MARKETMANTRA

MIND MATTERS

Dr Roshan Jain, associate professor of psychiatry, International Medical School, Bangalore, on psychiatry as an emerging field in India

Mental health problems are on the rise. According to WHO, depression is the third most common condition in the world after cancer and heart disease, and it is slated to become the number one medical disorder by 2030. Consequently, the need for mental health professionals, especially psychiatrists, is enormous.

Anecdotal reports suggest there are about 3,000-5,000 registered psychiatrists in India for the country's 1.2 billion population. This means that there is one psychiatrist per 3,00,000 people. This is a significantly low ratio. What is even more surprising is that the number of registered psychiatrists in the country India is only half the number of psychiatrists of Indian origin practicing in the USA. Given the mismatch between demand and supply, psychiatry will be (perhaps already is) a sought after specialty.

This is evident from the increasing number of individuals seeking help not just for illnesses but also mental wellness, coherence, harmonisation and reconnecting with life. Positive contributors include worldwide anti-stigma and educational campaign and the so-called 'reverse brain' drain with highly trained psychiatrists from abroad returning to India and offering high quality person-centred care.

Psychiatry is an emerging field in India. There have been calls to make it a separate subject in the MBBS curriculum with emphasis on formal introduction of mental health and behavioural science to student. This is a positive step forward since it will enable early learning of empathy and effective communication skills, and introduce better understanding of human suffering. More importantly, it may further improve recruitment and retention in this speciality.

INDSUTRY OVERVIEW

Psychiatry is a wonderful combination of science and art (the art of life). It is one of the most interesting, innovative, stimulating and rewarding specialities of medicine. This field can help improve awareness about self, people and life in general.

At its core, psychiatry adopts a holistic approach in treating a person by focussing on the mind (conscious unconscious thoughts), body, feelings and emotional reactions, and the interconnectedness of an individual and the world around.

Additionally, the working hours can be flexible with minimal emergency and night shifts, making it an attractive option for female doctors and doctors with families.

TRAINING PATHWAYS

In order to train in psychiatry, one must have an MBBS degree. Aspirants can consider opting for a relevant internship as part of their one-year compulsory rotatory internship programme. Typically, an individual has to appear for competitive exams to enter postgraduate training in psychiatry (MD or MRCPsych UK). On the completion of a master's degree graduates can begin work as senior resident in a specific specialty and/or pursue higher specialist training in areas of interest such a general psychiatry, de-addiction, child psychiatry, geriatric psychiatry and psychotherapy. Alongside, some may pursue additional qualification in management, teaching and research as well.

SCOPE OF WORK

A psychiatrist can work across medical institutions/ colleges as a teacher while practising and conducting research; work in the private sector like a corporate hospital, clinic and/ or rehabilitation centres; research and development work in a pharmaceutical company; medico-legal work with the police, prosecution service, prison and courts giving advice on disposal of convicts suspected or deemed to be suffering from mental disorders; consulting at schools; life coaching and guidance via one-on-one psychotherapies, etc.

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SUBJECT WISE

FIRSTPERSON

Science of Life

Shrey B Shah, 20, pursuing Bachelors of Ayurvedic Medicine and Surgery at the Sri Sri College of Ayurvedic Science and Research, Bangalore, says holistic healing is the way forward

I had a difficult task of convincing my parents to allow me to move from Mumbai to Bangalore to pursue a course in Bachelors of ayurvedic medicine and surgery.

Ayurveda does involve surgery, which surprises many people. Ayurveda is not merely home-made remedies; neither does it limit itself to only symptomatic treatment. It is a complete science in itself which holds good for curing diseases in the 'dis-eased' and also preserving health in the healthy. The reason I chose this field is because of an exposure to Ayurvedic medicines at home and a general curiosity about the science.

Currently I am in my second year and the course duration is five and a half years at Sri Sri College of Ayurvedic Science. The subjects we study include the anatomy (along with cadaver dissection) and physiology in its Ayurvedic as well as modern perspective, subjects relating to drug preparation, their qualities, drugs of metallic origin, pathology, preventive medicine, toxicology with forensic science to name a few and many more clinically related subjects, which will be taught in the next few years. And for all these subjects we learn both the Ayurvedic as well as the modern medicinal dimension. This makes it interesting indeed, acknowledging the authenticity of Ayurveda with its modern co-relation.

The main basis of Ayurveda is the ancient texts --- Charaka Samhita --- relating to general medicine and Sushruta Samhita --- relating to surgery written in Sanskrit. These Sanskrit texts written centuries ago are still relevant today. Professors in our college create a conducive atmosphere for us to learn the science. The diagnosis and treatment in Ayurveda are accurate and based on a patient's body type (Prakruti), whether Vata, Pitta or Kapha. We are taught to diagnose a disease and treat them keeping these concepts in mind. We find a lot of chronic diseases managed by these concepts in our clinical bedside examination classes where we study patients in detail with their disease history and prognosis in our hospital.

Thus, studying this 'science of life' has been the best thing to have happened to me. I plan to pursue a post-graduation and then open my own practice.

– As told to **Poonam Jain**

All-rounder

PAUL WELLINGS, vice chancellor, University of Wollongong (UoW), Australia, along with cricketer Adam Gilchrist visited India to award the first UoW Bradman Foundation Scholarship. Wellings talks to **Poonam Jain** about the university's vision

(L-R) Adam Gilchrist, Bradman Foundation Scholarship recipient Shuja Khan and Paul Wellings in Bangalore

What is the role of higher education in fostering world-changing innovation?

Many of the great research breakthroughs that have transformed mankind in the last century have occurred at universities, because we are able to focus simply on making the world a better place, without the commercial imperatives that often drive research in corporations.

However, we certainly don't see ourselves working in isolation. Universities around the world need to work in collaborations and partnerships, with each other and in some cases with corporations, to achieve the best results.

Q&A

Why did the university feel the need to rope in a cricketer as a brand ambassador?

Adam Gilchrist has a reputation of being a highly ethical person and a sportsman. This trait made him the perfect fit for the university.

Besides, we want to stand out in what is a crowded higher education "marketplace" in India, and obviously Adam helps us achieve that. He provides an instantly recognisable and admired symbol of Australia in a nation which is obsessed with cricket.

UoW has one of Australia's largest Information Technology (IT) research and training centres, so of course we are interested in partnerships with India's huge IT industry. Adam has done a great job of profiling UoW's Innovation Campus research and development precinct, and promoting opportunities for India companies to establish an Australian beach-head at the Innovation Campus, where they can not only tap into our IT graduates but also collaborate with our researchers.

What is the university's plans for India?

UoW is working hard to expand its existing partnerships in India, which range from mining engineering to wildlife conservation.

We have signed an MOU to help establish the Centre for Mining Excellence in Gujarat. It is designed to help India develop world's best practice in mining operations. Wollongong is one of Australia's oldest coal mining centres and UoW has developed an international reputation for mining engineering.

UoW is also working with the Indian Institute of Science on a wildlife conservation project involving elephants in southern India.

BRADMAN FOUNDATION SCHOLARSHIP

The UoW Bradman Foundation Scholarship, named in honour of the world famous cricketer, Sir Donald Bradman, is for an Indian student to study in Australia at the University of Wollongong.The scholarship aims to promote cricket as a cultural and sporting force and is awarded to an Indian student - male or female - who has completed secondary school and who demonstrates a combination of academic, sporting, personal and social skills. The inaugural recipient is Mohammed Shuja Khan (in the pic) will start a Bachelor of Engineering (Civil) at UoW in February 2014.

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Wilderness medicine

Times News Network

As the adventure industry booms in India, there is a need for certification to ensure safety. The National Outdoor Leadership School (NOLS) offers three courses in wilderness medicine in India. As the term wilderness first aid denotes, it is first aid - immediate attention after injury causing-incident and care until arrival of formal medical help - in wilderness.

The Wilderness First Responder (WFR) is designed to provide the tools to make critical medical and evacuation decisions in remote locations. Classroom lectures and demonstrations are combined with realistic scenarios where mock patients challenge students to integrate their learning.

Wilderness Advanced First Aid (WAFA) is designed for trip leaders and those travelling or working in remote areas, who need a more extensive training programme. This five-day course focuses on stabilisation, treatment and evacuation guidelines for patients in backcountry environments. Emphasis is placed on long-term patient care management and specific injury evaluation.

> The course teaches to care for people who are far from definitive medical care

The Wilderness First Aid (WFA) course helps to prepare for the unexpected. The hands-on training is designed to meet the needs of trip leaders, camp staff, outdoor enthusiasts and individuals working in remote locations. The course teaches to care for people who become ill or injured far from definitive medical care and helps students to make decisions in emergency situations. The duration is two or two and a half days and mostly held over a weekend.

Learning takes place both in the classroom and in outdoor settings regardless of weather conditions. No previous first aid training is required; but you must be 16 years old to attend the courses.

"At NOLS, we deem any context that is an hour away from formal medical care as wilderness. You learn to use a first aid kit in conjunction with improvised care using available resources, for in wilderness you don't have a hospital at hand. Additionally, the training preps you for an informed hand-over of the patient.

www.nols.edu/ courses /locations/ india

For full story, log on to www.educationtimes.com

HOTEL MGMT IN UK

Catherine Vines from Ealing, Hammersmith and West London College, a government college with 25,000 students, will be conducting a scholarship exam and interviews for admissions to the college's hotel management/ MBA/ nursing programme for the January, June and September 2014 intakes. UK's hotel and tourism industry is facing an acute shortage of skilled manpower. Ealing, Hammersmith and West London College has four campuses in London.

CONSERVING NATURE

Reacting to the crisis in Philippines the Garden City College held a candle-light vigil at their campus. The students prayed for people killed in the typhoon, and pledged to conserve nature. "Every individual should curb greed and start respecting mother earth," said Prof Kalyan Sundaram, vice principal.

Need & merit-based scholarships

Founded in 1902, Università Bocconi today is widely recognised as one of the top European Institutions of higher learning and research in the fields of business and management,economics and finance. Bocconi's urban campus is located in downtown Milan – Italy's bustling commercial and financial hub.

Bocconi offers eight 2-year MSc programs taught in English: international management, fashion and luxury management, marketing, finance, accounting, financial management and control, economics and management in arts, culture, media and entertainment, economic and social sciences, economics and management of innovation and technology.

All these programs aim to develop the knowledge and skills required to make successful managers, specialists or consultants. They offers challenging courses in a wide range of fields related to accounting, finance, management, innovation and technology and many others.

This foundation enables the students to choose from a large number of specialised technical elective courses to complete a major in their desired field. These selective programs have a high reputation among professionals in major companies, banks and firms which regularly come to Bocconi for presentations, recruiting events and lectures in classes.

Students have the option of pursuing their second year in prestigious schools like HEC in Paris or HSG St. Gallen in Switzerland, thanks to the wide array of double degree programs in 19 countries with 24 prestigious universities. In addition, Bocconi offers two special international opportunities reserved to IM students: CEMS MIM diploma and DDIM Bocconi-Fudan Double Degree (first year in China). The MSc in Finance was one of the first five graduate programs worldwide to be recognised as a CFA Program partner by the CFA Institute. On graduation day 60.6% of MSc graduates are employed, 91.5% one year after graduation; 1.1 month is the average time needed for job placement.

Financial Times Rankings 2013: 7th for CEMS MIM program, 17th for MS in IM and 20th for MS in Finance.

International applicants are selected on the basis of various elements: evaluation of the candidate's dossier, grades of their Bachelor studies and GMAT/GRE results. Bocconi offers need-based and merit-based scholarships to International students. Indian students with a Top profile and GMAT are eligible for 100 % scholarships.

Programs information are available at www.unibocconi.eu/ graduate. A Seminar will be conducted in Bangalore by the Head of International Office on November 30 from 6.30pm to 9pm at Pride Hotel, Richmond Road, Langford Gardens. To register, email resumes to ashish.sachde@gmail.com or call on 09821455229 or 09987673999. Seminars in Mumbai, Pune, Delhi, Chennai and Hyderabad in Nov - Dec.