

Cultura

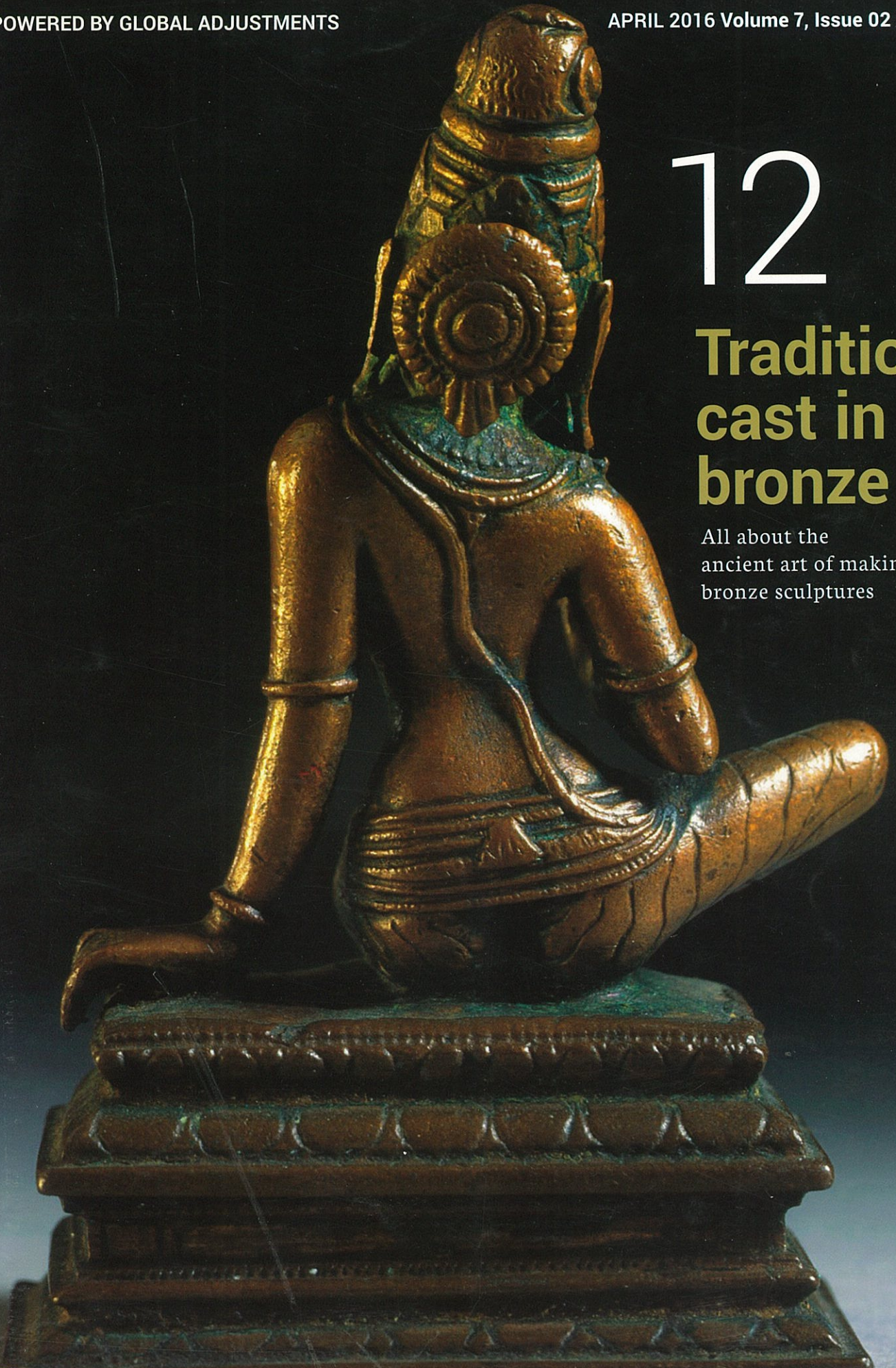
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Traditions cast in bronze

All about the
ancient art of making
bronze sculptures



Thought leaders
by **Team Culturama**

Fitness is her business

FOUNDER OF
THE 'JALDI FIT'
MOVEMENT AND A
BUSINESSWOMAN
REIMAGINING
HER FAMILY
BRAND KISHCO,
NAMITA JAIN
TALKS TO TEAM
CULTURAMA
ABOUT
BALANCING HER
DUAL ROLES, THE
IMPORTANCE OF
STAYING FIT AND
HOW IT REQUIRES
JUST A LITTLE BIT
OF EFFORT...



Namita Jain, a popular fitness guru, has under her belt a substantial set of qualifications from the American Council of Exercise, the American College of Sports Medicine, the Aerobic & Fitness Association of America and the Pilates UK Institute. She is a columnist for numerous leading newspapers and magazines on nutrition, fitness and various health-related issues. She has authored 10 health and wellness books which encompass adult fitness, teenage, diet and lifestyle, health, senior citizens and fitness for kids. Her most recent project is aimed at post-partum fitness for new moms.

She hails from an illustrious Jain family. Her grandfather, Shriyans Prasad Jain, was awarded the Padmabhushan and was related to the family that owned *The Times of India*. Namita's business acumen is the legacy she was born with. She has also taken charge of the highly successful family business Kishco (which was established in 1950), a world-class cutlery brand, and taken it to the international stage. Namita has relaunched Kishco as a premium brand. She is adopting a new international designer packaging while still maintaining Kishco's brilliant quality. She answers Team *Culturama's* questions on staying fit, finding inspiration, the importance of women leaders in companies and more...

How was Jaldi Fit born?

Jaldi Fit is a concept I launched to develop a series of books, DVDs and services. I feel a fitness routine should be safe, effective and enjoyable. Many start a vigorous or complex training programme - but then don't last out due to injury or mental and physical burnout. It is then not a relaxing experience. Fitness and lifestyle changes should be a part of your routine and fit in seamlessly into your daily schedule - as a hard-to-break habit. Also, exercise must be reasonably time-efficient and give results.

These are my answers to most people's fitness woes:

"It's so much trouble going to a gym!" - You can do these safe and simple exercises in your own home.

"Between work and leisure, I have so little time." - All you need is 20 minutes of your day to workout.

"I do not want to buy exercise equipment." - All you need is a mat, a chair, a towel, a 500 ml water bottle.

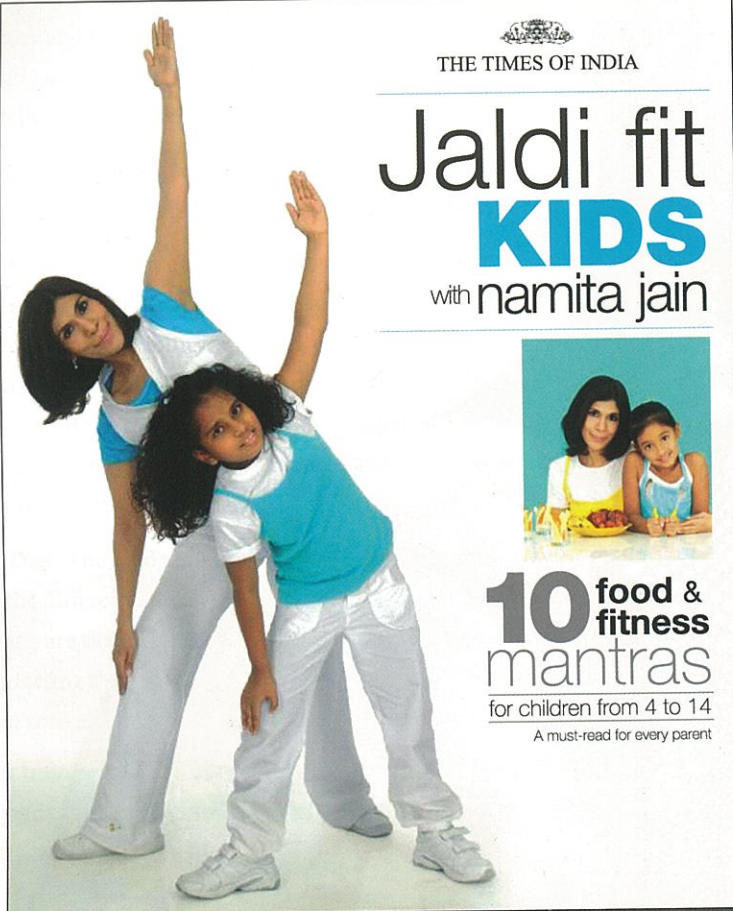
"Exercise is complicated." - Walking is safe and it is an excellent form of exercise.

"Eating healthy food is not practical on a daily basis."
- Be creative with your cooking so you enjoy the taste and retain good health.



How do you balance your dual roles, that of a fitness guru and running a successful family business of such legacy?


- I wake up in the morning and first think, then plan my day and finally act.
- I prioritise and allocate time to both activities.
- I exercise daily. Drink enough water. This gives me ample energy.
- I meditate. This helps me focus and relax.
- I stay positive. And count my blessings.



THE TIMES OF INDIA

Jaldi fit KIDS

with namita jain



10 food & fitness mantras
for children from 4 to 14
A must-read for every parent

to the Bombay Hospital in Mumbai, structuring training programmes for people with special needs, training trainers and conducting specialised classes. Here, I interact daily with people across all ages understanding their health concerns.

As a fitness guru and businessperson, do you have a word of advice for career women on the importance of a fitness routine?

It's never too late to make simple yet effective lifestyle changes. Even modest weight loss can bring about significant health improvements such as lower blood pressure and cholesterol levels. If you are overweight, reducing your weight by 5 to 10 percent is proved to decrease your chance of developing heart disease. Being a working woman myself, I fully understand the pitfalls of sticking to diets and fitness regimes. However, armed with your determination and willpower, it's a cinch that you will soon be back on the road to good health and improved productivity. After all, you have nothing to lose, but so much to gain.

Learn a new asana Palm tree

See how well you can imitate a palm tree, by standing tall and strong, and pretending to 'sway' in the wind.

1. Stand upright, raise your arms overhead and interlock your fingers.
2. Now stretch to the right side and then the left; then sway from side to side, imitating the movement of a palm tree.

Benefit: It stretches and strengthens the body.

