

BPositive Student Tabloid, a Venture of Apollo Group By Upasna Kamineni

BPositive Student health tabloid is a brainchild of Ms Upasna Kamineni-Vice President, Apollo Philanthropy & Editor BPositive, where she wishes to educate the children and students while being young to take care of Lifestyle deceases and how to keep oneself fit.

Mumbai, Maharashtra, November 20, 2009 /[India PRwire](#)/ -- In a mission to bring about a change in promoting healthy lifestyle amongst children **Dr.Kapil Sibal**, *Hon'ble Union Minister for the Ministries of Human Resource Development, Science and Technology and Earth Sciences* & **Ms.Upasna Kamineni**, *Editor BPositive* launched the '**BPositive Student health tabloid**' to increase the health awareness of school children, to build a healthier tomorrow.

About Upasna Kamineni

Upasna Kamieni is the grand daughter of Dr Prathap C Reddy (Founder Chairman Apollo Hospitals Group). She chose to take the compassion and love component of the business, and the concept of touching lives to another level. Inspired by her grandmother, she realized that true happiness is in sharing and giving. Making a difference in society and building health awareness amongst people are what she mostly concentrates on.

About BPositive Student Tabloid

BPositive Student health tabloid is a brainchild of **Ms Upasna Kamineni-Vice President, Apollo Philanthropy & Editor BPositive**, where she wishes to educate the children and students while being young to take care of Lifestyle deceases and how to keep oneself fit. The fortnightly tabloid stresses upon the aspects of wellness and prevention amongst the youngsters. Distributed Pan India, it is truly- For the children, by the children and of the children! It is an effort to bring about a change in maintaining and promoting a healthy lifestyle of the youth of India. *B Positive Student* looks forward to touching lives and reaching children before emergencies do - with your support!

As **Vice President of Apollo Philanthropy**, Ms Kamineni has supported a lot of people through initiatives such as SACH (Save a Child's Heart) Foundation; SAHI - for the hearing impaired; CURE - for cancer. Besides, she has been involved in the Tsunami Relief activities; has helped initiate screening camps in villages, donated to the Bihar Flood Relief Fund and many more. An Organ Donation Campaign with the Times Foundation is also a new initiative of Apollo Charities. As part of CSR, she initiates health talks, assessments and camps with Lifetime Wellness Rx, where she is a Director. Combating stress, learning the value of eating right, exercising and maintaining a healthy lifestyle are her top priorities. LWRx has reached out to various corporates as well as schools to build this awareness.

Another dynamic move was the concept of "reaching you before emergencies do". This gave rise to "**Project Hydrate**". Project Hydrate is the launch of B+ve's (A health & lifestyle magazine) product line. This product line concentrates on providing basic elements like water, sunscreen, etc to prevent major illness. Sunscreen for protection & prevention of skin cancer; awareness camps to educate people on basics of a healthy life style like drinking atleast a litre of water every day.

With the backing of the Apollo pharmacies, this line of product is available in all its 1000 stores across the country. Her compassion for animals has led her associated with an NGO called Blue Cross. She has adopted six donkeys, three horses (of which one is blind) and an elephant is soon going to be added and takes great care of them. A firm believer of healthy environment to sustain good health, the family intends to open an Eco Park and Night Safari in Hyderabad spanning across 112 acres of area.

Ms Kamineni believes in thinking big & out of the box. These are her achievements at the age of 22. She inspires, motivates and makes a huge task look really easy to achieve. Be positive and problems will vanish. B+ve venture is an effort to throw light on changing trends in health, fitness, technology and lifestyle in every part of the globe. The magazine surely is a knock-out when it comes to the quality of articles and categories. You can find the latest news on parenting tips, beauty and style, diet, fitness, entertainment, glamour, health, home, lifestyle, pregnancy, parenting and relationship advice. She has launched an extensive line of beauty products under the same brand called B + Positive. A young vivacious female of 24 yrs, Upasna is an expert on Cosmetology, female, health &

lifestyle related issues.

"Lifestyle is all about changing trends and how one adapts to them. The world is advancing at a mechanical pace and we need to take out time to relax and live life to the fullest. Instead, most of us have become part of the rat race leading to various physical and psychological disorders. The magazine is an effort to throw light on these issues and how to fight them in our day to day life", says Upasna. With great confidence and her vision of touching a billion lives, she is all set to conquer and reach new heights in the coming years.

Notes to Editor

About Apollo Philanthropy

Apollo Philanthropy aims to empower, educate and liberate people from all sections of society dealing with any kind of health issues. Says Ms. Sangita Reddy (President Apollo Philanthropy) "The Apollo Hospitals Group is the vanguard of health not only in Asia but around the world. In this leadership position, we have to set an example by giving back to society. With this in mind, the Apollo Family decided to set up APOLLO PHILANTHROPY - an umbrella foundation with important spines acting to provide awareness and help the needy with dignity."

Surrounded by an illustrious family of healthcare visionaries, **Upasna Kamineni, Vice President of Apollo Philanthropy**, carved her own niche in the healthcare milieu by spearheading the group's charitable initiatives for the disadvantaged sections of society. In the final analysis, the deserving sections of society have access to state-of-the art technology, world-renowned doctors and the finest medical care from The Apollo Hospitals Group- the third largest private hospital network in world. Over the last six years, Apollo Philanthropy has mushroomed into a major player providing prompt and invaluable assistance in natural disasters as well as to the poorer sections of society. With a vision to create a world where every individual in need feels empowered to overcome his or her disease, disadvantage or disability, Apollo Philanthropy stands by its motto "Towards Touching a Billion Lives"!

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