Endometriosis: Understanding its impact on women's health and fertility

Endometriosis was once considered a disease of affluent women, but today it affects nearly 1 in 10 women of reproductive age across all socioeconomic groups. It is a condition in which tissue similar to the lining of the uterus (endometrium) grows outside the uterine cavity. This tissue responds to ovarian hormones in a cyclical manner, leading to inflammation and symptoms. Endometriosis most commonly occurs in the pelvic cavity around the uterus, ovaries, and fallopian tubes, but in rare cases it may also be found in distant organs such as the liver or lungs.

SYMPTOMS AND CAUSES

The condition typically presents with severe menstrual pain (dysmenorrhea), pain during sexual intercourse, heavy menstrual bleeding and sometimes bowel or bladder symptoms when deeper organs are affected. Importantly, endometriosis is associated with infertility in nearly 30–50% of affected women. Although the exact cause of endometriosis remains unclear, several theories have been proposed regarding its origin. It is considered a progressive disease that may lead to long-term complications such as pelvic adhesions, scarring, ovarian damage, and reduced fertility. Currently, there is no permanent cure for endometriosis. Management mainly focuses on symptom control and slowing disease progression through hormonal medications and surgical removal of endometriotic tissue and adhesions.



Dr Asheesh P Gude

EFFECT ON FERTILITY

Endometriosis often improves after menopause, when ovarian hormone production ceases, and sometimes after a full-term pregnancy. However, the structural damage caused by the disease, such as scar formation, may persist lifelong. The disease affects fertility by causing pelvic inflammation, which interferes with ovulation, fallopian tube function, fertilization, embryo development, and implantation in the uterus. In some cases, surgical treatment may also reduce ovarian reserve.

DIAGNOSIS AND MORE

Early suspicion and diagnosis through clinical examination, ultrasound, MRI, or laparoscopy are essential to prevent disease progression. Fertility treatments such as ovarian stimulation with timed intercourse, intrauterine insemination (IUI), or in vitro fertilization (IVF) can help affected women conceive. Recent observations suggest that the increasing incidence of endometriosis may be linked to delayed marriages, postponed childbearing, dietary changes, and rising metabolic and lifestyle disorders seen in modern society.

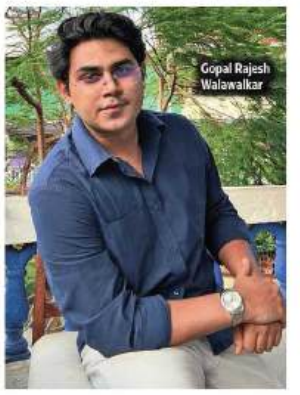
Dr Asheesh P Gude - MD, DGO, Consultant Obstetrics, Gynaecologist & IVF Specialist, Sinai Clinic Hospital, Margao, Goa

Disclaimer: The views, suggestions, opinions and data in the article are the sole responsibility of the expert or organisation.

Goa agency taps into rise of collaborative marketing



Alizah Alam



Gopal Rajesh Walawalkar

As brands look for more meaningful ways to connect with audiences, collaboration is emerging as a growing trend in marketing. Goa-based agency, Eraya Experience, is working within this space by focusing on partnerships rather than competition.

Founded by Alizah Alam and Gopal Rajesh Walawalkar, the two-year-old agency has worked with over 30 brands across India. Instead of running standalone campaigns, Eraya brings brands together through cross-promotions and shared storytelling, creating campaigns that allow multiple stakeholders to benefit.

"Our approach is rooted in the idea that collaboration can help brands expand reach while building more cohesive narratives," says Alam, adding that by aligning brands with complementary identities, the agency aims to create campaigns that feel less fragmented and more integrated.

"Beyond marketing, the team also engages in community-led initiatives and events, adding a social dimension to its work," says Walawalkar. "The focus remains on building connections — not just between brands and audiences, but also among brands themselves," he says.



The two-year-old agency has worked with over 30 brands across India



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Inside the social media craze called 'mystery scoop'

Pics: @aboohoogifts



Have you ever watched reels of someone scooping random charms from a bowl and found yourself strangely hooked? In September 2025, Abrianna Villarreal too fell down a rabbit hole of "mystery scoop" videos on social media. In these clips, small-business owners use a spoon to scoop up assorted charms, each linked to an item they sell – from key chains to notebooks and stuffed animals. The charms determine a custom order, and according to *The New York Times*, customers sometimes pay over $50 (₹4,614 approx) for a scoop, plus $10 (₹922 approx) more to watch their order being packed. The New York Times

@her_prettythings



Much like playing a claw machine or buying a "blind box" toy, purchasing a mystery scoop triggers "variable ratio" reinforcement — a behavioural psychology term for rewards that appear unpredictably after an unknown number of tries

What's 'mystery scoop' all about

The mystery scoop trend initially hit social media around 2022, with content creators in Singapore and China. On Instagram, hundreds of thousands of videos have been marked with the tags #mysteryscoop or #luckyscoop. The appeal of a mystery scoop is not unlike gambling. As the name suggests, you never know which charms will be scooped up – and which items you'll receive – and the anticipation serves as a quick dopamine hit.



I had a fascination with watching them. They were relaxing
– Villarreal, a 30-year-old stay-at-home mother

LEISURE

SUDOKU CHALLENGE

Level: Medium

	7		4			1		
			8		6			
5		9		2		6		
					5		7	2
1								5
3	5		6					
		6		8		5		7
			2		1			
		3			9		1	

HOW TO PLAY

Fill in the grid so that every horizontal row, every vertical column and every 3x3 box contains the digits 1-9, without repeating the numbers in the same row, column or box.You can't change the digits already given in the grid. Every puzzle has one solution.

TIMES KAKURO

Level: Medium



HOW TO PLAY

The numbers in the coloured squares refer to the sums of the digits that you must fill into the empty spaces directly below or to the right of the coloured square containing the number. For instance, in the given example, the 2 boxes below 12 must contain 2 digits that add upto 12, whereas for 20, the 3 boxes placed horizontally next to it must add upto 20. No zeroes are used here, only the digits one through nine.

NOTE

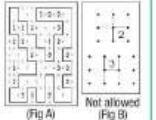
A digit cannot appear more than once in any particular digit combination. For instance in the example, we cannot have the combination of 8+4+8 for 20.

Example

LOOP THE LOOP

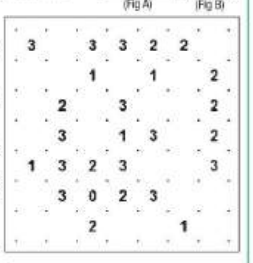
RULES

- Connect adjacent dots with vertical or horizontal lines, creating a single loop (Fig A).
- Crossovers or branches are not allowed (As shown by dotted lines in Fig B).
- Numbers in the puzzle indicate the number of lines that should surround it, while empty cells may be surrounded by any number of lines.
- You can't draw lines around zeroes.
- Each puzzle has just one unique solution.



(Fig A) Not allowed (Fig B)

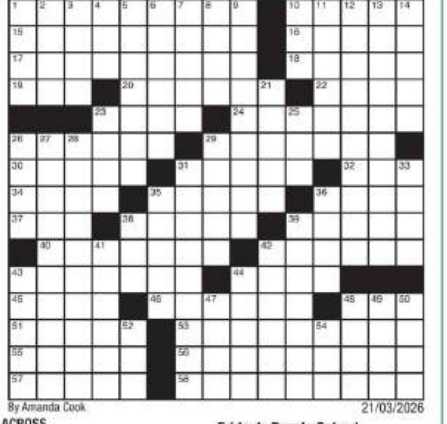
HOW TO BEGIN:



Example (Fig A) -
Begin with the zero next to 3. Since no lines can be drawn around zero, mark crosses around it, as shown. Now there is a cross in one space around 3. So we know the three lines of 3 can only be drawn in the remaining three spaces. Next, these lines can only be extended in one direction each. Continue, using the same logic.

Hints: Keep eliminating possibilities by marking crosses in spaces between dots where a line isn't possible, i.e., if you have already completed required lines or where a line extension may create a branch or cause a deadend (Fig B).

THE DAILY CROSSWORD



By Amanda Cook 21/03/2026

ACROSS

1 Volunteer effort where word gets around?
10 Wrapped in terry cloth
15 Let someone else do the cooking
16 Make reparations
17 Romantic partner's quirky yet innocuous behavior
18 Game with blocking fouls?
19 Suffix in many Icelandic surnames
20 Faced off, in a way
22 Soothe
23 Like Parmesan cheese
24 Sticks the landing
26 Part partner
29 Professionals who have a real sense of style
30 "Copy that"
31 Lock
32 "Now I get it!"
34 Cedar Point's lake
35 Join
36 Primary instrument of English Renaissance composer John Dowland
37 Score 11 points in pickleball, perhaps
38 Broncos and Mustangs
39 Group of experts
40 International travel need, often
42 Smashing pumpkins fan?
43 Relief medium
44 Kite, for one
45 Vent
46 Oatmeal-based brews
48 Fell
51 "Blackfish" mammals
53 One of 17,974 in Passau's St. Stephen's Cathedral
55 Cardiologist's insert
56 Counted
57 Rebecca Solnit piece
58 Accumulation for new parents

DOWN

1 Blunt cuts
2 Snack that had a Space Dunk version
3 Ragnarok warrior
4 Saloon delivery
5 Coated in flour before frying
6 Make a pit stop
7 Ran in place
8 Vaccine container
9 Gives rise to
10 "The Big Bang Theory" role
11 Verdi opera with Desdemona
12 Chance to add to one's score
13 Twinings product
14 Passed out
21 Princess who first appeared in Super Mario Land
23 Lot unit
25 "___ go time!"
26 "What a relief!"
27 Silks and trapeze, e.g.
28 Hopi ceremonies
29 User ___
31 Hot-dish topping
33 Land down under?
35 Trumpet accessories
36 Resonate, as a joke
38 Spot-on
39 Root vegetable
41 Kazakhstan capital
42 Sportscaster who coined "dipsy-doo dunkaroo"
43 Conventional writing
44 Military brass?
47 Like most dissertation defenses
48 Mask
49 Kindle file format
50 Expressed relief, perhaps
52 Dirty digs
54 Disposable sock

Friday's Puzzle Solved

J	A	M	B	S		C	A	M	I			L	O	B	O
I	S	O	U	T		P	R	O	D		R	I	P	E	R
F	A	L	S	E	F	R	O	N	T		U	L	T	R	A
	R	E	T	R	O			D	A	M	N		S	I	N
F	U	R		N	E	W	B	E	G	I	N	N	I	N	G
A	L	A	S			S	A	C		S	A	Y	I	N	G	S
M	E	T	E	S			I	C	Y		M	E	G		
			S	I	N	G	L	E	O	R	I	G	I	N	
				T	O	O		D	U	O		G	R	O	I	N
S	P	R	A	W	L	S		I	T	S		I	S	L	A
G	R	A	N	D	O	P	E	N	I	N	G		E	L	M
T	I	P		A	W	O	L			I	L	O	S	T	
M	O	P	E	Y		N	O	N	S	T	A	R	T	E	R
A	R	E	A	S		G	P	A	S		S	C	U	L	L
J	I	L	T			Y	E	T	I		S	A	D	L	Y

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SCRAMBLE

Rearrange the letters in the four word jumbles, one letter to each square/ circle, to make four ordinary words

EESVA
AIRDY
ANSANL
LLUPPU

___ is nothing else but the intermission of ___. - John Selden (8,4)

HOW TO PLAY

Now arrange the letters in the circles to form the answer to the riddle or to fill in the missing word as indicated



SPELLATHON

Today's Ratings:
08-average | 09-good | 11-outstanding



How many words of four or more letters can you make from the letters shown in today's puzzle? In making a word, a letter can be used as many times as it appears in the puzzle. Each word must contain the central letter. There should be at least one seven letter word. Plurals, foreign words and proper names are not allowed. British English Dictionary is used as reference.

DENNIS THE MENACE



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Book **Anupam V Kapil** for appt/written predictions: 9822042295 or anupamvkapil@gmail.com.

See what the stars have in store for you – according to your moon sign.

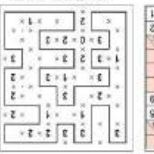
Aries: Make sure that you fully understand any instructions you are given. This is a good time to dream big. Get ready to seize all the opportunities that come your way. You have just about everything you need right inside you.
Taurus: In your work life, austerity and wisdom reign supreme. Make something happen that may improve your state of mind – and with it your emotional well-being.
Gemini: You have all the means and ability to achieve your goals, so aim high and you will go far. But, the problem is you do not have a very clear idea how to make your projects advance. You may get a nice surprise in your love life today.
Cancer: Give yourself the opportunity to hear the subconscious messages that are trying to get through to your conscious brain. You may feel a powerful urge to get out and be with your friends. In matters of the heart, you are in somewhat low spirits today. Get a grip on yourself.
Leo: Today, you are somewhat concerned about your family. You don't necessarily have to travel to find freedom and happiness. Keep your eyes on the road ahead. You shouldn't be feeling particularly lonely. You should always share with others.
Virgo: The planet of love – Venus is with *rahu* now. This will have an impact on relationship issues at all levels. You have powerful facts and information to back up your views. Be careful to let others speak, because you often take over conversations.
Libra: Don't let the overwhelming emotionalism of the day get in the way of your plans. You may find it hard to stick to a discipline, but if you can, you will reap wonderful rewards.
Scorpio: It is time to get a little closer to influential person. Your mood will be solemn, but you will always find someone who cares about you and is willing to lend an ear, so that things don't seem so bad.
Sagittarius: Sometimes it is necessary to put some distance between oneself and the people one loves most. In your current state of mind, it makes you feel good. This is not a good time to involve your own self in any new partnerships.
Capricorn: In the professional sphere, this is a period of discouragement. The whole atmosphere is of great uncertainty. You may feel frustrated by your inability to figure out which path to take.
Aquarius: Try to really get people enthusiastic about your ideas. Be aware, your sensitive nature is very strong and will most certainly have a transforming effect on your psyche.
Pisces: Today's assets are charm, spontaneity, intelligence and dynamism. Conquer your limitations and it will fill you with ambition. Those close to you are full of love and concern in the face of your troubles. It would be wise to look for satisfaction in a routine job well done.

SOLUTIONS TO GAMES/PUZZLES

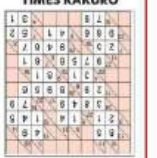
TIMES SUDOKU



LOOP THE LOOP



TIMES KAKURO



SPELLATHON

Words: Bawl, dray, dray, wrabs, pulap
Answer: Pleasure is nothing else but the intermission of pain. - John Selden

SCRAMBLE

Adult, aura, aural, blue, blurt, brat, brutal, burl, TABULAR, tuba, ultra