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Re: STEPS TO BE TAKEN FOR THE GROWING FEMALE OBESITY

Obesity is a condition that is characterized by excessive accumulation and storage of fat in the body. After interning with Amazon during the summer, the team I interned with came up with a great idea of enacting towards the growing numbers in the female obesity worldwide. Obesity can be a serious problem and some countries have a bigger obese population than others like Cook Islands with 79.4% obesity. Overcoming obesity requires a lot of patience and dedication and thus an initiative has been taken by the team and have introduced an app which can help the women in their workout and exercise routines as well as motivates them towards healthy habits.

This app focuses on all age groups between the females and can improve the overall health. It is extremely user-friendly app and easy to understand. It can record all the physical activities that a person has done. One can set weekly goals and a virtual personal trainer is provided who can guide the person properly as to what should she should eat and designs a workout plan according to her body type. Same workout routine cannot work on every single person as everyone has a different body type. Keeping this in mind, the app made first asks for all the details once you register and provides the best way to reduce weight. It also records all the calories eaten by a person throughout the day and increases the workout if the calorie threshold exceeds.

According to the reports of WHO in 2014, at least 40% of women are obese in the world. Obesity has doubled since 1975. Obesity is basically defined as abnormal or excessive fat accumulation that may impair health. For adults, obesity is a BMI greater than or equal to 30. The fundamental cause of obesity is an energy imbalance between calories consumed and calories expended. It is due to an increased intake of energy-dense foods that are high in fat and an increase in physical inactivity due to the increasingly sedentary nature of many forms of work, changing modes of transportation, and increasing urbanization.

Obesity poses a serious threat, especially for women. Once the female enters the obesity issue, it becomes difficult to overcome. Obesity majorly causes hormonal changes in the body and thus often results in irregular menstruation cycles, often which is skips a month or so. If it continues to happen, they become prone to PCOD which is poly cystic ovarian disease, in which small cysts begins to form and if ignored can lead to ovarian cancer. So

paying attention to health should be a main priority for women as it can have drastic effects on their lives.

Apart from the above diseases, they can also suffer from diabetes, high blood pressure, thickening of blood and thus improper healing when injured. Musculoskeletal disorders (especially osteoarthritis – a highly disabling degenerative disease of the joints) is highly probable to occur. Long term effects are early cardiovascular strokes, weakening of heart functionality and often obese people are prone to die earlier as compared to healthy people.

These are the few reasons which motivated us to develop this "I AM FIT" app. I believe that if one has enough motivation, one can do anything in life. Being healthy is not an option, it is a lifestyle that one adapts. It not only records all the daily activities but also provides a better nutrition suggestion. It moreover explains what a complete meal is, because dieting is not the solution but rather eating everything in the right proportion is. I believe if this app is released worldwide in the app store, it might do wonders as it is not a just an activity app but rather a mixture of everything what one might need to have a healthy lifestyle. It can heavily improve the women's psychological stigmas, mental as well as physical capabilities due to increased energy.

Thus, I strongly feel this app can help in bringing down the overall obesity ratio in women worldwide. Which in turn means a healthy woman and thus a healthy family. The main motto of this app is "I CAN, I WILL, AND I HAVE DONE IT". A small change can surely change the percentage numbers. The process might be slow, but it is worth it.