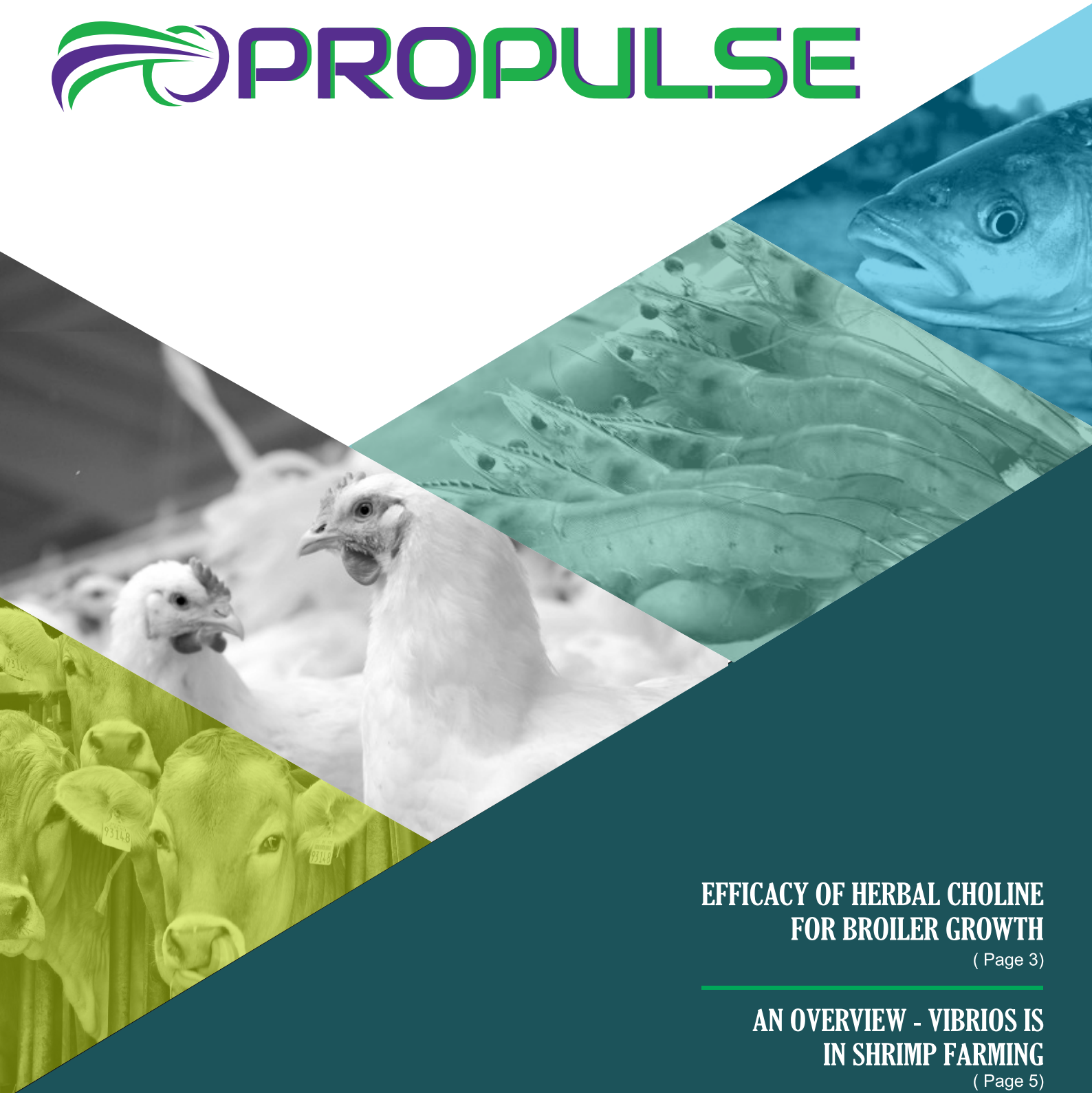


PROPULSE



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EFFICACY OF HERBAL CHOLINE FOR BROILER GROWTH



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Former Associate Professor,
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Kolkata 700118

Nowadays, high energy feed is commonly used to reduce the raising time of hens. In chickens, this can result in a rise in metabolic diseases such as fatty liver syndrome (FLS). In reactions to some additional compounds connected with high-energy diets often result in increased abdomen fat pads, foot difficulties and high blood pressure. Choline, or vitamin B4, is required for normal nutrition

and metabolism. Although choline is not strictly a vitamin but is an essential dietary amine. Choline does not fit the classical definition of a vitamin because it can be synthesized in vivo and is required in gram quantities (vitamins require mcg/mg) per day.

However, it is often considered a vitamin probably because it does not fit into any other nutrient classification. Humans can synthesize choline in small amounts. Because choline produces lipids like phospholipids and lecithin, which aid in hepatic fat metabolism. It is present in all tissues of the body, where it forms cell wall components in the form of phospholipids, phosphatidylcholine (lecithin). Choline is required for the synthesis of many phospholipids, including phosphatidylcholine, lysophosphatidylcholine, sphingomyelin, and choline plasmalogen.

The first two chemicals make up a large component of the plasma membrane of cells. The chemical formula of choline is $C_5H_{14}NO$. Herbal choline is in the form of phosphatidylcholine, free choline and sphingomyelin. The bioavailability of choline in herbs is high, making it an important alternative to synthetic choline chloride. Many researchers have shown that this type of choline can be a substitute for choline chloride in poultry feed. Herbal choline supplements have also been proven in studies to be equivalent to synthetic choline and biotin in terms of growth, performance, and hypocholesterolemic effects in birds.



WHY IS CHOLINE NECESSARY IN CHICKEN FEED ?

Choline in the diet is especially necessary for chickens as choline deficiency is more likely to be a problem in young, growing chicks. Because choline self synthesis may not be sufficient for physiological function and body fat loss. So it has to be given as an external supplement in chicken feed. The choline requirements for chickens range from 200 to 700 mg/kg of the diet.

BOTH BROILERS AND LAYERS NEED CHOLINE

Like broilers, egg-laying or layer chickens also have special needs for choline. Choline plays a role in the formation of phospholipid lecithin, a component of egg yolk. The current NRC (The National Research Council) recommendation for choline allocation in chickens is 105 mg/day for white egg laying hens and 115 mg/day for brown egg laying hens. Due to not being able to synthesize it at an adequate rate, the demand for choline in young chickens is high.

IMPORTANCE OF CHOLINE

1. Regulates nerve function
2. Choline plays an essential role in fat metabolism in the liver, preventing abnormal fat accumulation
3. It is referred to as a "lipotropic" factor due to its action on fat metabolism causing rapid removal of fat.
4. It reduces the accumulation of fat in the liver
5. It acts as a methyl group donor, thereby forming betaine by oxidation
6. Betaine reduces chicken mortality and litter moisture, regulates osmoregulation or water balance, improves egg quality and prolongs freshness.
7. Assists in the conversion of homocysteine to methionine in transmethylation and thereby choline metabolism is related to the methionine-homocysteine amino acid cycle
8. Promotes chicken growth and improves FCR
9. Choline increases egg production in lay hens
10. Choline is needed to form the phospholipid lecithin, a component of eggs.

HERBS ARE EXCELLENT SOURCES OF CHOLINE

For supplements use, the herbal sources of choline should contain a minimum of 1.6% phosphatidylcholine. The following plants in our country contain adequate amounts of this substance - *Trachysperum amni* or Ajoan, *Citrullus colocynthis* or Makhai or Shepherd's cucumber, *Achyranthus aspera* or Apang tree or Bilaikhamchi and *Azadiracta indica* or Neem.

DISADVANTAGES OF USING SYNTHETIC CHOLINE

The organic compound choline chloride has the formula $[(CH_3)_3NCH_2CH_2OH] Cl$ and is a quaternary ammonium salt composed of choline cation and chloride anion. It is a bi-functional chemical, meaning it contains both ammonium and hydroxyl functional groups. Choline is an important supplement for poultry that is usually added to poultry feed in the form of synthetic choline chloride. Synthetic choline chloride has several drawbacks. Limitations of using synthetic choline-

1. It is absorbed slowly in the intestine.
2. Highly hygroscopic or absorbent, unstable in character.
3. Interacts adversely with ionophores and vitamins. Ionophores have long been useful substances in veterinary medicine as antibiotics and growth-promoting feed additives.
4. Only 1/3 rd of choline chloride is absorbed in the animal body; The other 2/3 is converted to trimethylamine (TMA) during digestion by gut bacteria. TMA is absorbed through the gut and can negatively affect chicken liver metabolism (by producing TMAO). It is responsible for the fishy smell in the eggs.
5. Synthetic choline chloride has obnoxious smell.
6. Causes mechanical damage to the intestinal epithelium by its corrosive nature.

HERBAL CHOLINE IS MORE EFFECTIVE

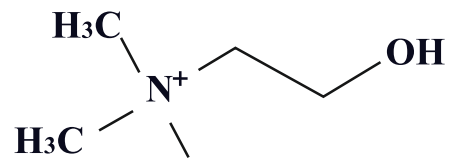
Studies have shown that herbal choline is more effective as an alternative to synthetic choline chloride in chicken diets for up to 42 days. Herbal choline supplementation improves weight gain and FCR in broiler birds. The results of the study showed that herbal choline was more effective in broiler production than synthetic choline chloride used in the diet. Various studies confirm that the bioavailability of choline obtained from selected herbal sources is very high. Herbal choline can be an important alternative to synthetic choline chloride in corn-soybean meal diets for broiler birds.

RELATIONSHIP BETWEEN CHOLINE, BETAININE AND METHIONINE AS METHYL DONORS

Methyl groups can be directly activated by dietary methyl donors, including methionine, folate, betaine, and choline. Methyl group is required for protein synthesis. In liver cells, choline is first oxidized to betaine aldehyde, which is then converted to betaine by the enzyme choline oxidase. However, choline is more important for the synthesis of phospholipids and acetylcholine. Choline is needed to supply the methyl group for the synthesis of the essential amino acid methionine in the animal body. Choline oxidase enzyme in mitochondria provides methyl group to form betaine. Thus, choline is the precursor of betaine and this process is unidirectional. To synthesize methionine, the methyl group must be transferred to homocysteine. The amino acid homocysteine can only be made in the body from methionine. This amino acid is almost absent in natural proteins. If the supply of choline or betaine is insufficient, the transmethylation cycle will be inhibited. The animal's methionine synthesis will be disrupted. Will affect animal growth.

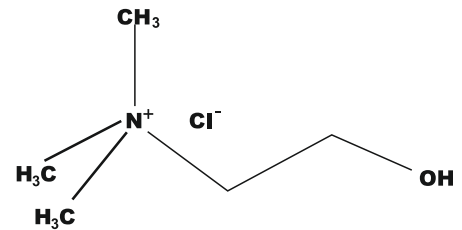
HERBS ARE EXCELLENT SOURCES OF CHOLINE

Trimethylamine (TMA), a byproduct of the metabolism of choline, is the most important and limiting raw ingredient that affects product quality. It is produced by the action of intestinal bacteria. Birds are poisoned when it reaches levels beyond the legal limit ($>200\text{ppm}$). Birds are poisoned by its caustic action. The chickens' digestive mucosa thickens as a result of its corrosive activity, which also interferes with the digestion of food. In addition, pain, reluctance to eat, decreased productivity, and, in severe situations, avian death are all effects of TMA vapour entering a bird's respiratory system. The food should have the proper amount of choline to prevent toxicity and boost output. Bio-choline has superior performance and livability while costing less than synthetic choline chloride.



Choline

Fig.1 : Chemical structure of choline



Choline chloride is an organic compound

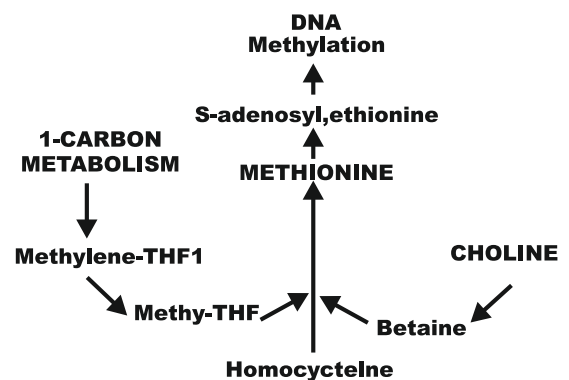


Fig.1 :

The availability of methyl groups from S-adenosylmethionine, which is produced from methionine, is necessary for DNA methylation. Choline, methionine, and methyltetrahydrofolate (methyl-THF) are closely linked metabolic substrates for transmethylation. The routes come together when homocysteine is converted to methionine. DNA methylation is an epigenetic process in which a methyl group is added to the cytosine at position C5 to create 5-methylcytosine. DNA methylation controls gene expression by either attracting proteins that are involved in gene repression or by preventing transcription factor(s) from binding to DNA. To better understand the relationships between nutrition and genes in poultry birds, epigenetic alterations regulated by nutrients must be clarified.

An Overview - Vibriosis in Shrimp Farming

Introduction:

One of the main illnesses that affect the aquaculture of shellfish and finfish is vibriosis. Vibriosis is a bacterial deadly disease in cultivated shrimp all over the world. *Vibrio*-related diseases often happen in hatcheries, although pond-raised shrimp species also frequently experience epizootics. Bacterial penetration of host barriers or the rapid accumulation of bacteria that are already tolerated at lower concentrations in shrimp blood are two possible causes of outbreaks. Pathogens attempting to enter the foregut and hindgut of crustaceans encounter an effective physical barrier in the form of the exoskeleton. Since the midgut lacks an exoskeleton and is made up of the digestive gland and the midgut trunk, which is frequently referred to as the intestine, it appears to be a likely location for pathogens carried in water, food, and sediment to penetrate. Numerous *Vibrio* species of bacteria, such as *V. harveyi*, *V. vulnificus*, *V. parahaemolyticus*, *V. alginolyticus*, and *V. penaeicida*, are responsible for causing vibriosis.

VIBRIO DISEASES

Bacterial septicaemia:

This is one of the severe bacterial diseases that affects shrimps and causes them to become lethargic, swim abnormally, have their chromatophores grow and then the pleopods colour changes to a reddish hue that is visible in the abdominal musculature. Chronic cases show melanised black blisters on the carapace and abdomen as well as flared up and eroding gill covers. The disease caused by *Vibrio anguillarum*, *Vibrio alginolyticus* and *Vibrio parahaemolyticus* is diagnosed based on signs like its swimming patterns and Food Consumption Ratio and it is then confirmed by analysing the isolated pathogen from muscle or haemolymph sample using conventional histopathology and microbiological methods. By preserving good water quality and lowering the organic load through improved water exchange, bacterial septicemia can be avoided. Repeated water changes may also assist to reduce the density of disease-causing microorganisms.

Necrosis:

Inflammation in the cells investigates the proteins that are released from tissues and cells, which has an impact on how the animals colour change to seem milky white. This condition may be brought on by a number of unfavourable environmental factors, including water quality, organic load, starvation, and animal waste. In chronic cases, melanization of the antennae, setae, appendages and muscle can be seen. Necrosis is typically brought on by *Vibrio* spp., *Aeromonas* spp., *Pseudomonas* spp., and *Flavobacterium* spp. It can be identified by swimming patterns and white patches in the cephalothorax. It can be avoided by feeding nutrient-rich feed and performing frequent water changes. Applying 5ml/kg of feed of Mintroplex-Ultra to prevent necrosis by inducing moulting.

Disease development:

Shrimp, like all other living things, have unique physiological processes for growth and development that are significantly influenced by the environment in which they are living. Any disruption in an organism's physiological balance might result in an abnormal condition, which is what is known as a disease. However, according to many experts, there are three components that interact with one another to cause disease. These elements include the disease-causing bacterium, the environment, and the host (shrimp). As a result, sickness can be seen as a reflection of intricate interactions between the environment, pathogens, and hosts. The key factor causing illness is a decrease in the host's immunity. Shrimp health will be harmed by many things, but the most significant predisposing factors responsible for diseases in shrimp culture are shown in Fig. 1.

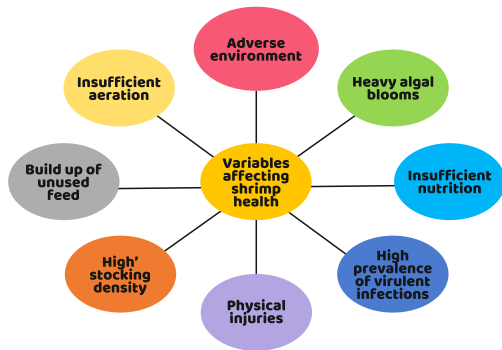


Fig. 1: Factors related to diseases in shrimp aquaculture

These will show clear changes in the physical or chemical components, but the biological components will be more complex. Host Similar to other crustaceans, shrimp hosts have an exoskeleton covering their bodies, which is periodically changed during moulting. The moulting process makes the shrimp more energy-hungry and leaves them more vulnerable to disease-causing organisms or cannibalism. Additionally, the shrimp's size, nutritional state, and immune response affect how resistant it is to disease-causing substances. Burrowing at the pond bottom is one behavioural trait that reveals the shrimp condition that is present in the pond.

Environment:

In aquaculture, the word "environment" covers to the water, soil, and numerous living things in the pond. In addition to shrimp, the living organisms also comprise pathogenic organisms and other aquatic flora and fauna. Numerous physico-chemical factors, including pH, dissolved oxygen, temperature, light, and others, have a significant impact on the survival and growth of organisms. Any aberrant change in these parameters will negatively damage shrimp in the cultivation system. For instance, stressful situations like high ammonia levels, low dissolved oxygen levels, etc. may be detrimental to shrimp life. These organisms themselves might not even result in any disease conditions. Nevertheless, when present in high numbers, they may easily enter the wounded tissues, settle in, and proliferate, which can lead to disease and then death. However, the prevailing culture conditions, such as the availability of a food supply, dissolved oxygen, temperature, pH, etc., have a significant impact on the quantitative level of pathogen.

How to prevent Vibrio infections?

Vibrios are difficult to eradicate because they adopt well to different environment conditions and can adopt state when facing adverse conditions. However, Vibriosis is controlled by rigorous water management and sanitation to prevent the entry of vibrios in the culture water and to reduce stress on the shrimps. Pond Management and robust gut health are important strategies to control *vibrio*, together with frequent sampling to monitor their levels in the shrimp gut and pond ecosystem.

Good site selection, pond design and pond preparation are also important. Maintain adequate water quality with low bacterial biomass, A stable phytoplankton bloom and a proper feeding program, Sterilize or filter recirculated water, Routinely monitor shrimp and pond for early diagnosis of a problem, Avoid temperature extremes or rapid variation in temperature, handling, overcrowding, and other stressors, Infections opportunistic and probably result from poor husbandry; may be secondary to other disease processes. An increase in daily water exchanges and a reduction in pond biomass by partial harvesting are recommended to reduce mortalities caused by vibriosis.





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- » Improves the digestibility of feed.
- » Improves the absorption of nutrients.
- » Controls & reduces mortality due to viral & bacterial infections especially **Vibrio spp.**
- » Maintains bacteriostatic & bactericidal effects against pathogenic bacteria.
- » Improves FCR & daily growth rate.



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INFERTILITY CAMP AT DAKSHIN CHANDANPIRI

Provet joined hands with the Indian Society for Study of Animal Reproduction (ISSAR,) and organized an infertility camp at Dakshin Chandanpiri Vivekananda Welfare Society, Dakshin Chandanpiri, Namkhana, South 24 Parganas, West Bengal on 15.08.2023.

Provet lent its support by distributing the required medicines for the infertility camp free of cost for the benefit of the dairy farmers of that area.

ISSAR is a Scientific Organization having National and International repute, dedicated to improving Livestock Health and production in the country.



KNOW YOUR ASSETS AND LIABILITIES

Son: Dad, may I speak with you?

Dad: Go ahead.

Son: Among all my classmates, I am the only one without a car. It is embarrassing.

Dad: What do you want me to do?

Son: I need a car. I don't want to feel odd.

Dad: Do you have a particular car in mind?

Son: Yes dad (smiling)

Dad: How much?

Son: N2,000,000

Dad: I will give you the money on one condition.

Son: What is the condition?

Dad: You will not use the money to buy a car but invest it. If you make enough profit from the investment, you can go ahead and buy the car.

Son: Deal.

Then, the father gave him a cheque of N2,000,000.

The son cashed the cheque and invested it in obedience to the verbal agreement that he had with his father.

Some months later, the father asked the son how he was faring. The son responded that his business was improving. The father left him.

After some months again, the father asked him about his business.

again, and the son told him that he is making a lot of profit from the business.

When it was exactly a year after he gave him the money, the father asked him to show him how far the business has gone. The son readily agreed, and the following discussion took place:

Dad: From this I can see that you have made a lot of money.

Son: Yes dad.

Dad: Do you still remember our agreement?

Son: Yes

Dad: What is it?

Son: We agreed that I should invest the money and buy the car from the profit.

Dad: Why have you not bought the car?

Son: I don't need the car again. I want to invest more.

Dad: Good. You have learnt the lessons that I wanted to teach you.

- You didn't really need the car, you just wanted to feel among. That would have placed extra financial obligations on you. It wasn't an asset then, but a liability.

- Two, it is very important for you to invest in your future before living like a king.

Son: Thanks dad.

Then the father gave him the key to the latest model of that car.



MORALS:

1. Always invest first before you start living the way you want.
2. What you see as a need now may become a want if you can take a little time to get over your feelings.
3. Try to be able to distinguish between an asset and a liability so that what you see as an asset today will not become a liability to you tomorrow.

Prompts in Chat GPT

Compiled by: Mr. Ganesh Manchi

Adhithyaa Consulting & Learning Solutions Corporate Trainer & Management Consultant



1) What is a Chat GPT Prompt?

A Chat GPT prompt is an instruction or discussion topic a user provides for the Chat GPT AI model to respond to. The prompt can be a question, statement, or any other stimulus intended to spark creativity, reflection, or engagement. Users can use the prompt to generate ideas, share their thoughts, or start a conversation.

2) How to construct a Prompt?

Decide who you want Chat GPT to embody .As you move through the next steps, Tell Chat GPT what you want it to do. "I want you to [instruction]," where the instruction is , a clear, descriptive, and accurate task. The more comprehensive your prompt, the better the results will be.

There are 7 steps to construct an efficient prompt:

Decide who you want Chat GPT to embody .As you move through the next steps, Tell Chat GPT what you want it to do. "I want you to [instruction]," where the instruction is , a clear, descriptive, and accurate task. The more comprehensive your prompt, the better the results will be.

2.1) Assign a role:

Chat GPT can be all things to all people, so tell if who you want it to be for you. "Assigning a role to your AI counterpart will make them adopt the behaviour of the role you assign." It sounds so simple, but plenty of people miss out on this first step. In practice, use the line, "You will take the role of a [role]," where this might be a social media expert, compassionate speaker, personal development coach, or anything else. Decide who you want Chat GPT to embody.

2.2) Give a clear, descriptive, and accurate task:

Tell Chat GPT what you want it to do. "I want you to [instruction]," where the instruction is, a clear, descriptive, and accurate task. The more comprehensive your prompt, the better the results will be.

2.3) Provide context:

Context matters. include everything in your prompt that you think will help ChatGPT do a better job. Includes information on the writing style, the purpose of the text and any background information to set up the scene and guide the piece.

If in doubt, give more context. Get creative with the back story and the minutiae of information.

You never know what the extra material might mean for what is produced.

2.4) Provide examples:

Decide who you want Chat GPT to embody .As you move through the next steps, Tell Chat GPT what you want it to do. "I want you to [instruction]," where the instruction is , a clear, descriptive, and accurate task. The more comprehensive your prompt, the better the results will be.

Don't just tell ChatGPT the context, show them too. "Examples will help the AI emulate a style and do exactly what you want "Stuff it with examples of the tasks you want it to achieve."

Large language models are capable of processing copious amounts of data. Unlike a human, who might make notes and forget about most of them, a model will process requests and handle every bit of information. Make the most of this power in your prompts.

2.5) Create rules:

With humans and machines, following rules produces the best results. it's the actually key to getting the most out of the models." Here's where you go ahead and list everything you want the AI to do. Be specific in your rules. Ask for the output in a two column table, in sentence case, or explained in a way a 5-year-old could understand. Ask for a specific number of words per sentence, ask for certain objects to be mentioned, instruct it along the straight and narrow like the strictest of headmasters.

2.6) Create constrains:

Chat GPT will find a way to follow your constraints, so try a few out and see how it performs. You can always edit your prompt to regenerate the response if it doesn't go well, or if you want to add more. A human might ignore them, but a machine won't.

The constraints included in your prompt can be as specific as you like: "Don't use two words when one will suffice." "Don't use idioms." "Don't alienate the audience by [action]." "Don't use the letter W." Whatever constraints you put in place, Chat GPT will work within them or give you a very good reason why it can't.

2.7) Evaluate and iterate:

Save your prompt somewhere handy,". The goal is that you refine it over time so, one day soon, you will find the perfect recipe that can keep delivering. But don't stop until you get there.

This might not happen in one go, it might take a few weeks. "Next time, try to make the prompt a little better," he said. Think small, iterative changes, not wholesale edits or going back to the drawing board.

Garbage in, garbage out. Genius in, genius out. Learn how to prompt ChatGPT effectively to unlock a new level of output and stop wasting your time. Follow these seven simple steps to perfect, repeatable prompting that will turn you and your AI co-pilot into an impressive output machine.

3) Types of Chat GPT Prompts:

3.1) Types of Chat GPT Prompts:

Analytical Prompts require the AI to analyze information, data, or situations and provide insights or conclusions. These prompts are best used when you need to extract meaning from a large amount of data or when you need to understand the root cause of a problem.

Example: Analyze the key factors that led to the fall of the Roman Empire.

3.2) Comparison Prompts:

Comparison Prompts ask the AI to compare or contrast two or more subjects or concepts. These prompts are best used when you need to evaluate the similarities or differences between different ideas or when you want to make an informed decision based on a comparison.

Example: Compare and contrast renewable and nonrenewable energy sources.

3.3) Factual Prompts:

Factual Prompts seek specific information or facts. These prompts are best used when you need a quick answer to a specific question or when you need to verify information.

Example: What is the capital of France?

3.4) Instruction-based Prompts:

Instruction-based Prompts ask the AI to perform a specific task or provide a step-by-step guide. These prompts are best used when you need to learn how to do something or when you need to perform a task but don't know how.

Example: Explain how to change a flat tire on a car.

3.5) Open-ended Prompts:

Open-ended Prompts allow the AI to generate creative, diverse, or imaginative responses, without any specific constraints. These prompts are best used when you want to explore a topic in a more abstract or creative way or when you want to generate new ideas.

Example: Write a short story about a time-traveling detective.

3.6) Opinion-based Prompts:

Opinion-based Prompts request the AI to provide an opinion or recommendation, often based on the knowledge it has learned from its training data. These prompts are best used when you want to get a subjective opinion on a topic or when you need advice on a decision.

Example: What are the best practices for remote team management?



THOUGHT TO REMEMBER

**We make a living by what we get,
but we make a life by what we give**

When we are making a life, our perception seems to change quite differently. We make a life by our ability to give towards others. We live our life through self-esteem and thus, socializing seems to be a core attribute for all of

us. We make a life by our ability to help others, being able to sympathize and stand beside other people around us. Making a life is way off-track than that of making a living. When we make a living, we focus on our ability to grab things from the environment and other creatures around us.

On the contrary, when we make a life, we tend to walk on the path of humanity and ensure sticking to our faiths. We take care that we are able to grow ourselves, as well as are allowing others to grow along with us.

Whenever you give something to someone, you paint the life of that person a bit different, you add more colour to it, and it just feels good to know that you are the reason for someone else's smile.

4) Sample Prompts:

4.1) Sample Prompts for business:

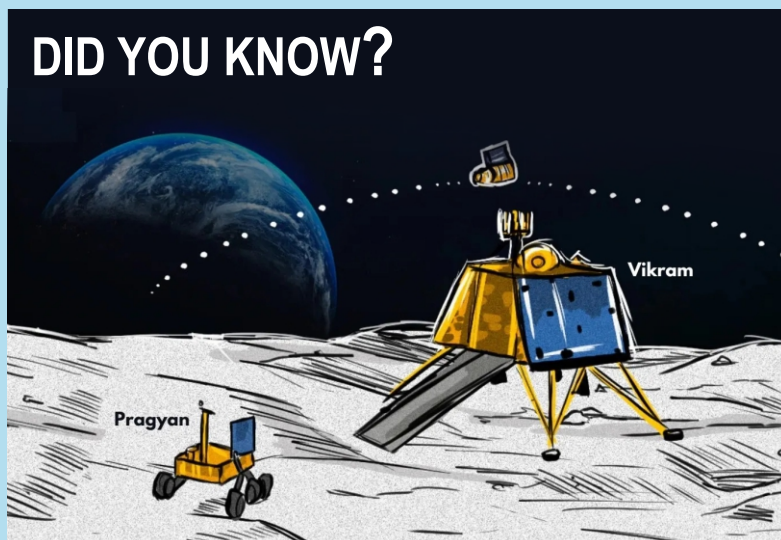
1. I offer [mention your USP or product/service details], and I'm currently in contact with a potential client that deals in [describe their business]. I want to make a personalized presentation for them, could you tell me the topics I should be covering in the presentation?
2. Generate ideas for engaging team building activities for my team of [business size].
3. Create a roadmap for transitioning my [business type] into a remote-first organization.
4. Help me plan a CSR initiative that aligns with my brand's values: [list brand's value proposition].
5. I run [details of your brand's niche] by the name of [brand name]. I want you to formulate an extensive strategic growth plan to help me expand my business into new markets.
6. I am considering investing in [software or product name]. Can you tell me how it'll help my business that deals in [describe your business]?
7. Due to an operational error, my business was unable to deliver a project to a very important client. Help me draft an email regarding the change in project timeline.
8. Design a unique customer loyalty program for my [product/service].
9. Brainstorm ways in which I can make my [describe your business] more eco-friendly.
10. I'm planning a team meeting focussed on [details of the meeting]. I'd appreciate some examples of what the agenda should include

4.2) Sample Prompts for article writing and blog writing:

1. Generate a list of engaging blog topics for my website for the next two months. I post [specify number] pieces of content every [day/week]. And the website is about [mention your industry/field/niche].
2. How can I improve the SEO of my articles on my [mention your niche] blog?
3. Write a 2000-word blog post on the [enter your topic/theme].
4. Write a compelling email subject line and body to promote my latest blog post. The blog is about [briefly describe your blog post].
5. Write a compelling meta description for my blog post titled: "[enter your blog title]". Keep it to [character limit] max.
6. Create a compelling script for a podcast episode about [mention your topic].
7. How can I effectively leverage user-generated content for my [specify your product/service/niche] to build trust and authenticity? Provide examples of content types and strategies for encouraging my customers to contribute.
8. Write an engaging LinkedIn post promoting my latest blog article: [enter your blog title].
9. How can I effectively use content to nurture my leads and move them through the sales funnel for my [specify your product/service/niche]?
10. Can you help me create a content calendar with [specify number] posts a month for the keyword: "[enter your keyword]".

(Courtesy: ChatGPT)

DID YOU KNOW?



ISRO's CHANDRAYAAN-3

Rovers that land on the Moon, such as the Chandrayaan-3's rover Pragyan and lander Vikram, are designed to operate for one lunar daylight period, which is about 14 Earth days. During this time, they study the lunar environment and send data back to Earth.

After this period, the sun sets on the Moon, marking the start of a lunar night that lasts for another 14-15 Earth days. The temperature during this time can drop to -200 degrees Celsius, which is too harsh for the rovers to operate. As a result, they go into a 'sleep mode' to protect their electrical components.

The Toxicity of Hustle Culture: The Grind Must Stop



Your alarm rings, and you wake up. First thing? Check your phone. You go to the bathroom, then check your phone. Then, you eat breakfast while bolting out the door and simultaneously scrolling through emails. When you finally make it to work, you scarf down meals in between meetings. When you finally "finish" work, it still follows you home. You continue to check and respond to emails while watching Netflix and talking to your family. Finally, fall asleep despite all the blue light. The next day, repeat.

Does this sound familiar? This toxic cycle is called *hustle culture*—the societal standard that you must exert yourself at 110% capacity to succeed. Hustle culture is the collective drive to work harder, faster, and stronger every single day. It doesn't take breaks. It doesn't sleep. It works day in and day out, pushing to maximise all 1440 minutes every day.

You don't stop when you're tired; you stop when you're done. And throughout all of this, you must embrace the façade that you absolutely love what you do, no matter the pain it may cause. It creates the assumption that the only value we have as human beings is our productivity capability—our ability to work—rather than our humanity.

Even though data shows that working long hours and multi-tasking lower productivity and kill creativity, hustle culture exists because it is a search to justify the hustle for the future payoff of extreme success. But *when* is the payoff exactly? Hustle culture creates an ongoing toxic environment where if you spend too much time on anything non-work-related, you feel guilty. It fuels cognitive dissonance. By overworking and living by the mantra of 'rise and grind,' you can end up contradicting your actual goals and losing sight of your 'why.'

Fundamentally, it is about work dominating your time in such an unnatural way that we have no time to live our lives. It's a lifestyle where career has become such a priority in your life that other aspects of being human—such as hobbies, family time, and self-care often take a back seat.

Hustle culture carries this overarching belief that the more you do, the more valuable you are.

While hustle culture glorifies overworking as a badge of honour, it often sets up an environment of fear, guilt, and shame, especially when you don't feel like running at the same pace as everyone around you.

There's a strong correlation between social media and mental health, and social media has only made the problem even worse. Instagram, TikTok, and Facebook have made it easy for influencers and celebrities to share images of themselves working late into the night, glorifying, and perpetuating a dangerous mindset among younger generations who look up to them for inspiration.

By forcing workers to be in a 'go hard or go home' mindset, hustle culture puts the body in a state of fight or flight. This constant stress releases the stress hormone cortisol in higher amounts and for longer periods. To normalise these elevated cortisol levels, the body must enter a state of rest. But what if the hustle culture doesn't allow time for rest? Then burnout is *inevitable*.

This continuous stress can be harmful to both your mental and physical well-being. Prolonged elevated cortisol levels are associated with various detrimental effects, including anxiety, depression, heart disease, memory impairments, and more.

Mantra for increased productivity.

Research has shown that increased stress levels lead to reduced professional productivity. To produce quality work, employees must achieve personal satisfaction and conscientiousness rather than simply increase their workload. Data has also shown that there is a positive association between well being and productivity. If individuals are calm and less stressed (i.e., through taking social breaks), they experience improved productivity. So, by putting workers in a constant state of stress, hustle culture is paradoxically *impairing* productivity.

For “hustlers,” the following sentiments are true:

- >> Massive effort leads to massive rewards, including money, status, and power.
- >> Small successes provide temporary bursts of energy and motivation, which allow the hustle to continue.
- >> Everything centres around competition. Whoever works harder and longer hours is going to be more successful.

What to do if you're stuck in hustle culture.?

Here are some helpful tips.

Start with awareness.

- >> By becoming aware if you are in the cycle of hustle culture, you possess the foundation for change and progression. Are you feeling exhausted and depleted? Have no time in your life besides work?

Acknowledge what is important to you.

- >> Clarify your goals and write them down. Take a moment to think. Are your intentions honouring your "why?"

Define what your ideal day looks like.

- >> With your true priorities established, plan how you can manage to achieve them while taking care of your wellbeing. Schedule in what's mandatory for you to accomplish, for both your work and your well being.

Give your mind time to wander.

- >> By taking mindful micro-breaks throughout your workday, you'll feel more balanced and therefore protect yourself from experiencing burnout.

Reward yourself now, not later.

- >> Hustle culture is built on the mantra that your hard work will *someday* pay off. Break this cycle by creating boundaries in your schedule and reward yourself with practices that will build your resilience and prevent burnout.

Work hard, rest hard.

- >> Rather than treating self-care as a commodity that must be earned, lead with self-love and compassion, even take a mental health day when you need it. And if you are feeling stressed, try out these quick tips.

Figure out practices that will allow you to get ahead of adversity.

The solution

After all, there are 1440 minutes in a day – why not take some time to still your busy mind – meditate, exercise, do a hobby you know you enjoy. You'll feel more calm, confident, and resilient to work smarter, not harder. And it will actually pay off.

Celinne Da Costa, Forbes says:

“In a world that is inundated with distractions, busy-ness, and addiction to hustling, there is merit in taking a step back and looking at the big picture.”

Reference: <https://headversity.com/the-toxicity-of-hustle-culture-the-grind-must-stop/>

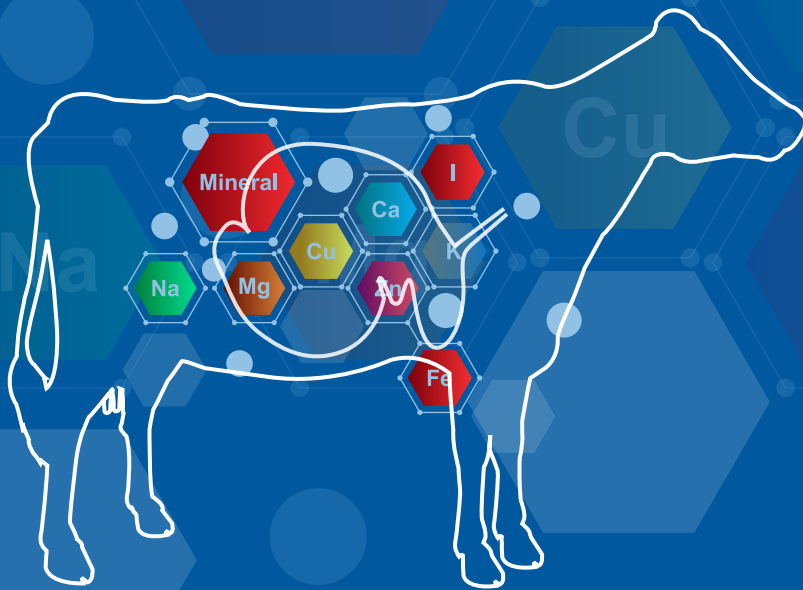


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