



Letter from the Chairman's Desk By Sunil Bhatia PhD

One day a writer in her teenage has published an article in her blog “ The Pursuit of Perfect: What Is the Ideal Breast Shape?”. I was a little disturbed by the way our society is moving toward the artificial direction where the real meaning of life for real progress for human development is pushed back and such types of activities that have the power for enhancing beauty for attracting others.

One day my father was wearing a dress that was not properly ironed and wrinkled were visible. My mother raised her voice for such a dress. He did not answer and went out of the house.

One day I noticed his friend's dress was a little torn but he did not say anything to him. I was a child and out of curiosity I asked “ His dress was not proper and his body was visible from his torn dress .” He advised “Never makes such comments. If you are pointing that issue it might hurt his emotion. It might be possible he could not be financially strong enough to attend to such issues or he is ignorant of his dress condition. Raising such a point affects our relations. Have you ever heard someone pointing toward a pregnant woman? It is a naturally well-established fact. Similarly, we should not laugh if someone has suffered due to an accident or passed through a

natural process that went wrong and turned a differently abled person. It is morally correct to help in performing his tasks. He concluded by saying " If you are meeting someone and allowed not to cross his limit of contact. You should not cross his set limit and perform what way he wished to allow to perform his meetings."

Reverting to the article and I question. 'What is the purpose of the breast in a woman? Is it an asset that common people comment by cursory looking at her breast'?

Nature has made the breast for feeding infants. You will be surprised to note that a human newly born child's stomach is so small that one tablespoon of breast milk is sufficient for his hunger for growth and survival. Lactation is possible when a child is about to deliver and continued till the child is enough strong to take care of his body with supplements like food, water, etc. Nature has another purpose as long a woman breastfeeds she will not conceive. Some women fear the distortion of body shape by breastfeeding lives the wrong notion and are not aware that during pregnancy child repairs the defective organs of the mother by sending his cells. It gives longevity to her.

When I read items that cosmetic surgeons are in demand and that a normal woman visits him for her desired shape breast makes me a ridiculous step. Why only round and teardrop implants are the most popular breast implant shapes? It is hype created by marketing people and psychologists emphasizing on the ideal breast shape brings the woman wearing it confidence and empowerment, regardless of breast size, shape, or symmetry. Round implants give a fuller, symmetrical appearance that enhances cleavage. The pursuit

of the perfect breast shape has become an obsession for many. They say perfect breast is associated with women having firm, ample, proportional, and well-shaped breasts that fill out clothes.

Those who are normal by birth but market-driven forces made them disabled by narrating such useless stories about breasts. It is a trap and we should avoid such things that can make us feel like disabled. A new breed is emerging that are normal humans but feel disabled. This journey of looking in perfect ideal shape was from ancient times. People started coloring their bodies for enhancing and highlighting for getting attraction of others. Sometimes it was associated with power and status. The design of ornaments was another step. One day an African tribe woman was sitting over the smoke of the scented burning fire so that she will be properly noticed by her husband during sex. Sex is not designed for entertainment it has the purpose of producing springs for the next generation. It does not require scented or proper ideal shape private parts. Dying and coloring hair appears small act compared to those women goes under the knife for getting the desired shape. It is mental sickness and it was visible in America's icon Michel Jackson who died with such mental sickness disability. One of my friend's wife went to the surgeon for her eyebrows tattoos in black color for overlapping her grey hair in it due to her age in her fifties. She asked my opinion about her act. I kept mum and said your selfie will be good. She could not understand what I am saying. I was thinking when she will be in her sixties and her face will be full of wrinkles her same eyebrows will appear ugly because it is an unnatural manmade effort and the rest of her face will behave naturally so there will be discord in shaping her face.

I can understand the role of the breast in controlling its movement while walking or running disturbed. But wearing it to enhance the shape for attracting others appears ridiculous to me. Nose or ear piercing is a painful process for wearing ornaments for looking beautiful or powerful in society beyond my imagination. It is my advice never to feel disabled by what market-driven forces are making for profiteering. I will appreciate it if someone's face is distorted in accidents and lowering this confidence of not feeling normal that time role of cosmetic surgery is appreciated. It is wrong when nature has provided you normally that serves the purpose and comes under the market-driven forces that realize what you have is improper and needs proper shape for feeling normal.

I am thankful to Debra Ruh, CEO and Founder of Ruh Global IMPACT , Executive Chair and Co-Founder of Billion-Strong Organization for accepting our invitation in spite of her other social commitments. She has the recent setback of the death of her husband but her exemplary courage and social commitment are a real driving force in her. I am happy that she made this special issue a truly international publication.

Lambert Academic publication for celebration of 150th special issue by publishing a book by compiling editorials "Design For All, Drivers of Design" was translated into eight different languages from ENGLISH to French, German, Italian, Russian, Dutch, and Portuguese. Kindly click the following link for the book. "Morebooks", one of the largest online bookstores. Here's the link to it:

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Enjoy reading, be happy, and work for the betterment of society.

With Regards

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