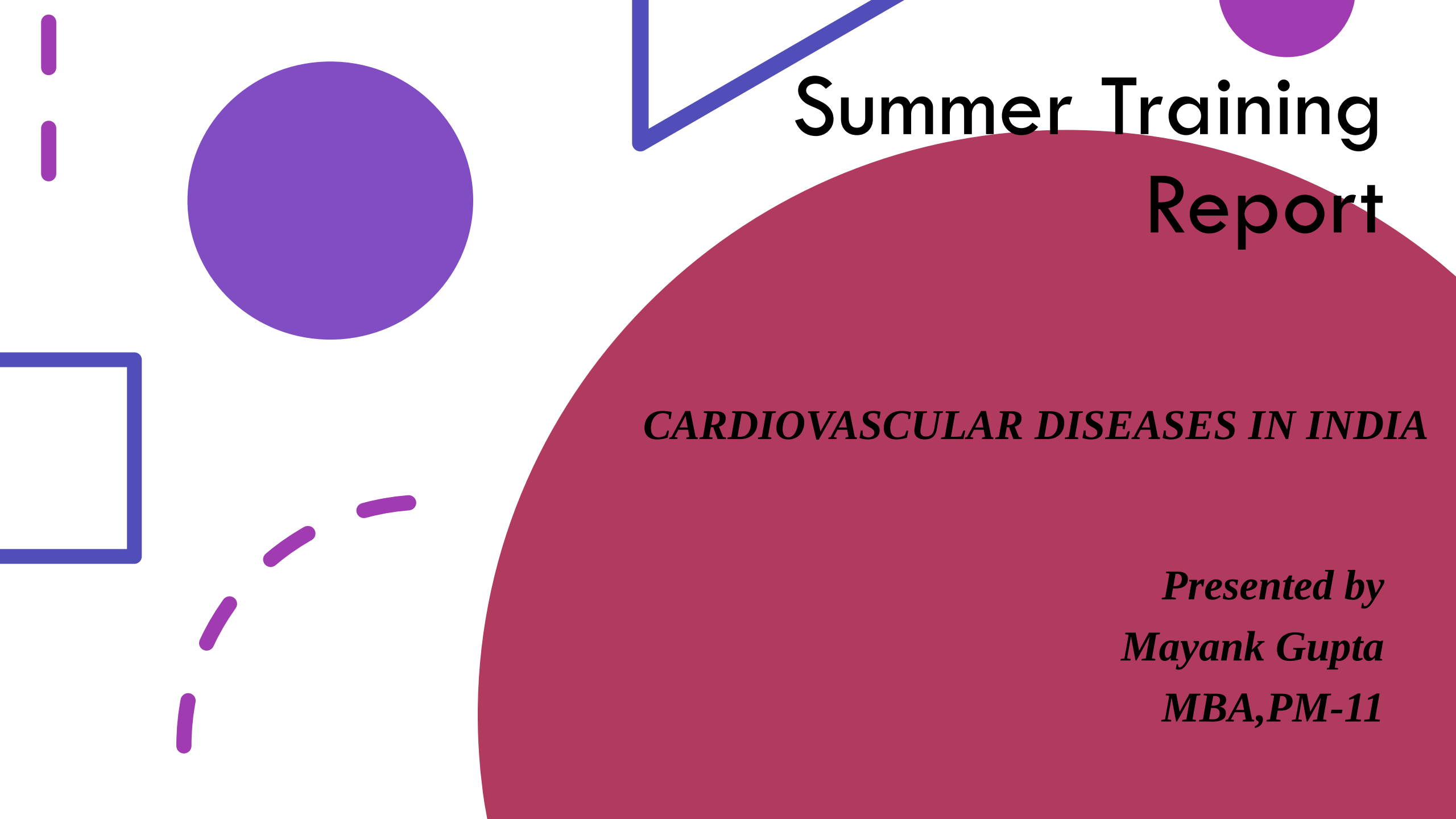




Summer Training Report

CARDIOVASCULAR DISEASES IN INDIA

***Presented by
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MBA, PM-11***

ABBREVIATIONS



CVD - Cardiovascular diseases



NCD - non-communicable diseases



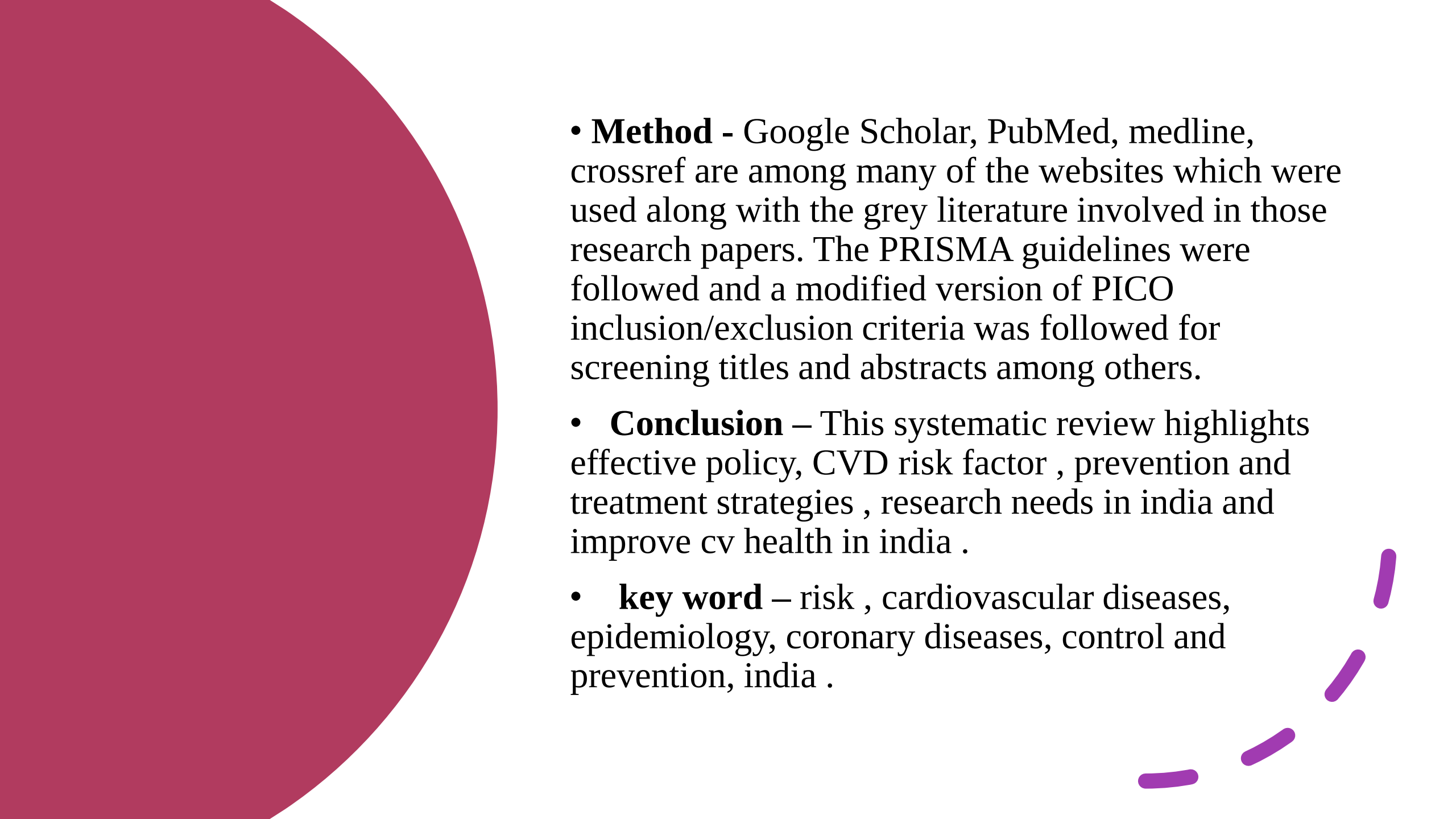
SES - socioeconomic status



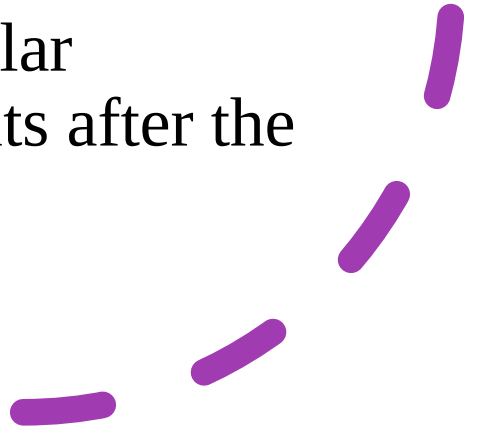
CVRF - Cardiovascular risk factor

INTRODCUTION

- cardiovascular of diseases (CVDs) have now become the leading cause mortality in India In addition, individuals from lower socioeconomic backgrounds frequently do not receive optimal therapy, leading to poorer outcomes.
- Countering the epidemic requires the development of strategies such as the formulation and effective implementation of evidence based policy, reinforcement of health systems, and emphasis on prevention, early detection, and treatment with the use of both conventional and innovative techniques.

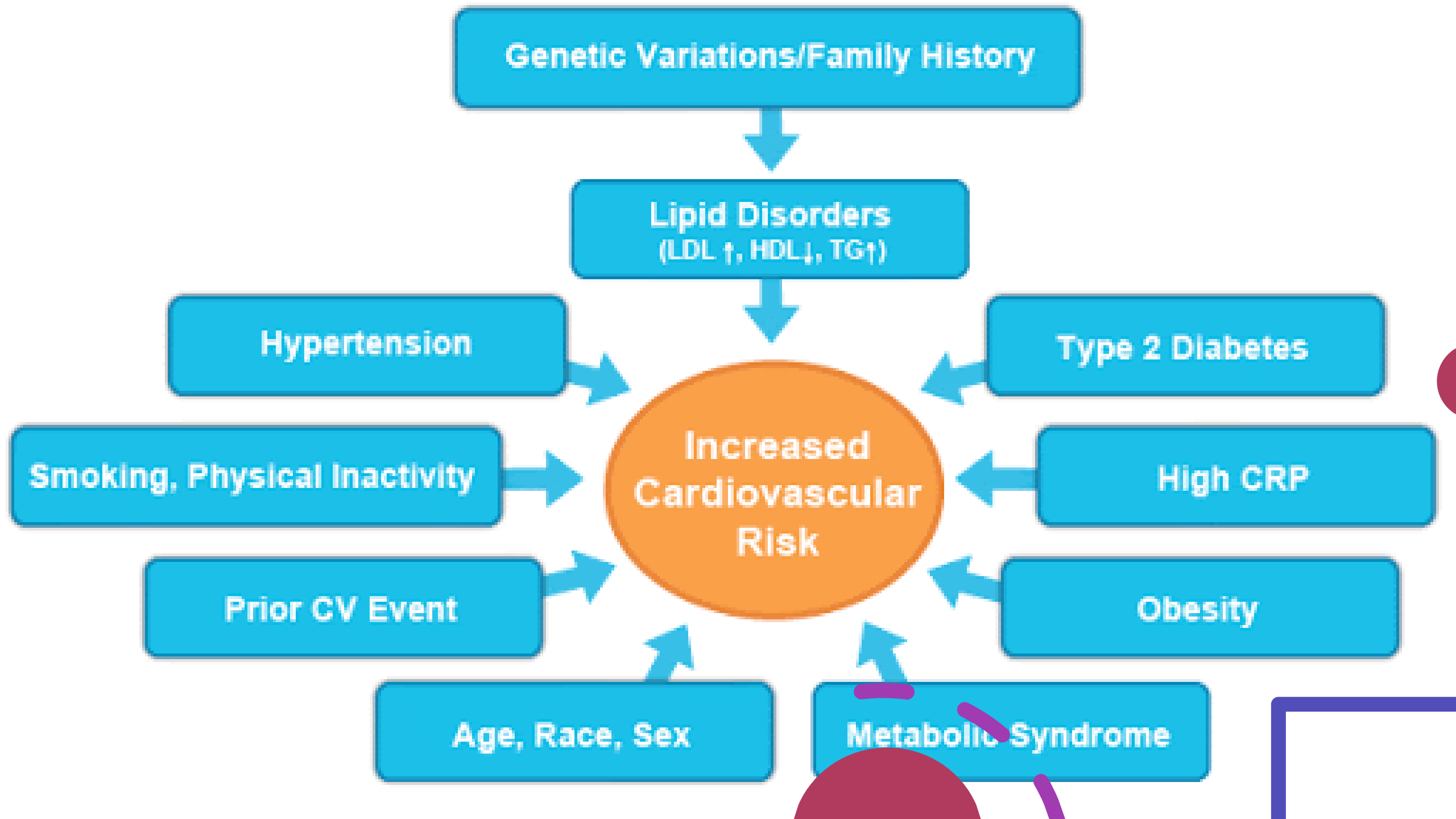
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- **Method** - Google Scholar, PubMed, medline, crossref are among many of the websites which were used along with the grey literature involved in those research papers. The PRISMA guidelines were followed and a modified version of PICO inclusion/exclusion criteria was followed for screening titles and abstracts among others.
 - **Conclusion** – This systematic review highlights effective policy, CVD risk factor , prevention and treatment strategies , research needs in india and improve cv health in india .
 - **key word** – risk , cardiovascular diseases, epidemiology, coronary diseases, control and prevention, india .

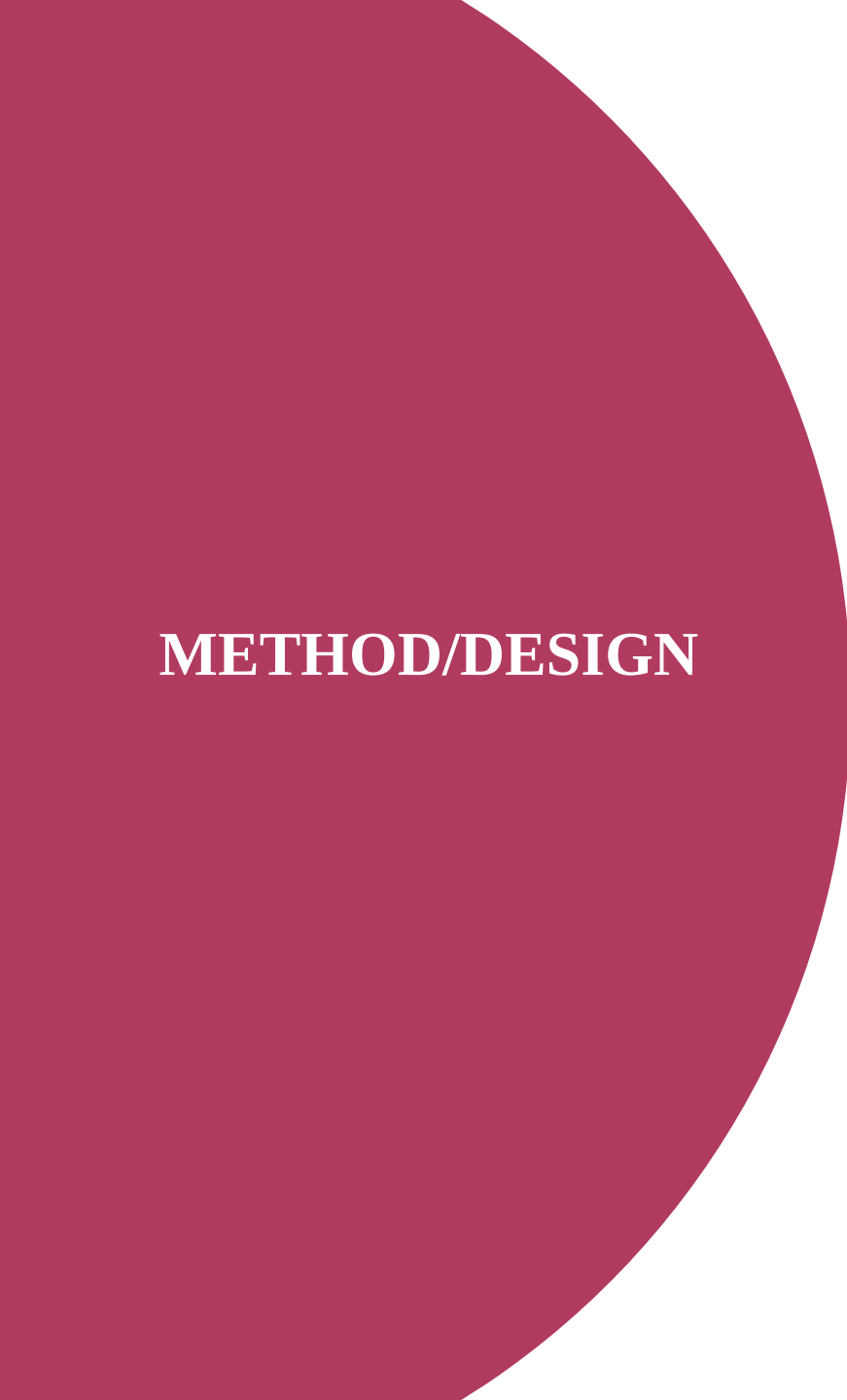
BACKGROUND

- Cardiovascular diseases (CVD) is the main source of death Globally. Because of populace maturing and expansion of clinical investigations, utilization of cardiovascular medications and polypharmacy have expanded after some time, which can add to non-adherence to drugs.
 - Most importantly, in detailed information received from the government and private segments are even not organized in the form of national and international division which cover less data about discrete cardiovascular medication consumers and the results after the administration.
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Literature review

- **SV Subramanian, Daniel J Corsi, Malavika A Subramanyam, George Davey Smith** reveals that There has been an increased focus on non-communicable diseases (NCDs) in India, especially on cardiovascular diseases and associated risk factors. In their review article “ **The problematic discourse on socioeconomic status and cardiovascular health in india**” . In this review article they prevailing narrative that cardiovascular risk factors (CVRF) and cardiovascular disease (CVD) are no longer confined to the economically advantaged groups but are an increasing burden among the poor in India. They conducted a comprehensive review of studies reporting the association between socioeconomic status (SES) and CVRF, CVD, and CVD-related mortality in India. SOURCE – INTERNATIONAL JOURNAL OF EPIDEMIOLOGY
- **Tanuja Rastogi, K Srinath Reddy, Mario Vaz, Donna Spiegelman, D Prabhakaran, Walter C Willett, Meir J Stampfer, Alberto Ascherio** focus on **Ischemic heart disease (IHD)** is a leading cause of death in India. Dietary changes could reduce risk, but few studies have addressed the association between diet and IHD risk in India in their review article “ **Diet and risk of ischemic heart disease in India**”. In this study they observed Diets rich in vegetables and use of mustard oil could contribute to the lower risk of IHD among Indians . SOURCE – THE AMERICAN JOURNAL OF CLINICAL NUTRITION.





METHOD/DESIGN

- What perspectives and resulting methodologies have been used to Randomized controlled trial of dose and supplementation in prevention of CVD?
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Search eligibility

- Studies which proposed new methods and strategies to raise the public awareness about cardiovascular disease and supplementation (human). The search was not given a limitation of time-period so that even older strategies could be revamped and restructured for usage in the current day. All the studies which focus on estimating the burden of cardiovascular diseases in India is reflected in this systematic review.

Search strategy

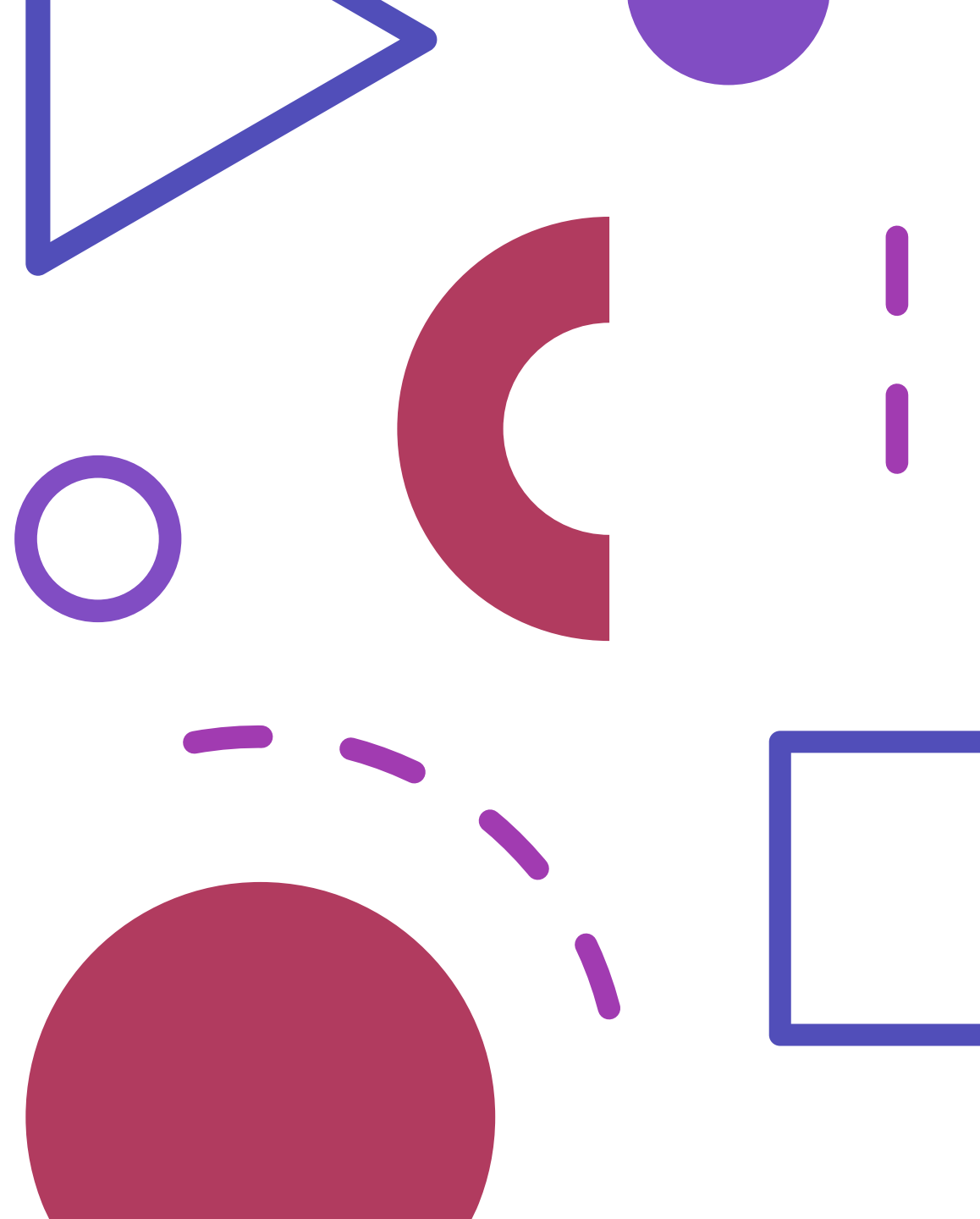
- In this systematic review we used Google Scholar, Medline, Crossref and many online libraries. The searches were conducted utilising a search string and important keywords which employed the following combinations: cardiovascular risk factor, cardiovascular prevention, cardiovascular treatment efficiency of care, CV research in India, health policy.

Table 1: Inclusion/exclusion criteria

Criteria	Inclusion	Exclusion
Population	Humans	Animals
	All ages All sexes CVD risk factor	Plants
Intervention	Not applicable	Not applicable
Comparator	Not applicable	Not applicable
Outcomes	The CVD event rate in predominantly Indian population (low- and middle-income region)	Underreporting of CVD events resulting from poor access to hospital and diagnostic facilities in India.
	Expected to provide data on transgenerational influences of other environmental and genetic factors on chronic diseases in rural India	Located in a single region. High attrition rate.
	Regional variations in prevalence of CVD risk factors.	Self-reported prevalence estimates.
	Expected to provide information on etiology, clinical practice patterns of acute care, clinical outcomes, and secondary prevention practices of stroke in India.	Data are essentially from tertiary care centers in urban settings.
Study design	Case-control studies	Editorials
	Cohort studies	Letters
	Cross-sectional studies	Case series report
	ACS registry	Care centers report
	Randomised controlled trials	Evaluations of treatments/interventions
	Stroke registry	Hospital report
Other	English language	

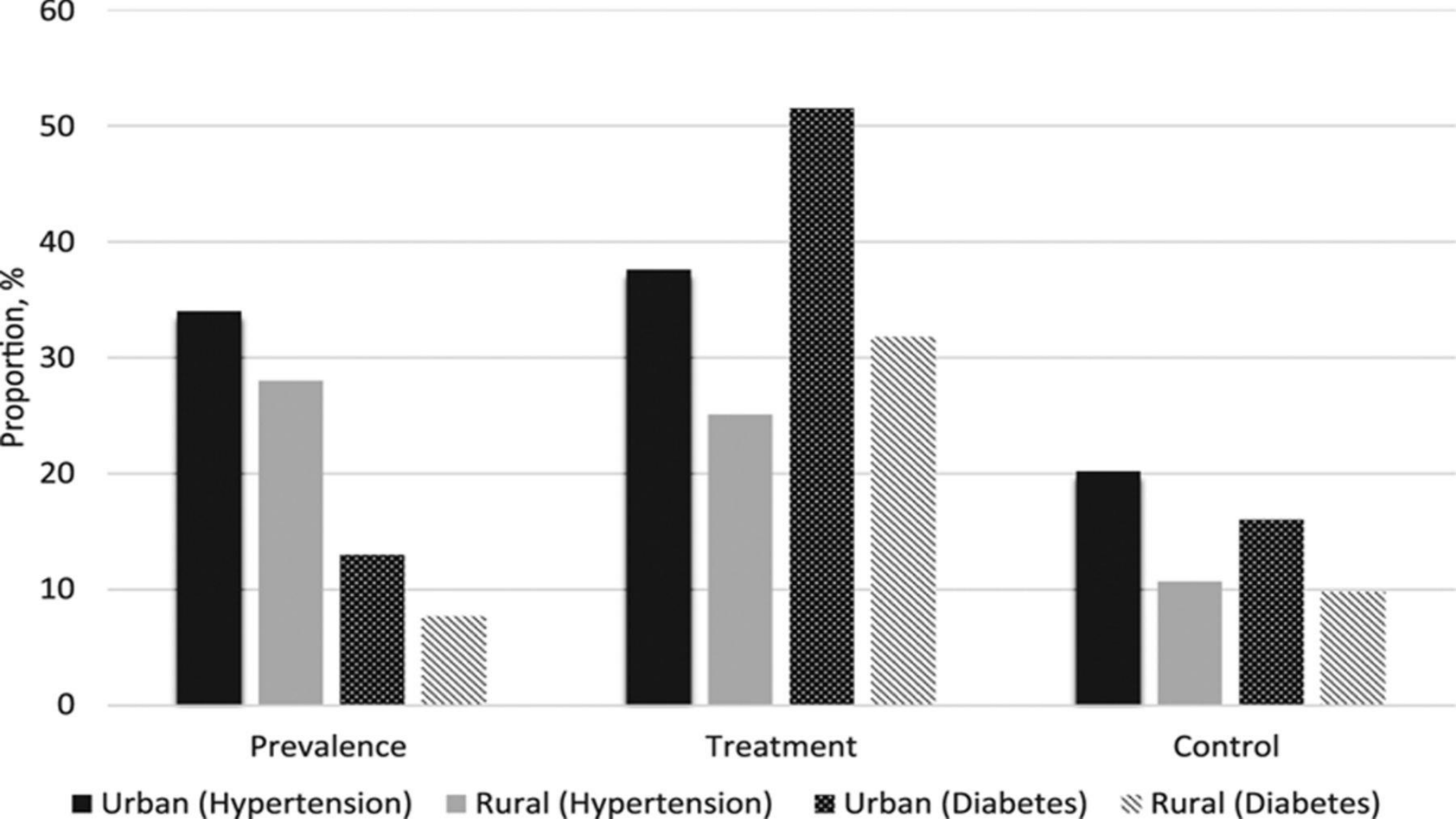
Data collection and analysis

- In this systematic review the collected data was then transferred into Excel for standardized data extraction. In this review No meta-analysis was performed due to heterogeneity nature of the study.
- The same data was assessed independently to confirm quality. From the data collected from full texts, following information was extracted : study identifiers, study attributes such as perception, country settings, study methods/design, concern effects such as mortality rates, cost, findings, asserted constraint. Studies were categorized into four mutually exclusive categories based on the disease being treated: (1) diabetes, (2) hypertension, (3) congestive heart failure or (4) coronary artery disease.
- Studies that evaluated more than one disease (e.g. diabetes and hypertension) and presented these results separately were included in their appropriate category.



CVD PREVENTION



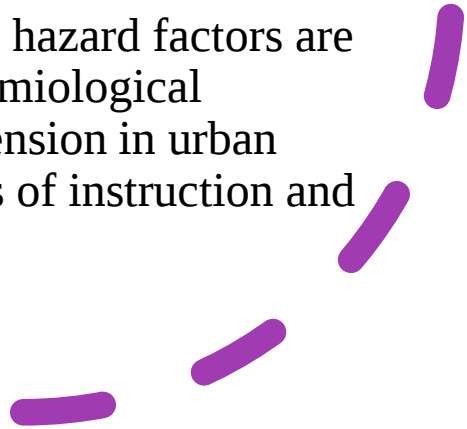


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- Development in CVD research is required at any rate of 5 regions. In the first place, India must build up to vigorous wellbeing the board data framework and an ailment and hazard factor reconnaissance framework to all the more characterize the degree and dissemination of cardiovascular infections, just as their causes and results. Also, India can profit from a progressively dynamic political model and examination into the proof combination. Without such an appraisal of wellbeing innovation and its abilities, there can be no proof of an educated approach. Toward this path, India as of late settled the Medical Technology Assessment Board under the Department of Health Research. Third, India must improve access to and utilization of fundamental medications for the counteraction of cardiovascular illness by sharing exercises



CV RESEARCH IN INDIA

CONCLUSION/RESULT

- This review aims to formulate the current epidemiology and situation of cardiovascular diseases in india . Many previous systematic reviews tend to focus on a particular factor, rather than looking across studies to include factors from each of the five groups; disease, therapy, healthcare, patient and social factors.
 - This review collates all of this information into one place, to give an overview of factors identified throughout the literature. CVD is a genuine general medical issue in India, which regularly influences the most beneficial long periods of an individual's life. The epidemiological progress happens contrastingly in the various locales of India because of the diverse financial turn of events. mainly this review for CVD medications has important consequences, and is a vital area of study in order to reduce CVD morbidity and mortality and maximize the cost-effectiveness of treatment.
 - The unique connections between the SES and CVD hazard factors are clear in areas that are at various phases of the epidemiological progress. Be that as it may, tobacco use and hypertension in urban settings are continually connected with lower levels of instruction and salary.
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- As the nation moves toward the epidemiological change, other CVD hazard components may show comparative social angles later on. Assuming responsibility for the CVD pestilence in India needs all partners, including strategy producers, to perceive and address the social determinants that are emphatically connected to CVD chance factors and related dreariness and mortality.
- The developing weight of cardiovascular ailment and the unsafe outcomes it has for people, families and populaces require dire consideration. Inventive procedures are expected to end the movement of the CVD scourge in asset poor settings in India.
- To address financial contrasts in the weight of infection and Indian social insurance needs, more assets ought to be dedicated to applying the current information base to address the CVD pandemic in arrangements, programs, limit building and fields. of examination.

Limitations

- Some of the limitations are as follows -
 - Limited access to data
 - Lack of available and/or reliable data
 - Presence of self-reported data
 - Cultural Bias



A hand holding a small, rectangular, cream-colored card with the words "Thank you!" written in a dark blue, cursive script. The hand is positioned on the left side of the frame, with the thumb and index finger gripping the card. The background is a blurred image of a person wearing a light blue dress shirt and a dark blue necktie. The entire image is framed by a solid magenta border. In the bottom-left corner of the magenta border is a solid dark red circle. In the top-right corner of the magenta border is a dashed dark red line forming a quarter-circle arc.

Thank you!

PART 2

DIGITAL MARKETING

**PRESENTED BY
MAYANK GUPTA
ROLL NO- 191**



Introduction of course

The Fundamentals of Digital Marketing is a **40-hour online course**. It has **26 modules**. Each module has bite sized **video lessons**. At the end of each lesson you get to do a **short exercise to test** the knowledge gained from that particular lesson. After you complete all the lessons in a module, you do an **end-of-module test**.

To **complete the course** you have to do **a final test** consisting of 40 questions. After that you will immediately be awarded with a **PDF certificate**. The certificate has an ID and provides a link to prove the authenticity of the certificate. It's really well done and legit.

Why Digital Marketing Is Important?

- A source of entertainment, news, shopping and social interactions.
- **Consumers have access to information any time and any place they want it.**
- People are now **exposed to what media**, friends, relatives, etc. are saying about your brand, and **they are more likely to believe them than you.**
- **People want brands they can trust**, companies that know them, communications that are personalized, and **offers tailored to their needs** and preferences.

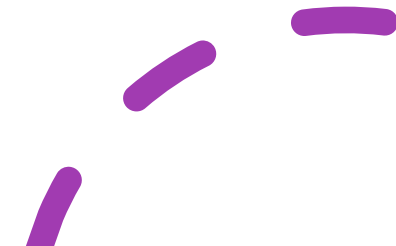
Key Learning from this course

- This course has some important key learning which are as follows:
 - It explains the fundamentals of analytics and data insights
 - It explains how to formulate an effective business strategy
 - It explains how to create and market content
 - It goes into the depths of Display advertising
 - It teaches how to appropriately utilize E-Commerce.
 - It advises on how to effectively manage email marketing.
 - It explains the importance of local marketing
 - It explains the Mobile web, that is, utilization of web services specific to mobile users.
 - It explains Search Engine Marketing (SEM)
 - It explains Search Engine Optimization (SEO)
 - It teaches the appropriate usage of Social Media
 - It advises on creating quality video content
 - It also focuses on Web Optimization.

Course Contents

- *The Online Opportunity*
- *First Steps Online*
- *Build web presence*
- *Planning online business strategy*
- *Get Started with search*
- *Get Discovered with search*
- *Make Search work for you*
- *Be noticed with Search ads*

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- *Improve your search campaigns*
 - *Get noticed locally*
 - *Help people nearby find you online*
 - *Get noticed with social media*
 - *Deep dive into social media*
 - *Discover the possibilities of mobile*
 - *Make Mobile work for you*
 - *Get started with content marketing*
 - *Connect through email*
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- *Advertise on other websites*
 - *Deep dive into display advertising*
 - *Make the most of video*
 - *Get started with analytics*
 - *Find success with analytics*
 - *Turn data into insights*
 - *Build your online shop*
 - *Sell more online*
 - *Expand internationally*
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Evolution of Digital Marketing



Digital Marketing Channels



Platforms



Google Search

Types

Display
Search Network



Youtube

Types

PreRoll
Bumper
Display Ad
Overlay Ads



Facebook

Types

Domain
Multi-Product
(Carousel Ads)
Offer
And more



Instagram

Types

Photo
Video
Carousal
Stories

Thank You 😊



SPREADING THE WORD SOCIALLY