

**NEED AND NECESSITY OF DIGITAL HEALTH LITERACY IN INDIA**

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**ABSTRACT**

*Everyone must have heard the age-old proverb, 'Health is Wealth.' It was true many hundred years back and it is still very true in this Digital era. One can accomplish even the most difficult and next to impossible looking tasks if one is healthy. It is an enigma that modern man has indulged himself in procuring and amassing more and more wealth by hook or crook. He works overtime and indulge in theft, robbery and even distrusting others in order to possess more and more money. He breaks the trust of his near and dear ones by way of deception, fraud and cheating. This rat race of amassing more and more has left him with no time for looking after himself. He eats whatever comes his way. He has disturbed and irregular sleeping and getting up patterns. Even eating patterns are highly asymmetrical. Consumption of the present day popular Junk food, Packed Food, Fast Food, Bakery Items and Dairy Products have disturbed his stomach, liver, metabolism and intestine. Precisely speaking his digestive system stands greatly disturbed. He has little time for 8-10 kilometer walk, performing Yoga and doing exercises to keep him fit. The excess of refined wheat flour, refined oils, Ajinomoto and preservatives in food products and beverages has given a telling blow to his digestive system. That's why every human being is facing from one or the other disease. There were times when in traditional society when there was great thrust on physical work. In those days medical practitioners were very few and people never felt much need to approach any doctor as the ayurvedic formulas used to cure all minor diseases.*

**KEYWORDS:** cunning, 'Health is Wealth.', metabolism and intestine, asymmetrical.

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