like I can't, or I shouldn't, we very easily create walls around us.

Moral of the Story

Reflect on life and think: how often do we give up just because the look of it is impossible? The key is to ensure we don't have limiting beliefs. Remember, our beliefs and thoughts shape our actions and, ultimately, the results.

- < What is that one limiting belief you have created for yourself? Do you have any proof to challenge the belief?
- < What does this story open up for you?



Linga Bhairavi

The Temple That's Breaking Stereotypes

Nestled at the base of the Velliangiri Mountains stands a unique temple named "Ma Linga Bhairavi." What sets this temple apart is its distinctive tradition: only women priests, known as the "Bairagini Maa," are allowed to enter the inner sanctum and worship the goddess. Cloaked in resplendent red sarees, these revered women priests, known as "Bairagini Maa," hail from different castes, religions, and different parts of the world.

What makes this temple unique?

In most temples in India, menstruating girls and women are restricted from entering temple, offering prayers, and touching holy books. On the contrary, this temple, consecrated in the year 2010, is setting up the new normal by defying the prevailing taboo surrounding menstruation, welcoming women devotees to offer prayers even during their menstrual cycles.

The temple is situated in Sadhguru Jaggi Vasudev ashram, forty kilometers from the city of Coimbatore in Tamil Nadu. The walls of Devi's abode form an inverted triangle, symbolizing the feminine womb of creation, while a smaller triangle in the interior represents the masculine, unborn within the womb. The temple design represents the very body of the feminine.

The age-old practice

The practice of barring women from entering the kitchen or temples during menstruation originally aimed to provide them respite from strenuous daily chores. This tradition originated in an era when families were large, and women were tasked with preparing meals for a significant number of people. Additionally, the prayer rooms in households were notably spacious. Cooking itself was a demanding task during this period. Hence, women were given a break, recognising the physical and emotional changes they undergo during their monthly cycle. However, over time, these intentions became distorted, leading to the misperception of menstruation as a taboo.

Menstruating Women are Not Impure

Bairagini Maa Hanine is a female priest at the Linga Bhairavi Temple. A Christian by religion, Bairagini Maa Hanine moved from Lebanon to India when she was just 25-years-old in search of inner peace. Speaking about the myths around menstruation, she explained why it should only be seen as a biological process crucial to the continuation of human existence.

"This biological process is the very foundation of our existence. How can it be deemed impure? If we label menstruation as taboo, we're essentially declaring the entirety of human existence impure," she adds.



Who Is Linga Bhairavi Devi?

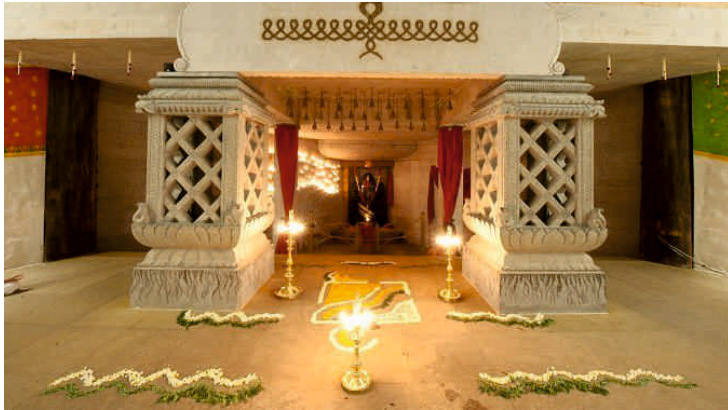
Linga Bhairavi Temple:

The Linga Bhairavi was consecrated by Sadhguru through prana pratishtha, a rare mystical process that uses life energies to transform mere stone into a deity. The goddess is considered the ultimate manifestation of the Divine Feminine – powerful and all-encompassing. The Devi nurtures her devotees by supporting all aspects of their wellbeing – physical, material, and most importantly, spiritual.

Linga Bairavi: Fire of the feminine

Sadhguru: Allowing the feminine to find its place in any society is very important. If just masculine finds expression, we will have enough to eat, but we will have no life to live. If you want to use analogies, if you call the root the masculine, the flower and the fruit is feminine. The very purpose of the root is to bring the flower and the fruit. If that does not happen, the root will go waste.

All the great civilizations on the planet were goddess worshipers. It is only when nomadic tribes created very aggressive patriarchal cultures and religions, that feminine worship was slowly banished and burnt out of the world. India is still the only country where the worship of the feminine is a live process. Even today in South India, there isn't a single village without a goddess of their own. The basis of this culture is in celebration of the feminine, but slowly, the culture evolved into an exploitation of the feminine. So, we want to revive the feminine in a powerful way.



Linga Bhairavi is a very powerful, fierce feminine form. But feminine energy worshiped as a linga is rare. A few have been there, but in very withdrawn kinds of situations. Probably this is the first time that this kind of space will be open to the public and handled in a different way altogether.

One sad thing that is happening in the world is, women are either becoming like Barbie dolls or they are trying to become like men. They have jealousy, masculine ambitions, and other nonsense, but they don't have that feminine fire. That is what a woman could add to this world, that she is like a fire. Linga Bhairavi is a big-fire woman, not a small-fire woman. She is not a doll, she is not a man, she is feminine to the core.

Dhyanalinga is more oriented towards your ultimate wellbeing. Immediate wellbeing is also packed into it, but for people who are seeking health, prosperity, and these kind of things, Linga Bhairavi will be far more responsive. But she also has the spiritual dimension attached. If you give yourself deeply into the process, even if you went there in search of material wellbeing, slowly she will take you into that.



Excellence through Innovation

GALLERY



For further information, please write to:

Provet Pharma Private Limited

No. 9, 1st Floor, Chakrapani Street, 2nd Lane,
Narasingapuram Extension, Maduvankarai, Guindy,

CHENNAI - 600 032. INDIA

Telefax: +91 44 2244 2124 / 27 | E-mail: info@provet.in