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Clarion call for Ayurveda-Allopathy integration

How to integrate different streams of treatment is a question that has been haunting health providers for long and even as they struggled to find a way-out, now things are moving in the right direction for concord at a modest pace. Ayurveda, which is an ancient medical system that basks in over a 5000 years of lineage, is today becoming part of the different traditional and modern medical systems of the world. They have, for long, struggled for an identity and an opportunity to get into the reputed bracket of medicine system. Now, health practitioners and patients all over the world look to integrated treatment as this provides holistic health for the body, mind and soul. Integrated treatment thus takes into account all the different health systems of the world for effective treatment. With integrated treatment coming to the forefront, Ayurveda that was always swept to the corners is seen coming back with a bang.

Prolonged spells of battle has resulted in integrating Ayurveda with Allopathy and other medical systems for effective treatment and best results for patients. Also, there is a move to internationalise and recognise Ayurveda by declaring an International Ayurveda Day like that of Yoga. Many European countries like Germany, Switzerland, Austria have already come up with plans to institutionalise Ayurveda. Also, it seems that the majority of Europeans now prefer an integration of modern and traditional medicines for treating any disorder. As a result, recent years have witnessed spread of Ayurveda in the western world. This global growth of Ayurveda, especially in the developed world, will eventually help its growth in India.

Keeping these facts in mind, our team, having understood the importance of including all medical practices under one umbrella, has thus decided to consider integrated treatment or medicine as the theme for this issue. Experts have tried to promote Ayurveda globally through Integrated treatment. For this, there is a necessity that Ayurveda and Allopathy should work hand-in-hand for effective treatment and better results. They should join hands so that the patients benefit the most from it. Thus, this issue discusses the many facets of integrated treatment.

Integrated medical systems thus have become the treatment system of the current times. It involves combining the positives of both the worlds so that the patient gets the best experience. The several articles in this issue focusses on the goodness of integrative treatment and the diseases on which it can be practised. As a baby step towards achieving this goal, our Government should make sure that Ayurveda products should no more be marketed as just health supplements (as it is marketed now) but as medicines. This will help Ayurveda integrate easily with Allopathy.

Another Ayurveda issue that needs to be addressed is that of quacks. Ayurveda is facing a lot of defamation mainly due to the presence of quacks practising Ayurveda. This is mainly seen in India and so we request our Government to take necessary steps to curtail quacks from practising Ayurveda and prescribing Ayurveda medicines. This will help a lot in clearing off unnecessary and fraudulent activities in the Ayurveda space. Also, the government should ensure that only licensed doctors, be it Ayurveda or Allopathy, should practise this profession. Quacks should be identified and forced to stop their practice. Also, a small fine should be levied to these unlicensed practitioners so that their presence and activity can be totally wiped out.

Also, a need to address the standards of the different Ayurveda based seminars and symposiums has become a necessity. These are most often organised in sub-standard manner and thus reflect badly on the Ayurveda sector. The government and private players engaged in organizing them should make sure that they are organised keeping basic standards in mind as this will help raise the image of Ayurveda around the world. These symposiums usually act as the windows of Ayurveda to the outside world. Government funds released for this purpose should be well utilised so that these activities can be organised effectively in a world-class manner. Also, all symposiums, seminars and discussions held on Ayurveda should always take this ancient medical system forward. Thus, integration seems to be the future of medicine and Ayurveda will definitely have a huge role to play in this.

This issue will be available at:- WTM-London; World Ayurveda Congress & Arogya Expo 2018, Ahmadabad and Advantage India, Greater Noida.

Happy Reading!

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RETREAT. RESET. REVIVE.

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LISTEN TO YOUR INNER VOICE

In the noise of everyday life, it's your inner voice that goes unheard. And ultimately, the routine takes a toll on your well-being. That's why, it's important to press pause, take a deep breath, and listen to what your mind, body and soul have to say. Because they are seeking a breather that will heal you from inside out.

SwaSwara will take you on a path to self-discovery, by heeding your inner voice. At the wellness retreat, your senses go on a holiday, as your spirit finds solace. It is where the power of Ayurveda comes together with the calming strength of yoga, and the therapeutic effect of art. To offer you a wholesome healing holiday that rejuvenates the body, nurtures the mind and satiates the soul.



ONE WITH THE ELEMENTS

SwaSwara is located on Gokarna's Om Beach. Where waves provide the background score for your experience of self-discovery. Crafted in hues of the earth and designed to organically blend with its environs, its form celebrates simplicity and purity while coexisting with the land and the culture.

The programmes here draw from the age-old wisdom we like to call the 'Indian consciousness'.

Swa Well-being

Reversing the effects of stressful living requires you to slow down. This programme achieves it the SwaSwara way – by making life unhurried so that you can hear your inner song ('Swa Swara'). Starting from 5 nights onwards, it involves a combination of Ayurveda and Yoga techniques, along with rejuvenating activities such as nature trails, pottery and art sessions and interactive cooking. In addition, you get consultations with our Ayurveda doctors and lifestyle guidance. The perfect antidote to de-stress from the daily rigours of everyday routine.

Ayurveda Rejuvenation

When lifestyle takes a toll on your body, it needs to rejuvenate to get back to its best. This 7-10 night programme uses Ayurvedic principles to de-stress and revitalise you from inside-out. Based on the doctor's analysis of your body constitution, you are prescribed a pure sattvic, dosha-specific diet



to supplement the therapeutic Ayurveda massages.

Ayurveda Detox and Panchakarma

Often, to reverse the effects of prolonged lifestyle ailments, it becomes essential to rewind and start from scratch. This 14-21 night detox programme is designed to do exactly that. It starts with a detailed consultation with our Ayurveda doctor to analyse the patient's 'prakruti'. It is followed by 'snehapana' – a detox procedure involving medicated ghee, and 'virechana' - wherein toxins are purged. The procedure ends with therapeutic Ayurveda massages. Patients are put on a strict, personalised, vegetarian diet prescribed by the doctor based on their doshas.

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In This Issue

1) News & Events	8
2) Cover Story: Integrative medicine ensures balance of mind, body, soul	16
3) Integration of Ayurveda and Allopathy a mighty issue	20
4) Pathya Link to Integrate Ayurveda & Modern Medicine	22
5) Integrated treatment pivoted on Ayurveda	24
6) Integrative Medicine A global phenomenon taking center stage	28
7) How can Ayurveda empower Integrative Medicine?	30
8) Efficacy of Integrated Treatment	34
9) Diabetes: Evidential Integrative Treatment	38
10) Synergistic Combinations for Skin Care	46
11) Effectively Treat Obesity	52
12) The Power of Integrative Medicine, when all else fails	56
13) Blending of Ayurveda & Allopathy	58
14) Alcohol use disorders	60
15) Managing Chronic Pain	64
16) Cool Those HOT FLASHES	68
17) Clear up your Sinus issues	70
18) Managing Pain with Marma Chikitsa	74
19) ARE YOU DEPRESSED?	76
20) Heal your heel troubles	80
21) Garlic for Rheumatoid Arthritis	82
22) Interview: "Declaration of IDY was a historic moment"	84
23) Interview: AYUSH to boost Yoga & Ayurveda	88
24) Yoga asanas for healthy mind and body	90
25) Do Yoga according to your body type	94
26) Why meditation is important to improve focus ?	96

16

Cover Story:

**Integrative
medicine ensures
balance of mind,
body, soul**



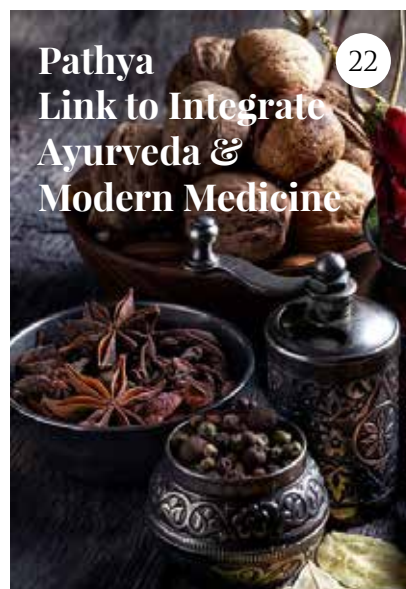
20

**Integration of
Ayurveda and
Allopathy a mighty
issue**



22

**Pathya
Link to Integrate
Ayurveda &
Modern Medicine**





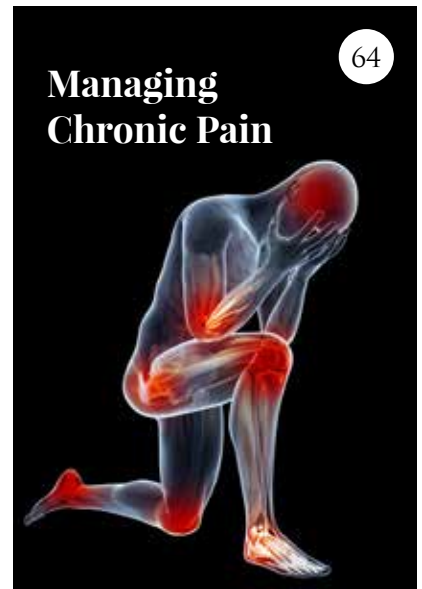
28

Integrative Medicine A global phenomenon taking center stage



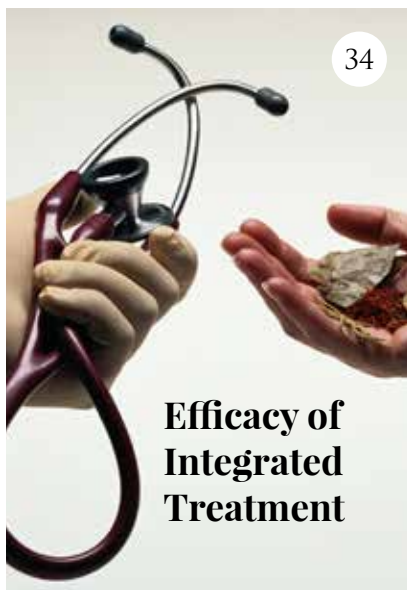
46

Synergistic Combinations for Skin Care



64

Managing Chronic Pain



34

Efficacy of Integrated Treatment



52

Effectively Treat Obesity



74

Managing Pain with Marma Chikitsa



38

Diabetes: Evidential Integrative Treatment



60

Alcohol use disorders



90

Yoga asanas for healthy mind and body

Ayurveda gets the approval seal

With increasing awareness of Ayurveda, people with chronic diseases are seen resorting to it after failing to get relief from modern medicine. Nearly 76% of them vouch for partial or complete relief from the disease or disorder. This is as per India's first big data analysis on the ancient medical system.

According to a study conducted by Jiva Ayurveda and Oxynt Medical Private Limited, Delhi, from 107,000 patients, people choose Ayurveda help for diseases like those connected with the digestive system, endocrine (diabetes/obesity/thyroid disorder), skeletal (mostly women) skin, respiratory and nervous system disorders.

More than 80% of the patients who opted for Ayurveda treatments suffered from chronic diseases for more than one year. Even with mostly chronic diseases, the effectiveness of the treatment was obtained in more than 75% of the cases. Only in 0.9% cases, the condition aggravates.

"Ayurveda has little scientific documentation and no big data analysis. Our study for the first time show interesting patterns and proves its potential for use in preventive healthcare," team member Samir K Brahmachari, one of the prominent

Indian biologists and former director general of Council of Scientific and Industrial Research.

For the analysis, researchers from CSIR and All India Institute of Medical Sciences joined hands with doctors at Faridabad-based company Jiva Ayurveda and Oxynt Medical Private Limited, Delhi. From nearly 380,000 patients who accessed the tele-medicine network and visited the clinics, about 107,000 data was chosen for the analysis. "To define the treatment efficacy, we have 10 parameters. Also, regular tests are carried out before and after the treatment," said Pratap Chauhan, another team member and one of the senior researchers at Jiva.

"The study shows if people come early for Ayurveda treatment, they would get better relief. We also have standardised diagnostic protocols for 25 diseases," Chauhan said. "Ayurveda's popularity is mostly through word of mouth. There is no systematic study to tell us what kind of people seek treatment for what kind of diseases. The big data analysis can provide an unbiased look into the trend," commented Mitali Mukherjee, a senior scientist at the Delhi-based Institute of Genomics and Integrated Biology, who was not directly involved in the study.



Advantage Health Care-India 2018

The medical value travel (MVT) industry has emerged as one of the fastest growing segment of tourism industry despite the global economic downturn. According to the FICCI-IMS Report, India is one of the key MVT destinations in Asia with over 500,000 foreign patients seeking treatment. MVT can be a 9 billion USD opportunity by 2020 through adequate focus and effective execution. Considering the above statistics and the importance India has for medical value travel, the Ministry of Commerce and Industry, Govt of India; Federation of Indian Chambers of Commerce and Industry (FICCI) & Services Export Promotion Council (SEPC) will organise the 4th International Summit on Medical Value Travel. This is the Advantage Health Care India 2018. The supporting organisers of the summit are Ministry of External Affairs; Ministry of Health & Family Welfare and Ministry of Tourism.

The summit will help participants develop partnerships with healthcare providers to increase flow of patients; meet management team of Public, Private & University Hospitals; understand the best practices in AYUSH (Ayurveda, Yoga, Unani, Siddha, Homoeopathy) & wellness industry in India; network & maintain existing relationships with travel operators, tourism boards and medical tourism facilitators; network with government officials, health departments; gain information on various health & insurance related schemes

by service & solution providers; source the latest travel offers in the Indian market; conduct & conclude deals with travel trade professionals & hospitals for the following travel year and many more.

The summit will help exhibitors network with hosted international delegates & investors in the healthcare industry from over 65 countries. It will provide the exhibitors with an opportunity to do B2B meetings directly with industry professionals; provide them an opportunity to promote & increase service export from India; catch up on the latest technology, products and services and many others. The exhibitor profile includes, hospitals & healthcare centers; wellness & fitness centers; academia institutions; pharma machinery & packaging; health plans and insurance providers.

The objective of this summit is to promote India as a Premier Global Healthcare Destination and to enable streamlined medical services exports from India. This underlying objective is a unique conglomeration of the '5 - Ts' - talent, tradition, technology, tourism and trade.

This summit will take place from 4th - 6th December, 2018 at India Expo Centre and Mart, Greater Noida(NCR) and on 6th December 2018 in Mumbai, Maharashtra.



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Mainstreaming Ayurveda through Startups, Entrepreneurship and Branding

With the aim of creating a global market place for Ayurveda, the Confederation of Indian Industry (CII) is organizing the second edition of the Global Ayurveda Summit. The summit aims to position Ayurveda as a solution for global health challenges, brand Ayurveda as the way of life and create a major fillip to the Ayurveda industry through startups.

The theme of the summit is: Mainstreaming Ayurveda through Startups, Entrepreneurship and Branding. It will have four components: an International Conference, Exposition, Start-up contest and a focused Business to Business meeting platform. The conference is expected to have a participation of over 500 industry leaders and eminent experts from India and abroad. The exposition and business to business meetings will enable key players in the Ayurveda and related sectors to showcase their products and services.

The major attraction of the Global Ayurveda Summit will be the Ayurstart – first ever Ayurveda Startup Competition in India to attract young minds to come up with out of the box ideas in the Ayurveda sector. The competition intends to foster & ignite the passion for entrepreneurship in the

Ayurveda community. The best ideas will be mentored, incubated and also funded by the industry. This in turn will help the Ayurveda industry to become a Rs 50,000 crore industry by 2025 and create large employment in the sector.

The summit will also produce a report mapping potential of Ayurveda and its opportunities. It will also deliberate on policy issues related to Regulations & Compliance.



The delegate and exhibitor profile of the summit will range from Ayurveda, Yoga, Naturopathy, Siddha, Unani & Homeopathy, Hospitals and Clinics, Resorts & Spas, Institutes, Colleges and Universities, Ashrams & Associations, Tourism Industry, Healthcare Tour Operators, Organic Farming & Fertilizers, Organic Textiles and Garments Manufacturers, Organic Food Producers, Related Ministries and Departments, Equipment & Machineries, Meditation, Spa, Research Labs, Financial Institutions, Nurseries, Natural Health Professionals, Veterinary products and many more.

This second edition of the Global Ayurveda Summit 2018 will take place on 21 – 23 November 2018 at the Hotel Le Meridien, Cochin, Kerala, India.

3rd Ayurveda Day celebrations in Europe

The 3rd Ayurveda Day celebrations will be held at The House of Commons, London, on 12th November 2018 and at the European Parliament, Brussels, on 21st November 2018. The London event will be organised by Amarjeet S Bhamra, Secretariat All Party parliamentary Group Indian Traditional Sciences, UK. This is open to just 150 to 200 invitees.

The event at Brussels will be organised by Geoffrey van Orden MEP, Chair of the European Parliament Delegation, for relations with India and Amarjeet S Bhamra, Secretariat All Party Parliamentary Group Indian Traditional Sciences, UK. This event is open to around 50 invitees.

Both the events will be supported by the Indian High Commission, UK.

The mission of the All Party Parliamentary Group – Indian Traditional Sciences is to promote and facilitate informed discussions on issues concerning all Indian Traditional Sciences practised in the UK and abroad (Ayurveda, Jyotish, Sangeetam, Unani, Vastu, and Yoga) by providing a forum for cross-party parliamentarians, policy makers, academics, practitioners, leading community figures and other stakeholders.

NABH Accreditation for Sitaram Beach Retreat



Chief Physician and Director of Sitaram Ayurveda Beach Retreat (Thrissur), Dr. Vignesh Devraj receiving the NABH Accreditation Certificate from Minister of State (Independent) for Tourism K J Alphons



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KTM 2018

Poising Kerala as the ultimate tourism destination



KTM has been a stupendous success since its launch in 2000. Over the years, the mart has evoked an overwhelming response from both national and international participants. KTM 2014 was attended by more than 1600 foreign and domestic buyers.

KTM-2018 President Baby Mathew noted that the event had its 1,090 domestic buyers shortlisted from 5,000 applicants, besides 535 foreign buyers from 2,000 applicants. "That shows the trust the world has in Kerala's tourism," he added.

He said that in the last five years there has been around 30 per cent increase in the arrival of tourists from the Middle East. "It happened as a result of massive campaigns that we carried out in the Middle East countries. Prior to that, there were no such campaigns", Baby Mathew said.

"This year' KTM 2018 saw good participation from tourism-related properties and establishments from all over Kerala. More publicity by placing hoardings and placards on the way to the event would have increased the visibility of the event, says Regi Cherian of Ramada Alleppy. "Post-floods in Kerala, KTM 2018 seemed to be the best way to revive Kerala and its tourism," says Manoj Babu, Managing Director, Ayurbay and Secretary General South Kerala Hoteliers' Forum.

The floor laid out at the Samudrika&Sagara Convention Centre for the tourism-related buyers and sellers to meet was buzzing with activity. The sprawling exhibition floor had over 300 stalls of various sizes suiting different pockets and needs. The properties exhibited ranged from hotels, resorts, Ayurveda treatment centers, Ayurveda and tourism publications, house boats, home stays, people involved in the business of spices and many others.

"Standardization and proper implementation of policy and ensuring quality treatment should be the way forward to increase tourism in the Ayurveda sector," said Dr. Anwar of Punarnava.

"Also after the floods, the tag line –Great Kerala, Clean Kerala and Healthy Kerala_ seems to be doing

rounds to ensure a bright tourism for Kerala," said Dr. Anwar.

He also stated that "instead of high investment in the infrastructure space, hygienic and organic stand-alone units as building material should be promoted so that loss from natural calamities wont be large".

The seminars were on various topics of interest to the public from Ayurveda to Yoga and also about different unique products and interests in Kerala like the Jadayu rock and Homestays. Other topics on discussion in the seminars included Changing trends in travel and tourism, Impact of RT in Kerala, the Biennale and Muziris.

On the final day, different people visiting the mall ranged from students, academicians, people seeking to start new ventures, families who just wanted to interact with some of the bigwigs in the industry and many others.

The tenth edition of the Kerala Travel Mart took place from 27th to 30th September, 2018 at the Samudrika&Sagara Convention Centre, in Willingdon Island. The show was formally announced by Sri Kadakampally Surendran, Minister for Tourism, Govt. of Kerala, at a Press conference held on 31st Oct'17 at Trivandrum.

Apart from all the intellectual and creative hustle and bustle was the great food that satisfied the stomachs and the minds.



Kerala Tourism Minister **Kadakampally Surendran** releasing the Kerala Travel Mart 2018 special edition of Medical Tourism and Ayurveda & Health Tourism Magazines.

WTM 2018: A global confluence of travel & trade



World Travel Market, London is the leading global event for the travel industry to meet industry professionals and conduct business deals. Staged annually, WTM London is a unique opportunity for the whole global travel trade to conduct business under one roof.

As with other WTMs, this year too the mart will help stakeholders and participants to generate new sales leads, launch new products, network with key decision makers, gather market intelligence, increase brand awareness and develop new and existing relationships.

The mart thus represents the perfect opportunity for brands to maximize their investment over and above an exhibition stand. Sponsorship options are exclusively available to exhibitors at WTM London 2018. These are packaged and tailored to suit the exhibitors business needs and budget so that they benefit from the heightened exposure the sponsorship will provide.

Through its industry networks, unrivalled global reach, WTM London creates personal and business opportunities,

providing customers with quality contacts, content and communities. The WTM London is also known to unlock the ideas that will shape the world's dreams and plans for travel over the next five years. It connects the world's travel providers with remarkable insight and opportunity. This is also the ultimate place to tell the world about your game-changing travel product or service. WTM London is also independently audited by ABC every year to guarantee that the number of visitor attendees reported is completely accurate and based on unique attendees only.

While exhibiting at WTM London you can excite people about your products and services during the three days of meetings with key travel buyers. It also enables exhibitors to make long-lasting, profitable business relationships with experts in the industry. At WTM London, participants can increase visibility of products and generate quality leads to support the growth of one's business – around 300,000 new business connections are made each year at the event.

The mart enables engagement and connection with more than 51,000 international travel professionals, from more than 38 sectors of the travel industry. It also provides all participating organisations with a unique opportunity to meet, network, negotiate and conduct business with key decision makers in the travel industry.

The WTM London 2018 show will be held from 5 to 7 November 2018 at ExCeL London, Royal Victoria Dock, 1 Western Gateway, London E16 1XL. WTM London 2017 represented over 187 countries and regions.

8th WAC & Arogya 2018: Re-aligning the focus on health

The 8th WAC aims to redefine “healthcare” as the basis for health of individuals and populations. This is tangentially different from the current status it enjoys “as the tool for disease management”. The 8th WAC thus places Ayurveda at the forefront of healthcare from this perspective, making use of its core values and principles of health preservation and promotion.

Mapping out the current resources and drawing out the possible paths of enquiry to achieve the dream of a healthy nation, is the goal of this Congress. Thus, the 8th WAC shall initiate a new quest in the realm of healthcare, which will support the bold steps taken by the Government of India and also the Universal Health Coverage program of the World Health Organisation, thus assuring sectorial equity and responsibility in healthcare for Ayurveda. This could put Ayurveda at the top of the map, as the choice, in all health-seeking societies.

The World Ayurveda Congress (WAC) is a platform established by World Ayurveda Foundation to propagate Ayurveda globally in its true sense. The first World Ayurveda

Congress (WAC) was held in 2002 at Kochi as an outreach programme, to create greater awareness and opportunities in the practice, science, and trade of Ayurveda. The subsequent Congresses organised at Pune, Jaipur, Bangalore, Bhopal, Delhi & Kolkata not only helped in promoting Ayurveda within the country but also had a huge impact in propagating Ayurveda globally.



Previous themes at the Congress have included “Ayurveda and World Health”, “Globalisation of Ayurveda”, “Mainstreaming Ayurveda”, “Ayurveda for All”, “Enriching Public Health Through Ayurveda”, “Health Challenges and Ayurveda” and “Strengthening the Ayurveda Ecosystem”.

The 8th WAC & AROGYA 2018 is scheduled to be held at the prestigious city of Ahmedabad from December 14 - 17, 2018. The event will be supported by the Ministry of AYUSH, Govt of India, and organised by the World Ayurveda Foundation. The focal theme of the congress will be – Re-aligning the focus on health.



TREATING THE SOURCE, NOT THE SYMPTOM.

CGH Earth Ayurveda blends the art of holistic well-being with the science of Ayurveda. Where the elements come together in perfect harmony, creating an ecosystem that heals the body, enriches the mind and uplifts the soul. By digging deep to reach the root cause, Ayurveda treats ailments at their source, so that you stay physically, emotionally and spiritually healthy.

AYURVEDA, THE WAY TO DISEASE-FREE LIVING.

Ayurveda prescribes a way of life that goes beyond remedies for ailments. It analyses our biological, psychological, emotional and spiritual personalities, and accordingly arrives at a way of life that helps us realise our vitality. This approach and system was deciphered and established by sage-physicians thousands of years ago and

was turned into scriptures, the tenets of which are followed strictly at CGH Earth Ayurveda. So Ayurveda is the journey to a lifestyle of disease-free living, which starts at recognising the reason for irregularities and then correcting it. Our Doctor (Vaidya) does a detailed diagnosis of the patient, based on which he determines the course of treatment through therapies, herbal medication, yoga therapies and dosha-specific diet plans for each patient.



TREATMENTS OFFERED

- Specific Ailments and Conditions
- Cleansing and Rejuvenation
- Stress Management
- Weight Management
- Healthy Aging

The treatments and medication are an integral part of this journey. But equally significant in the process are the elements that surround the healing experience.

Diet: At CGH Earth Ayurveda, what you eat becomes part of your treatment procedure. The chefs prepare sattvic meals using fresh and organic produce from the organic garden and surrounding farms for each patient based on the doctor's prescription.

Each recipe follows the principles of Ayurveda, which state that food is an intrinsic element that balances the bio-energies according to each individual's body constitution. Mindful eating is encouraged so that the full essence of the food is assimilated by the body to assist in the healing process. These tenets are imbibed in the cooking process at CGH Earth Ayurveda.

Yoga & Meditation: Yoga is an essential booster of Ayurvedic treatments, as it enhances the effect of the treatments administered. It's a channel of integrating the body, senses, life force, the mind and the consciousness. In that sense, it complements the entire healing process through practice of Aasanas, Pranayama and Meditation. The sessions include slow and steady Aasanas that give you control of the mind and help sharpen it. Additionally, meditation techniques are used to calm and relax both the mind and the body.

CENTRES OF GOOD HEALTH

CGH Earth Ayurveda offers Ayurvedic treatments at its two healthcare centres in Kerala – Kalari Kovilakom and Kalari Rasayana, which are certified and accredited by the NABH (National Accreditation Board for Hospitals and Healthcare).

KALARI KOVILAKOM: HEAL IN A PALACE

Kalari Kovilakom, the palace of the ancient Vengunad Kingdom in Kerala, is now converted into a palace for Ayurveda by CGH Earth. In the comforts of the palace, you will get a glimpse into the lifestyle and traditions of the ancient kingdom. Located in the Palaghat district, by the majestic Western Ghats, this is where history meets natural tranquillity to nurture holistic healing. The ideal space to revitalise and rejuvenate.



KALARI RASAYANA: REVIVE BY THE LAKE

Kalari Rasayana is a place that heals by its very tranquillity and beauty. Located in the lap of Paravoor backwaters, and surrounded by islands, the treatment centre is an abode of peace, where chirping birds complement the silence. Experience the blissful unfolding of nature's wonders,

as you bask in the rhythm of holistic well-being.



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KALARI KOVILAKOM

CGH EARTH
AYURVEDA

KALARI RASAYANA

Integrative medicine ensures balance of mind, body, soul



Integrative Medicine is an approach to integrated healthcare that focusses mainly on the patient and addresses a whole range of physical, emotional, mental, social, spiritual and environmental influences that affect the health of the person. This write-up by **Prof. Abhimanyu Kumar** will educate us on the basics of integrative medicine along with its application, advantages, how Information Technology can be applied to integrative medicine and more.

Integrative Medicine is a personal strategy that adheres to the uniqueness of the person, their needs and their circumstances. It uses the most appropriate intervention from various available systems of healthcare to cure the disease and ensure optimum health to the sufferer.

Today, we consider modern medicine, popularly known as Allopathy, for disease treatment along with a series of AYUSH systems of medicine. In India, Ayurveda and Yoga are two ancient sciences that are the strongest partners with conventional medicine (Allopathy) in the format of Integrative Medicine.

In this integrative treatment process, both the patient and physician have equal participation. During the process of treatment, all factors affecting health, welfare and disease are kept in mind; including body, mind, soul and community. Health providers use all healing systems to facilitate the spontaneous treatment of a patient. Integrative medicine is natural and less invasive but its intervention is effective. Integrative medicine follows the concept of treatment that promotes health and prevents illness. This perfectly fits with the objective of Ayurveda that considers prevention and promotion of health rather than treatment.

Integrative approach provides personalized care that addresses the individual's unique conditions, needs and circumstances. Practitioners of integrative medicine exemplify its principles and commit themselves to self-exploration and self-development.

Personalised approach of treatment is the uniqueness of Ayurveda and this is well- established with the concept of Prakriti. According to





Ayurveda, every person has a unique body & mind constitution (prakriti) and this is taken into consideration for good lifestyle planning and disease management.

Advantages of Integrative Medicine

Integrative treatment promotes health of the mind, body and spirit so as to regain the body's natural equilibrium. Its most common advantages are:-

1. IT IS HEALING ORIENTED

The focus of integrated medicine with Ayurveda is about welfare, vitality and treatment rather than concentration on the disease. It starts with the assumption that there is a physical equilibrium that is obstructed which leads to the manifestations of disease. By achieving the natural state of balance, health is restored.

2. IT'S FOCUS IS MORE ON THE MIND, BODY AND SPIRIT

Patients with different disease symptoms affecting different organs visit specialist doctors for their various problems and diseases. This is known to create confusion and havoc in the mind of patient resulting in inappropriate treatment. Also, this type of treatment proves to be very expensive

too. Integrative medicine focuses on how the different symptoms are linked so as to treat these symptoms by exploring the root cause. Here, the focus is more on restoring the balance of the body, mind and spirit.

3. INTEGRATIVE MEDICINE IS A THERAPEUTIC RELATIONSHIP BETWEEN DOCTOR AND PATIENT

There is a new focus on the doctor-patient partnership that inspires doctors to treat patients by deciding on the best plan of action. In the management of chronic diseases, attention is given to the interaction with the patients so as to have a clear status of the disease and treatment. While addressing obstacles in lifestyle and treatment, there is a high probability of success with a recommended Ayurveda approach.

4. PERSONALISED TREATMENT

In integrated treatment, recommendations vary according to the uniqueness of each person. In Ayurveda, uniqueness or prakriti of an individual is identified before starting any treatment process. To develop research based evidence for the safety and efficacy of the treatment methods from other systems of medicine, like Ayurveda, Yoga etc. the expert often checks the literature

by using scientific method to evaluate treatment methods of these systems. Integrated clinical research evaluations are highly personalized. Patients are asked about everything from environmental exposure to personal relationships while determining the healthy or diseased status of a patient.

5. USE OF VARIOUS COMPATIBLE THERAPIES:

Combining traditional and allopathic treatment options along with Ayurveda, Yoga and Meditation; a treatment plan is developed that uses non-invasive and cost-effective treatment. Getting a sense of well-being is particularly important in cases where treatment is not always possible. Most of the integrated treatment experts determine the appropriate treatment after ascertaining its scientific validation. Most of the time taking allopathy medicines and adding some Ayurvedic therapies, especially Panchakarma; is a good combination that can potentiate the effects of Allopathic drugs. This will thus minimise the side effects of Allopathic drugs.

Best model of Integrative Medicine- fusion of Allopathy, Ayurveda and Yoga

Every system of medicine has its advantages as well as disadvantages. Human beings are the best example of nature's creation which despite its complexity in structure and function, works smoothly. Every cell of the body is connected with each other and is well coordinated. Thus, the body and mind are well connected with each other and also with the soul. Every cell is known to have a physical body, mind and soul and this is the reason why it is known to be alive. Ayurveda considers the individual as a whole and this compliments the reductionist approach of Allopathy in which patient is treated for its symptoms. Therefore, all the best of Allopathy, Ayurveda and Yoga is considered together to serve the human being for maintaining health in its best form.

Disease conditions best treated with Integrative Medicine

Integrative medicine incorporating Ayurveda treatment has been found most effective in various chronic physical health problems along with various psychological and psychiatric disorders.

- Pain is the most common health issue that we all experience. Chronic pain, musculo-skeletal and joint pain, headaches are common types of pain that are effectively managed by Integrative approach of treatment. Ayurvedic panchakarma therapies provide great relief to chronic pain.
- Gastrointestinal conditions like Irritable Bowel Syndrome (IBS), chronic constipation, hyperacidity etc. are problems that are best treated with conventional medicines. However, Ayurveda treatment protocols have been proved to be very effective for treating these conditions.
- Women's health issues, like infertility, nausea and vomiting in pregnancy, and pre/ post-menopausal conditions are treated with hormonal therapy but some women avoid or discontinue it due to negative hormonal impacts. Certain Ayurveda procedures like Ut-tar-basti along with Ayurveda medicines and dietary considerations provide added advantage along with conventional treatment.
- Children suffering from conditions like, Cerebral Palsy, Muscular Dystrophy, ADHD, Autism need support from Ayurveda along with Allopathy for best results.
- Various behavioural disorders are best managed by Integrative approach of treatment. Good effect had been demonstrated in several studies that conditions like depression, anxiety, stress-related neurological problems, fatigue etc. are best treated with integrative treatment methods by adding Ayurveda treatment therapies and Yoga.
- Scientific studies support that the side effects of chemotherapy are minimised by the use of Ayurvedic drugs. Palliative cancer care can be done in a best manner by adding Ayurveda approach and meditation.

IT in Integrative Medicine makes it more user friendly

Information Technology (IT) has tremendous impact on integrated medicine. One of the important approaches of Integrative medicine is to make the patient aware about their health problems. Through internet one has easy and quick access to health related information. The biggest problem, however, is its credibility. False and confusing information can do more harm than good to the patients. Therefore, importance of online support groups, bulletin boards, chat rooms and other social networking sites well supported by the experts of Conventional and Ayurveda and similar other systems needs to be active and functional. E-mail communications may help to monitor patient responses and adverse events observed during the course of treatment, better patient compliance, and refine patient-centred outcome evaluation in clinical studies. The use of artificial intelligence has the potential to contribute to the whole system research of Ayurveda. Use of Information technology in research of Integrative medicine may provide many tools that have not been used adequately.



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Integration of Ayurveda and Allopathy a mighty issue

If materialized, it would be a giant step for mankind
The proposal for overall blending and fusing is easier
said than done. All the same there are attempts to
synergise the systems to the extent possible.



Disintegration is the order of the day everywhere and in every realm, be it politics, diplomacy, and global transactions. Globalisation initiated earlier has been threatened now-a-days and nationalism has crept in, safeguarding parochial interests.

*By **O.J. George**
(Consulting Editor)*

In various streams of medicine as well, there is selfishness, even outright arrogance sometimes, in accepting the other systems. Ayurveda and other complementary streams have been getting a facelift at the hands of the Government, and so there has been an onrush of various schemes to protect, sustain and improve the treatment procedures. One way to uplift Ayurveda and other streams of alternative medicines has been to try to tie up with modern medicine, that is Allopathy.

There is an attempt, initiated here and there, to integrate different streams of medicine like Ayurveda and Allopathy. It is easier said than done, but genuine efforts have been made to combine these for the benefit of patients in different ways.

By and large, modern medicine votaries are reluctant to accept other streams like Ayurveda into their midst. Allopathy practitioners generally do not concede interference by Ayurveda system of medicine, rather they are reticent to accept the modalities of other streams. No doubt, they do not interfere in the internal affairs of Ayurveda, all the same most of them are hell-bent on thwarting efforts made here and there to achieve some sort of integration of the two streams. However, there are silver lines appearing amidst dark clouds.

Some worthy achievers and leaders from Allopathy, especially a few who have an inkling of Sanskrit in which the texts are preserved, have understood the importance of Ayurveda, which is as old as the pre-eminence of sages in Indian history. It had dawned on those who were sitting in the forests in supplication and propitiation to empower themselves with greater miraculous faculties on the basis of years of penance and observance of austerity in their lifetime had access to the secrets of preventive and curative aspects of herbal medicine and the science of life as enunciated by hermits.

It is said that two heads are better than one, and therefore there could be some effort to synergize which is the habit of

creative co-operation, which incorporates team work, open-mindedness and the adventure of finding solutions to old problems.

Well-begun is half done, that is the dictum, which in the case of Ayurveda and Allopathy co-operation and collaboration, initiatives for possible synergy have already been initiated.

Also there is a mighty wing at the disposal of the Government of India, called Ayush, to encourage and ensure the growth of various alternative streams, including Ayurveda.

It is not that medicines of Allopathy and Ayurveda are mixed in the treatment protocols and procedures. For, that would be preposterous and may be detrimental to the interests of the patients. I have never come across suggestions for mixing of medicines even as some people vociferously call for and campaign in favour of collaboration and tie-up. That is a good omen, so far as satisfying the detractors of fusion, as they won't get a fool-proof case for opposing combination. As it stands, the die has been cast for some sort of rapprochement.

There are dime a dozen situations when one has to single-handedly proceed with modern medicine procedures, for surgery, heart attack, stroke and the like. In such situations there cannot be clamour for intrusion of alternative streams of medicine. But post-operative care is proved to be excellent, with minimal side-effects.

I know for sure one instance as one of my brothers had a stroke and he was rushed to the neurologist who administered an injection, following which within a few days of recuperation in the hospital, the modern medicine doctors themselves suggested he could be subjected to panchakarma (Medicated massage) of Ayurveda. After the procedure for a fortnight he could mind his own business like taking care of his daily needs without other's help. There was paralysis of the right hand, but he could eat with spoon using the left hand. That was a wonderful experience for all of us.

Another realm could be cancer cases, as there is good scope for palliative care in the Ayurvedic system for those who have undergone chemotherapy, radiation etc. There could be many other areas where Ayurveda would function side by side efficaciously.

Herbal medicines are not taboo, for in Brazil, I read in an article that more than 50 per cent of the people take recourse to herbal potions and concoctions. That is a significant shift in the paradigm frame of prevention and treatment.

A lot of Chinese people resort to native medicines available there in plenty.

Prevention is the hallmark of Ayurveda and other alternative streams even as they take care of post-operative and long-lasting palliative care.

Many may have heard of Arogya Pacha (*Trichopus zeylanicus*) which is a herb accessed by tribals.

The herb builds up debilitated system into vitality and vigour. Scientists managed to gather the medicinal properties and information about this miraculous herb from the Kani tribe of the south-western Ghats of India. The tribal people consume the leaves and fruits of the plant when they get tired while criss-crossing the forests. The tropical botanical garden of the Government of India had made the products made from Arogya Pacha a successful venture, with the co-operation of the tribals.

There are umpteen number of medicinal products squeezed from herbs which are useful to variegated types of patients.

So, when collaborative efforts become fully fruitful, with one stream not deemed as superior or inferior as far as preventive and curative aspects are concerned, adding respect to all concerned, one would be pleased to hail this "Heaven on Earth".

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Pathya

Link to Integrate Ayurveda & Modern Medicine



It is well-known that Ayurveda is a part of the cultural heritage of Kerala. In the days of yore, people of Kerala used to religiously follow Ayurveda procedures and practices to keep themselves healthy. I recall a time when we were young when our grandmother used to force on us a daily dose of a bitter concoction (Triphala powder mixed with beaten curd, I suspect) early in the morning to boost our immunity. My mother used to have a treasure of different types of Ayurvedic oils that she lavishly used on us to help prevent the attack from routine ailments. We seldom used to go to a general doctor at that time, except in case of a severe infection or for surgeries. By walking long distances and doing physical chores, we did not require any effort or time for a separate exercise to keep us healthy. Since most people those days followed a strict diet regimen and exercise we were hardly afflicted with any new lifestyle diseases like diabetes or stress. But, things seem a lot different now.

What we need to understand about Ayurveda is that this is a medical system that is based on the principles of balancing the different elements of nature (earth, space, water, fire and air) in our human body. This constant balancing is done by following daily and seasonal routines that helps to prevent attack from diseases. Unlike modern medicine, where emphasis is on the treatment of diseases, Ayurveda stresses on preventive health by smoothly blending good practices into our daily life. By regulating diet and following a healthy life (called Pathya in Ayurveda) we are able to constantly maintain the balance of forces within our body and also harmonize it with natural forces outside.

Ayurveda also emphasize that the mind has great influence on the body. Therefore, the state of mind of a person is important in getting rid of any bodily diseases. It is doubtful whether any medical system takes care of the ethical and spiritual dimensions of health like in Ayurveda. My understanding is that one need not be a believer, but noble thoughts and good deeds performed without attachment can elevate the human mind; this in turn relieves the body of all kinds of stress.

Though modern medicine has increased life span and quality of life, it can never be regarded as a panacea for all illnesses. When the medical community finds a cure for one dreaded disease, newer and more virulent ones arrive on the scene. This is the reason why modern medicine is now looking for integration of good practices from other systems. During these challenging times, it is a Pathya based prevention and treatment system that Ayurveda can contribute to modern medicine. Whether it is a heart disease or cancer or dealing with pregnancy, child birth or care for a new mother, following the daily and seasonal regimen prescribed in Ayurveda can make the treatment under modern medicine more humane, nature-based, balanced and sustainable.

In a meeting I had with the late Ayurveda exponent, Raghavan Tirumulpad, I asked him about the secret of good life. He answered this in a single word - 'Pathya'. 'Pathya' is the key to integration of Ayurveda with modern medical system and not the mixing of medicines of the two systems, as is widely perceived.



S. JALAJA
Former Secretary AYUSH,
Govt. of India.



Integrated treatment pivoted on Ayurveda

“The intuitive mind is a sacred gift and the rational mind is a faithful servant. We have created a society that honors the servant and has forgotten the gift.”

Albert Einstein

The great seers of Ayurveda too considered an intuitive mind as an indispensable pre-requisite to appreciate the depths of its theoretical foundations. The Vedas believed in the concept of one global family (Vasudhaiva Kutumbakam), which pre-supposes the absence of boundaries for knowledge systems like Ayurveda. Through this literary piece,

Prof. Dr. GG Gangadharan addresses the rising global demand for Integrative Medicine (IM) with Ayurveda in the pivot and that combines other systems like yoga, physiotherapy and certain elements of Allopathy to be investigated as a feasible model of IM specifically in the context of India.





Currently, the need for adopting Integrative Medicine is not widely recognized and consequently no studies (on an impactful scale) on these lines are being contemplated within the sector. But, it is very relevant to health policy makers, open-minded allopathic doctors, votaries of Complementary & Alternative Medicine (CAM) and notably to the Ayurveda community (0.7 million Ayurveda practitioners) in India.

The 21st century is witnessing a global upheaval of unprecedented proportions in current healthcare models as they struggle to deal with the explosive increase in Non-Communicable Diseases (NCDs), primarily cardiovascular disease, cancer, diabetes, chronic respiratory conditions and mental illnesses.

Ayurveda, by virtue of its whole-system approach that uses a judicious combination of lifestyle modifications, dietary changes, detox therapies as well as pharmacological disease management for restoration of biological mechanisms is in a unique position to address the challenge of non-communicable diseases.

Ayurveda is also gaining increasing acceptance world-wide, along with other hitherto disregarded systems of health and medicine, including Yoga, Homeopathy, Traditional Chinese Medicine (TCM), Acupuncture, etc., (referred to collectively as CAM), evidenced by their inclusion in medical college curricula and establishment of IM centres. Alternative systems of medicine are alive and thriving in India, with Ministry of Ayurveda, Yoga, Unani, Siddha and Homeopathy (AYUSH), Government of India, dedicated to promoting “AYUSH systems as the preferred systems of living and practice for attaining a healthy India.”

In the Indian context, it makes sense to promote such an integrative model pivoted on Ayurveda as an ideal choice because India has over five millennia of experience with medical knowledge systems like Ayurveda and Yoga. There is a wealth of knowledge, including advanced theories of individual health and disease, sophisticated principles of drug design and delivery, a vast repository of knowledge about drugs and their effect on systems, as we are now beginning to understand.

Nevertheless, in other parts of the world, other models of IM may evolve into different dimensions of healthcare. Ayurveda may be the pivot in most of India, Nepal and in many parts of South East Asia. However, Siddha may be the appropriate pivot for IM in Tamil Nadu and certain pockets in South East Asia, while TCM may play that role in China. Each model may prove relevant and essential to provide healthcare in its respective area.

The importance of diet, lifestyle and psychological issues, with the need to consider genetic factors that may be unique to India suggest that any integrative model of medicine should be based on a whole-system approach. Ayurveda may hold great relevance in mitigating the devastating effect of non-communicable disorders in India and globally.

Complementary, alternative and IMs are terms being increasingly used in the current scenario of medical pluralism. CAM has been defined largely in relation to conventional biomedicine, depending on whether



the practice complements or replaces conventional medicine. The commonly accepted definition states that CAM is a broad domain of healing resources that encompasses all health systems, modalities, and practices and their accompanying theories and beliefs, other than those intrinsic to the politically- dominant health system of a particular society or culture in a given historical period. CAM includes all such practices and ideas self-defined by their users as preventing or treating illness or promoting health and well-being. Boundaries within CAM and between the CAM domain and that of the dominant system are not always sharp or fixed. The dominant health system, of course, refers to the conventional Western medical model as it is practised today.

Ironically, the very same definition may be used for Western medicine in Indonesia, China, Japan and Vietnam, where the so-called 'traditional medicine' is used by the majority of the population. It is also interesting to note that osteopathy, which holds that all diseases can be explained as disorders of the musculo-skeletal system and, therefore, cured by joint manipulation, is considered conventional medicine in the U.S., despite its radical deviance from the principles of biomedicine. In contrast, homeopathy

and naturopathy, which also evolved in the West, are given greater professional recognition in the U.K. and in Europe than in the United States.

CAM practices are generally grouped into those administered by practitioners, including herbal medicine, acupuncture, homeopathy, Traditional Chinese Medicine (TCM), chiropractic, naturopathy, osteopathy, Ayurvedic medicine, and massage therapy and self-administered therapy: homeopathy products, herbal supplements, TCM products, naturopathic products, and nutritional products. The diversity of philosophies and methodologies of various systems resist classification and it is highly likely that the very definition of what is conventional, complementary or alternative is susceptible to change.

The 1990s was a landmark decade in the rise of CAM in the west, it was estimated that in the United States visits to CAM providers greatly outnumbered visits to primary care physicians (425 million vs. 388 million), with equivalent out-of-pocket, or non-insured costs (\$10.3 billion vs. \$12.8 billion) in 1990. Alternative therapies were most commonly used for chronic conditions, including back problems, anxiety, depression, and headaches. The enactment of the Dietary Supplement and Health Education Act

(DSHEA) in 1994 to regulate the use of herbal preparations as food supplements and establishment of the office of Alternate Medicine by the National Institutes of Health, which evolved into the National Centre for Complementary and Alternative Medicine (NCCAM), indicate the growing recognition that conventional medicine alone was insufficient to deal with the healthcare needs of the public.

IM is a new concept where the modern biomedical system is trying to integrate aspects of traditional systems in areas of its weakness. In most of these models the integration was only appropriation or misappropriation of certain elements of traditional medicines without going into its philosophy. Indeed it has been argued that IM is "...not the changing of conventional medicine but the taming of CAM". One example of truly IM is the work of Dr. Dean Ornish to apply the practice of yoga and dietary changes according to Ayurveda to reversal of conventionally diagnosed cardiovascular disease without drugs or surgery, which had a profound impact on conventional medicine. There has been a shift in medical practice towards treatments that are evidence-based regardless of medical tradition, despite increasing resentment and campaigns against integrating CAM with conventional

medicine. There is therefore a growing need to revitalize and promote Ayurveda and such other Traditional Medicine (TM) systems for their contemporary relevance with the spirit of a dispassionate scientific enquiry. It is, however, important to recognize that Ayurveda is not merely meant to be used as an inventory for prospecting new molecules or extracts, but it is also to be explored for its sophisticated theory of homeostasis and bio-regulation.

Historically, Ayurveda has been a holistic, inclusive, progressive and continuously evolving knowledge system with universal attributes. The logic, theoretical foundations and epistemology of Ayurveda are based on the six darsanas, mainly the Sankhya and Nyaya-Vaisesika systems of natural philosophy. An integrative holistic approach to healthcare and cure has been a distinct facet of Ayurveda practice. On the other hand, critical care and advanced invasive treatments are great contributions of modern medicine to healthcare, while for curative care, its approach has been reductionist, which many biomedical scientists believe, does not probe the root of the disease. A careful scrutiny of the classical writings of Ayurveda will enable us to appreciate the rational and scientific

development of medical knowledge in India. It will help us know the reason why genuine practitioners of Ayurveda who have relied entirely on classical medicines invariably claim to have got clinical outcomes that were predicted of them, ages ago.

Nevertheless, one cannot undermine the need for clinical evidence in a form discernible to the conventional scientific community when it is evident that no single system can claim to offer a complete cure. In this age of globalization of information where people have access to the entire body of medical literature at the click of a button, they can be expected to judge for themselves the good in every system and resort to them as they deem suitable. Just as critical care and invasive procedures of contemporary medicine are evidently helpful, Ayurveda can make two major contributions in the current healthcare scenario. One is in the management of chronic ailments (like Diabetes, Bronchitis, Stress etc.), and second one in home-based remedy for primary healthcare.

It has been a long-recognized need that India should take up the initiative of developing a healthcare model pivoted on Ayurveda by integrating

traditional and modern systems. As a first step it should attempt to look for commonalities in the various traditional practices like Ayurveda, Siddha, folk medicines etc. and then invest in rigorous clinical documentation of their clinical outcomes in an integrative framework that is made available in a form that can be accessed and understood by any modern scientist. While medical pluralism may be the future direction and indeed the new form of healthcare, the shift from singular knowledge systems to new plural systems cannot happen without very serious and long-term investment in research, followed by comprehensive educational programs. India can be a world leader in this new field of 'Integrative Health Sciences and Technology' because we have over the last century or so assimilated and achieved a reasonable degree of competence in bio-medical and life sciences and we possess an incredibly rich medical heritage of our own. Revitalization of the TM sector is essential for this leadership role.



Prof. Dr. G. G. Gangadharan

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Certificate Course in Ayurveda

The Ramaiah Indic Specialty Ayurveda Restoration Hospital has an institute functioning under it called the National Institute of Open Schooling. This is an autonomous institute functioning under MHRD, Govt. of India. The institute is an accredited vocational institute offering a certificate course in Ayurvedic Therapy. The course is for one year.

The institute runs under the able leadership of Ayurvedacharya Prof. Dr. GG Gnagadhran. The different departments in the hospital include General Medicine, Pain Clinic, Dermatology, Ophthalmology, Gynaecology & Obstetrics, Paediatrics, Geriatrics, Preventive Medicine (Wellness, Well-Being), Yoga and Ayurvedic Para Surgical Procedures. The salient features of the hospital are:- 12- bedded in-patient facility; suit, deluxe, private, semi-private room accommodations; 24/7 emergency healthcare attached to memorial hospital and insurance coverage.

The hospital has a branch at Yelahanka; joint venture at Penang-Malaysia; franchise at JP Nagar, Bangalore; and a franchisee opening shortly at Delhi.



Integrative Medicine

A global phenomenon taking center stage

The beginning of the new millennium has witnessed a fast-evolving global health scenario. In the wake of an urgent need for sustainable health solutions and the emergence of Traditional and Complementary Medicines (T&CM), a new concept called integrative medicine is taking center stage as a global phenomenon in medical practice and education.

Here, **Dr. Simone Hunziker**, a Swiss expert in Ayurveda, takes our readers through a journey that reflects the concept & role of integrative medicine beyond controversies of diverging models.

Normally, a new brand or fashion—like many in the health sector over the last decades—spreads and gains recognition in the form of a common understanding. But in the case of integrative medicine the definition, meaning and its implementation have over the years evolved in various forms even within the same region, and today the picture remains very scattered.

This very fact indicates that integrative medicine is not just a trend but a serious attempt made by its different actors from different parts of the world to find solutions to serious concerns.

INTEGRATIVE MEDICINE IN THIS CONTEXT IS VARIABLY DEFINED AS

- Global, complete, holistic medical approach referring to a medical system that takes account of the person as a whole in his/her environment
- Scientific integration/recognition/dialogue between complementary medical systems through harmonization of communication, e.g. evidence-based or other models of research, documentation and practice
- Medical practice integrating different systems of medicine in the treatment strategy in order to provide the patient an optimum result

The most complete model combines all the three definitions. Although this movement is still at its nascent stage, attempts are made in different parts of the world to evolve complete models of integrative medicine by recognising T&CM in public health systems.

Like any evolutionary process, the movement faces both intrinsic and extrinsic resistances along with numerous other hurdles and challenges that need to be overcome.

While T&CM systems usually offer a global and individualized approach of the patient, serious efforts at standardization, research and quality assurance are required to give mankind access to the full potential of these systems.

WHILE EFFORTS ARE UNDERTAKEN BY VARIOUS ACTORS OF T&CM TO DEVELOP RESEARCH, DOCUMENTATION AND STANDARDIZATION:-

- Public and private funds necessary to ensure the needed skill building, to provide the infrastructure and support specific projects are very limited
- Quality studies do not gain due recognition and remain largely ignored by the established system

While all adepts of integrative medicine generally consider that people should have the freedom to choose the medical concept by which they wish to

be treated, there exist different models of practice:

Integrative medicine in a clinic by a practitioner trained in different systems

Integrative medicine in a network by experts trained in a specific system

Integration of concepts of one system into another one

It is certainly useful for a practitioner to understand various concepts, but in terms of safety, adequacy and efficacy in clinical practice it does not replace expert knowledge of a whole system. Any patient, medical authority and representative of a medical system would agree on this.

Yet, in the globally emerging scenario of T&CM, in the absence of standardisation and regulation, the practice has over the last decades mainly evolved through practitioners and therapists with full or partial training in one system plus partial exposure to various other techniques or systems combined in their practice. During the first stage of emergence of integrative medicine such practice might be necessary. But in the medium and long term, for patient safety as well as for the preservation and development of the various systems, only practitioners who are fully trained in a system should be authorised to practice even at primary care level.

A certain resistance in understanding from experts of T&CM towards the concept of integrative medicine comes from the justified concern that there is a risk of diluting the systems in the process of mixing up concepts of various systems, of taking concepts out of its context, of practising various systems in combination without real expertise, of imposing the thought process of a system on another for validation purposes.

The WHO Unit for Traditional, Complementary and Integrative Medicine defines and issues benchmarks for each medical system for it to be preserved, to evolve as a whole and to be prac-

tised with respect to its authentic principles. There is no mixing and dilution of systems but guidelines to help each of the systems develop its full potential and provide humanity with its best solution regarding health for the sake of a sustainable global health.

THEREFORE, WE SHOULD COLLECTIVELY STRIVE:-

- For the promotion of complete concepts of integrative medicine, offering the patient a choice of well-developed, documented systems practised by fully-trained experts
- For more support of research activities in T&CM through private and public funding, for due scientific recognition of good quality research, for research methodologies and criteria designed with respect to the particularities of the concerned system

Furthermore, in a meaningful model of integrative medicine, T&CM should spread with respect to the practice in their countries of origin, thus not as a mere complement to bio-medicine practised by physicians with partial additional training in T&CM.

For sustainable global health, T&CM should spread as fully-fledged medical systems practised by fully-trained and recognised medical practitioners, as suggested by WHO guidelines and materialised in the Swiss model of regulation and implementation exposed in earlier issues of this magazine.



Dr Simone Hunziker

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How can Ayurveda empower Integrative Medicine?

Thousands of years ago, the Carakasamhitā proclaimed that there are many medical traditions in the world. Indeed, today we see diverse approaches to healthcare mushrooming all over the world and Caraka's statement holds good like never before. Through this note, **Dr. Rammanohar**, takes us through his understanding on the future of healing and how Ayurveda can empower integrative medicine globally.



First and foremost, we need to understand that all modalities of healing other than conventional biomedicine are categorised as Complementary and Alternative Medicine (CAM) in the developed world and Traditional Medicine (TM) in the developing world. Ayurveda is one amongst the CAM modalities of healing in rest of the world and Traditional Medicine in India, the country of its origin, being the first amongst the AYUSH stream of medical systems officially recognised by the Government of India.

In other parts of the world where biomedicine is the only legitimate system of healing, CAM modalities are sought after by people by paying from their own pockets. The rising popularity of such health systems have raised the alarm within the scientific community and regulatory bodies resulting in initiatives to scientifically assess and integrate the best practices into mainstream medicine. In other words, con-

ventional biomedicine is considered as the most legitimate platform that can integrate diverse treatment modalities into an integrative framework based on evidence based practices.

On the other hand, in India, a pluralistic healthcare system prevails and practitioners of different medical systems work in silos without engaging in cross talk with each other. Integration is not yet a priority even though it is listed in policy documents as a strategy. Rather, there is a focus on utilising the vast AYUSH human resources to fill the gaps in basic healthcare needs of the people created by shortage of biomedical doctors. The AYUSH Ministry works in isolation to the Health Ministry, which does not seem conducive to achievement of integration of medical systems.

In these circumstances, the great potential of Ayurveda to contribute to the global development of a futuristic and integrative health care model stands jeopardised. In the rest

of the world, Ayurveda remains fairly invisible under the umbrella of the CAM systems and in India it remains isolated from biomedicine and other recognised systems of health care.

Biomedicine is based on an extremely reductionistic approach to understanding life, health and disease with a singular focus on molecular biology. Rather than recognise and accommodate different frameworks and strategies, Integrative Medicine in the biomedical approach often ends up in force fitting other medical systems into the conceptual framework of its reductionistic model. This is in spite of the fact that Integrative Medicine is defined as integration of body, mind and spirit of the individual in the context of healing. In the process, we simplify and reduce the other medical systems into the narrow framework of biomedical thinking.

What we stand to lose is a meta framework of integrative healing that is accommodative of both holistic and

reductionistic approaches to healthcare. In this regard, Ayurveda needs to be recognised as a truly integrative and accommodative approach to healthcare that can serve as a template for the development of the future global healthcare system.

It is nothing short of a tragedy that Ayurveda is subsumed within the umbrella of CAM or TM, whereas Ayurveda is an umbrella term itself that encompasses health and disease in the context of life. Ayurveda focuses not just on health and disease, but on the life of the individual itself. There is a need to rediscover Ayurveda in its totality if we are to capitalise on what has been preserved of this ancient system of health to create a comprehensive strategy for future healthcare.

First of all, there is no point in debating whether Ayurveda deals with medicine or wellness. It is sad that Ayurveda is often projected as wellness in order to gain some economic or regulatory advantage. Or it gets classified as food or food supplements for the same purpose. But what we need to understand is that, Ayurveda is both healthcare system and wellness system at the same time and both medicine and food at the same time. In the tradition of Ayurveda, it has been clearly stated that the goal of Ayurveda is Ayur rogyasaukhyam. The goal of Ayurveda is to preserve/save life (yu), restore, preserve and promote health (rogya) and to discover wellness (Saukhya). So right from emergency medicine to curative, palliative regimens to preventive medicine to wellness - everything comes within the purview of Ayurveda. Thus, Ayurveda provides a truly integrative framework to define the healthcare of the future. It would be a tragedy if we reduced Ayurveda to diet, lifestyle or wellness. It would be wrong to also say that Ayurveda is medicine. It is all of these together and yet more.

Ayurveda cannot be just diet or just medicine. In fact, Ayurveda is the appropriate formulation of counseling, lifestyle, diet, medicine, therapy and even surgical interventions to optimise

the best therapeutic outcome. Herein lies the great potential of Ayurveda to provide an accommodative and integrative framework of healing as against the integrative approach based on reductionism.

Ayurveda is the insight into the life process. Ayurveda envisions life as the trinity of the body, mind and self and has thus provided the most comprehensive definition of Integrative Medicine thousands of years ago.

Ayurveda has provided a three tier framework for accommodating diverse approaches to healthcare than includes the systematic drug based approach as well as energy medicine, body work therapies and mind body approaches to healing - Yuktivyapraya, Daivavyapraya and Satvavyapraya.

India is a very fertile land for the futuristic experimentation of Integrative Medicine. There are hardly any other countries where such a diverse number of medical systems can be practised legally. This provides an unparalleled platform for systematically developing integrative treatment protocols for a large number of diseases, which can then become a model for the rest of the world. In the context of India, first of all, there is the need to cross integrate the different AYUSH systems, to which biomedicine can also be eventually integrated.

To realise this goal, our attention must turn inward as much as it is turning outward to the other nations. Today, a lot of initiatives are being taken for the global promotion of Ayurveda. More than often, these efforts find strong resistance or get misdirected and the result is that we do not even see Ayurveda being listed amongst CAM modalities. We cannot keep arguing that the rediscovery of Ayurveda in India will have to be a knee jerk response to its discovery in the rest of the world.

The work has to begin at home. We need to set the house in order for the full potential of Ayurveda to be realised for the benefit of the Indian people and the people in the rest of the world. We must remember that

Ayurveda is the knowledge of life and belongs to everywhere that life manifests. It is perhaps the only system in the world that is not yet known by the name of the place of its origin. The word Ayurveda has a universal implication and this word Ayurveda has the power to help medicine and healthcare go beyond mere management of disease to the higher realm of enhanced states of health and well being. It is important to understand that there is no war to be waged in the development of Integrative Medicine. In fact, it is a call for truce amongst the practitioners of different healthcare systems, so that each can discover their own role in the bigger scheme of things.

In the present scenario, Integrative Medicine is patient driven, especially in India. There are no formal guidelines or protocols to make use of the diverse AYUSH resources by integrating them with biomedicine. It is high time we think in this direction and act by setting the priorities right.

Ayurveda promises the discovery and development of an accommodative, all encompassing meta framework of Integrative Medicine and perhaps there is no other system that has the advantage of looking at the healthcare scenario from such a vantage position. But the question is, will the people who matter, who can make the change, take the right steps. An attempt has to be certainly made and we need to really push the Integrative Health Care agenda with Ayurveda at the center-stage in India, of all the places.



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Efficacy of Integrated Treatment

The literal meaning of Integrative Medical practice is the combination of various medical disciplines in a treatment methodology, for one particular ailment for the total benefit of the patient. The methodology and the strategy of this treatment depend totally upon the skill, knowledge and the experience of the doctor / practitioner.





Generally, it is observed that in foreign countries, the main line of treatment is Allopathy. Along with this, they include other treatments like Acupuncture therapy or Homeopathy as an integrated approach. In China, they follow the traditional system as the main treatment method ie; Acupuncture & Herbal therapy. In certain cases they may take Allopathic medicine as a part of integrative medicine.

In India, we have umpteen options for treating diseases. We have several traditional treatment systems like; Ayurveda, Yoga, Unani, Siddha, Homeopathy, Naturopathy, Acupuncture etc. Here, we use Allopathic medicines as the mainstream of treatment along with one or two disciplines from the above group as complementary medical support. This, however, depends on the discretion, experience and expertise of the doctor. The ultimate aim is quick remission of the diseases. To attain this, often, integrated treatment is practiced in a reverse order in which Allopathic treatment is considered as the complementary treatment system.



What are the advantages?

In an Integrative Medical treatment a three dimensional approach to treatment is observed ie. Treatment at the physical, mental and emotional level.

In BC 600, Sushruta Maharishi in the Sushruta Samhita explains the right method of treating various ailments. According to him, “a patient should be treated for both the body and mind to get best results.” He explained further, “if anything happens to the body it will affect the mind and conversely, if anything happens to the mind it will affect the body too”. Most of the traditional system of medical treatment is for the whole body. Thus, this method addresses the ‘cause’ of the diseases and not just the ‘symptoms’ as in modern medicine.

How does one benefit from it?

The Human Body is dynamic and holistic in nature. It has got a mind and an intellect that helps to take a decision on healing. The line of treatment adopted should be able to reset the ‘cellular ambience’. An Integrative system of treatment will ensure support at the cellular level. The ingredients of Ayurveda, Siddha

and Homeopathy medicines are organic in nature, so they usually don't have any side-effects. However, this methodology raises the 'cellular intelligence' and helps in the 'structural integration', resulting in the concerned organs regaining the ability to function normally in their original state.

Detailed studies at the various universities across the world have proved that advanced yogic practices too accelerate the healing process.

Application of Integrative Medical Treatment

If the practitioner/team is educated, skilled and experienced, the integration of specific disciplines can be used to develop a unique protocol to address the ailments of individual patients. They can decide on an optimum combination of integrative practices, depending upon the seriousness of the diseases.

The Integrative Medical practice can be applied in all three stages of the diseases. ie acute, chronic and

degenerative stages. Depending upon the stages of the illness the different combinations of the disciplines also vary so that the patient gets complete and total benefit.

Health issues that integrative treatment addresses

All kinds of health issues can be treated with Integrative Medical practices. For example: musculoskeletal problems, infertility problems, diabetes, gynaecological problems, obesity, skin diseases and depression.

Basically, in an integrated approach, the first thing to do is to correct the lifestyle as per the prakruti of the body. Based on the body's prakruti, the diet or food pattern has to be planned. An ideal sleeping time should also be identified. Also, a suitable exercise program based on the capacity of the patient should be designed. The exercise practiced should have light movements and should not exert the body too much. Light movement exercises like yoga, meditation and pranayama are suggested. This can

easily correct the mind & body resulting in quick recovery. Finally, it is observed that the body becomes receptive for healing and any combination of integrative medical practices can be used for treatment.

Global Insight on the Integrative Treatment Approach

Blind trust in the treatment with Allopathic medicine has changed in the last three decades as per the reports that talk of adverse drug reactions and onset of multiple other complications with prolonged use of these medicines.

Dr. Deepak Chopra, an expert on alternative medicine, advocates a new approach of treatment called 'Quantum Healing'. His theory is developed based on the guidelines of the Sushruta Samhita. It states that, 'Whenever the mind is disturbed the body gets into illness and vice versa'. In 1993, Dr. Deepak Chopra started treating the mind of a few cancer and HIV patients with music therapy, meditation and prayer. He observed remarkable progress and recorded his thoughts and observation in his book, 'The Quantum Healing'. Today various countries have adopted this new line of treatment protocol for the betterment of the patient's comfort, in totality. Thus, they have started using the traditional as well as modern medical systems for best results.



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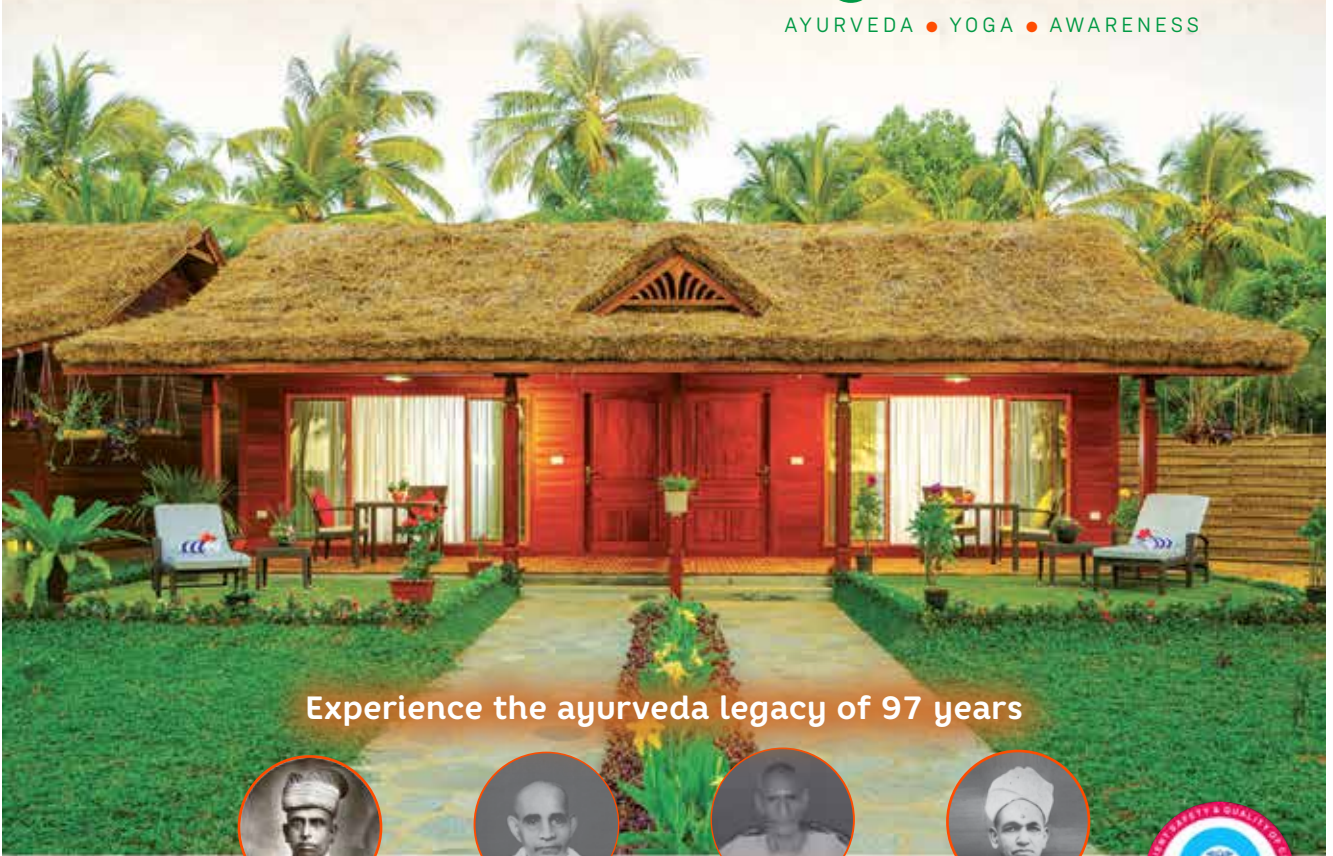


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Diabetes: Evidential Integrative Treatment

Diabetes is a metabolic disorder with higher than normal blood glucose level or a hyperglycemic condition. It is a chronic condition that is untreatable but can be controlled. The only way to keep one's diabetes under control is to maintain a normal blood glucose level. Uncontrolled long-term diabetes leads to several complex complications like nervous system disorder, kidney failure, progressive vision impairment due to retinal damage and many others. Today, considering the complex nature of this disorder, most people afflicted with diabetes opt for alternative treatment. This treatment is attractive as it helps to control diabetes effectively with very little side-effects and it focuses more on the prevention of the disease. In the following section **Dr. Nita Sharma Das** discusses some integrative treatments that have been proved scientifically to treat and prevent diabetes effectively.



Physical intervention

Yoga

Yoga is one of the most traditional medical treatment approaches for controlling and preventing several chronic conditions, including type 2 diabetes. Yoga is not only effective in controlling the blood glucose level, but it also helps to improve pre-existing diabetic-related complications. Naturopath experts consider yoga as a supportive treatment that can help to limit the intake of diabetic medication along with any burden of side-effects. In addition, yoga provides a stress-relieving effect that assists in reducing blood glucose level.

Massage

Mental and physical stress stimulate the release of stress hormones that indirectly limit the functioning of insulin. This directly impacts the increase in blood glucose level. Almost a century ago, experts recommended massage therapy to diabetic patients not only for its relaxing effect but also because it improved the functioning of insulin. Massage therapy is also effective in improving blood circulation and also provides improvement in case of diabetic neuropathy. A research study proved that syncardial massage is successful in improving 56 per cent cases of diabetic neuropathy. Elec-

tromyographic testing also provides supportive evidence that massage can reduce the muscle tension, which is beneficial for diabetic patients.

Acupuncture

In traditional Chinese medical system, acupuncture is one of the effective alternative therapeutic approaches to treat and control several chronic conditions, including diabetes. The benefits of acupuncture are not restricted to any single organ, but it is induced through multi-organs. Both experimental and clinical studies provide the evidence of the efficacy of acupuncture on diabetic patients. The complete



mechanism of the action of acupuncture for treating diabetes is still undiscovered. The proposed mechanism of action involves activation of glucose-6-phosphate which, in turn, positively stimulates the functioning of the brain through the hypothalamus. In addition, acupuncture directly acts on the pancreas and thus enhances the production of insulin. Acupuncture also increases the use of glucose by the body and, in turn, lowers the blood sugar level. Other positive effects of acupuncture include the anti-obesity effect that helps to maintain optimum body weight.

Dietary Supplement

Micronutrients such as vitamins and minerals play a vital role as a dietary supplement for our body. The support of basic cellular reactions such as co-enzymes and co-factors help in increasing the body metabolism. Today, there is evidence of their role in diabetes management. A few of the essential micronutrients that are used as dietary supplements are mentioned below:

CHROMIUM: Helps in glucose metabolism. The daily recommended dose for chromium is low and to be maintained over 200 mg/day which can keep optimal blood sugar regu-

lation. Chromium can increase the activity of insulin receptor. A precaution must be given to patients taking chromium supplement for hypoglycemia, and monitoring renal function.

VANADIUM: There is not much evidence for the vanadium supplements studies done so far, although there is an animal study that suggests its potential benefits in type 1 diabetes.

MAGNESIUM: The complications of diabetes, particularly retinopathy, are very much associated with Magnesium deficiency.

NICOTINAMIDE: The patients who are newly diagnosed with diabetes can

control it through effective supplementation of Nicotinamide. There is research evidence that proves that Nicotinamide treatment is very effective for women who develop Type 1 diabetes after puberty.

VITAMIN E: Apart from its role in diabetes it primarily acts as an antioxidant.

Below are some other miscellaneous approaches to manage diabetes apart from the remedies mentioned above.

Aromatherapy

The essence of aromatherapy lies in the essential oils which when inhaled or used topically in a diluted state provides effective actions against symptoms from many diseases. There are a lot of complications associated with diabetes management that can be treated with aromatherapy. Aromatherapy is very effective against stress which stays primarily associated with a life-long chronic condition like diabetes. It is recommended to consult a diabetic healthcare team, before progressing towards any aromatherapy to help a diabetic person.

Biofeedback

This is a therapeutic technique by which an instrument provides information about different psychological activities such as skin temperature or muscle tension. An evaluation was conducted for stress management in diabetic patients which resulted in a small but significant decrease in glycohemoglobin after 1 year of the evaluation period. A decrease in blood glucose level is also found in a controlled study of biofeedback-assisted relaxation therapy in type 1 diabetes.

Hydrotherapy

This is so far recommended for the diabetes patients who are unable to do exercises. The co-administration of hot and cold water can help the muscle to relax and help to reduce the body weight and glucose level. Adequate caution must be taken while treating with hot water because neuropathic disorder associated with diabetes may

not let the patient understand the burning sensation in some instances.

Chromotherapy

This involves treatment through colors. Through this treatment different colored lights are used for patients who are believed to be deficient in those particular colors. As per the concept of chromotherapy, the deficiency of orange and yellow colors in the body causes diabetes. This therapy can be conducted either by using light filtered through different colored glasses or by the using different colored water that is charged. Green light is also known to play an eminent role in controlling diabetes.

Herbal therapy

Medicinal herbs have a significant role in controlling blood sugar level and providing an effective anti-diabetic effect. A vast range of medicinal plants exceeding more than 1200 in number serve different anti-diabetic effects. Some medicinal plants provide symptomatic relief to diabetes-related complications and prevent further progression of the condition. Some herbal plants can also help to regenerate pancreatic beta cells that enhance insulin synthesis. Most of these herbal plants have potent antioxidant property and cholesterol-lowering effects. Both of these therapeutic properties assist to prevent diabetes-induced-complications.

- Fresh unripe fruit juice of Bitter melon. This fruit has mixed steroids containing phytochemicals that lower blood sugar.
- 15 g of Fenugreek seeds powder soaked in water provides effective result. Seeds contain fiber, nicotinic acid, alkaloid gonelline, and coumarin that provide glucose and lipid-lowering effect.
- 400 mg of Gurmar leaf extract acts as sugar blocker, as it increases the production of endogenous insulin.
- Neem Leaves extract can control diabetes. Phytochemicals present in this leaf such as flavonoid, quercetin phyto-

chemicals improve peripheral glucose utilization by blocking the epinephrine action on glucose metabolism.

- Cinnamon powdered bark extract can control blood glucose level, as cinnamon provides 'insulin-like' effect by converting more glucose to glycogen by reducing the conversion of glycogen to glucose by decreasing the activity of glycogen synthase kinase 3β .
- Inner portion of the Aloe Vera leaves contains glucomannan. This water-soluble fiber present in leaves provides insulin-sensitizing effect and control diabetes.

There is a huge increase in the number of people resorting to alternative treatments these current days. Most patients with chronic diseases prefer to be treated with alternative therapies to prevent the harmful adverse effects of synthetic drugs and conventional treatments. Herbal therapies are the most sought-after treatment in diabetes as it helps to lower the glucose level for diabetes patients. The next highly effective treatment comes in the form of dietary supplements. These supplements provide tremendous action on glucose metabolism. Other forms of therapies like acupuncture, hydrotherapy, massage therapy, yoga, and chromotherapy are also practised in the healthcare professions in managing diabetes and associated complications.



Dr. Nita Sharma Das is a freelance medical writer and a Doctor of Naturopathy. She completed her PhD in Alternative Medicine. Her specialization and area of research include Herbal Medicine and Nutraceutical.



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HISTORY

Established a hundred years before, the Keralaleeya Ayurveda Samajam is a singular organization in preserving and promoting the principles and practices of Ayurvedic Medicine, internationally. Running on charitable lines with no profit - no loss motto, the Samajam today is engaged in Hospitals, Nursing Homes, Dispensaries, Teaching & Training programmes, Research & Development activities, Cultivation of medicinal plants & Manufacture of herbal medicines, Ayurveda Therapeutics and Rejuvenation Practices, Panchakarma & related therapies, and most importantly in Preventive Health Care concepts.

Branched out to 7 centers including to the Andamans, the Samajam caters to the needs of a large population from different parts of India and abroad. Beyond commercialization and competition, Samajam still remains on ethical lines in Medical Practice.

Samajam is centrally controlled from its Head Quarters in Shoranur, in the Palakkad district of Kerala. Having had the privileged service of great personalities including PS Varier who later set up Kottakkal Arya Vaidya Sala in the year of 1915, Samajam had eminent personalities like Former Prime Minister Gulsarilal Nanda, Governors like R. Prakasam and Subbarayan, Former Chief Minister Kamaraj Nadar, Former Union Minister C. Subramaniam, famous Classical Musician Chembai Vaidya Natha Bhagavathar, Mahakavi Vallathol etc. in the member's list in its early days. Samajam today has an array of similar familiar persons like Padmavib-

hooshan Justice V.R. Krishna Iyer who whole heartedly support this non profitable venture. Former President of India, KR Narayanan was the lead Patron of Samajam.

MORAL AND SOCIAL DUTY

Old School and New Grammer is the approach Samajam has taken recently as part of their moral and social duty to reach and teach the public. The idea is to give modern facility along with traditional Ayurvedic Treatment, rejuvenating or therapeutic.

Commercialization has never been in the minds of the Keraleeya Ayurveda Samajam, it shall never be, too. Like the lone banyan tree standing on the scorching sun on the side of the long stretch of road to comfort the weary traveler, the Samajam stands to comfort the sick and weak, with the strength gained out of the 5000 years old heritage wisdom of India, the Ayurveda of mankind.

POPULAR AYURVEDIC FORMULA

The colonial Rule brought the concept of Modern with a face of Newness. During the two centuries of colonial rule, Ayurveda almost went un-noticed by the British and most of them did not believe in it or discarded it as some esoteric healing.

However some Ayurveda and Ayurvedic formula did make it to the west and extreme orient. The most popular one which we all know would be 'Amala' and 'Aritha' fruits to make 'champoo' for hair which gave birth to modern day 'Shampoo' in use until this day including the word.

European surgeons translated and brought into practice Indian surgery techniques as described in the Sushruta Samhita (1000 B.C.) including the corrective repair to injured face; traditional aesthetic treatment which was devised to restore the beauty of the Maharajas and Princes who were deformed while fighting a battle. This technique fostered the discipline we now call plastic surgery.

Meditation also has a similar story. Meditation known as 'Dhyan' is Sanskrit to restore the peace of mind became Chyan, then Chen and by the time it reached Japan it became Zen.

SURVIVAL OF AYURVEDA AND RECOGNITION

In 1911, The Chief Justice of British High Court in Bombay, Sir Basil Scot due to his chronic illness, pain and suffering and also due to the fact that all the modern medicines having failed in giving him relief, thought of trying Ayurveda. He wanted the best Ayurveda physician in India. The Madras Governor advised him to consult the Zamorin. Message was communicated to Samajam by the Zamorin.

Triprangode Parameswaran Moosad was the Chief Physician of Samajam at that time. Triprangode Parameswaran Moosad was a traditional physician with a great ancestral history in Ayurveda. Being the Chief Physician, Moosad had to think twice as his absence for so many days should not upset the patients in Samajam Hospital.

And with half mind Moosad went to Bombay to examine Sir Basil Scot. To the surprise of everyone, including Moosad, the disease was diagnosed and cured in matter of few days. This relief was attributed to the belief of Hindu religious Miracle, but Moosad could convince him of the Wisdom of the sages. He also explained that the knowledge which the Modern Medicine propagates is only an atom in the massive wisdom of Ayurveda. Astonished by the Moosad's wisdom he requested the then Viceroy, Lord Charles Hardinge to honour Moosad with the highest recognition Vaidyaratnam, a certificate of Merit coined only at that juncture. This was in 1st January 1914.

Lord Hardinge, as Viceroy of India was too busy with the shifting of the Capital of India from Calcutta to New Delhi. The Supreme Court of India was also in Calcutta. The shifting of Capital and other offices was for the preparation of the Crowning of the New King, King George V which was to be held in Delhi in December 1914. Even during this

Principles of Samajam

Provide treatments and medicines to the economically poor, free of cost.

To educate students by establishing teaching & training institute (Ayurveda Patanalam)

To promote and preserve Ayurveda.



busy time the Viceroy found time to honour Triprangode Parameswaran Moosad with the First ever Vaidyaratnam in South India, the certificate of recognition for the meritorious services rendered to humanity.

HOSPITAL

Samajam Hospital is the first Ayurveda Hospital. Beginning in 1902, Samajam started treatment in Ayurveda both as out-patients as well as in-patients.

The concept of an Ayurveda Hospital was unheard of till the Zamorin of Calicut gave shape and form to Samajam Chikitsalayam, Chikitsalayam meaning where one gets treatment. Samajam was the first ever Ayurveda Hospital to the public. With the Samajam Hospital, and also with its no profit Character as a Charitable institution the Zamorin was regarded as the saviour of the poor. This step of Zamorin was considered as one of the major steps in the progress of Ayurveda itself as it gave ample time to the physicians to get an exposure to various kinds of diseases.

Till then the Vaidya, the physician, used to visit the patient. This gave little time for the physician to treat more patients as travel alone took a lot of time. Moreover, only the Kings, Dukes, Landlords and the rich got medical care.

Zamorin wanted medical and health care to be given to everyone in his practice. Thus the idea of a Public Hospital with OP and IP. The practice of the Vaidya going to the patient thus was changed and got a reverse order with the patient visiting the Vaidya.

TREATMENT & DISEASES

Ayurveda is a complete health science. It is expanded into 8 specialization some what 2000 year before, where the Kayathanthra deals on internal medicine, the Balathanthra on obstetrics, gynecology and paediatism, the Salya thanthra, on surgical management, the Salakya thanthra on eye, ear, nose, throat, brain, head & neck, the Visha thanthra on toxicology, the Rasayana thanthra on immunology, geriatrics and rejuvenation and the Vajeeekarana thanthra on andrology and sexology.

RESEARCH

Chiktsa Yogam

The million year old wisdom of Ayurveda purified, refined and bettered by the traditional Vaidyas, Ashtavaidyas and the allopathy physicians, through generations of practical experience gave birth to the ultimate in Health Care - The Samajam Sampradayam. The first panel of the Samajam in the early decades of the 20th century had witnessed the collective brain



CENTERS

Royapetta (Chennai), the oldest started 60 years ago

Bangalore

Ernakulam

Palakkad

Kozhikode

Thiruvananthapuram

Andaman-Nicobar islands.

work of legendary Ayurvedic physicians like Vaidya Ratnam Thriprangode Parameswaran Moosad, Ashtavaidyan Alathiyoor Neelakandan Nambi, Ashtavaidyan Chirattaman Narayanan Mooss, Ashtavaidyan Kuttancherry Aryan Mooss, Ashtavaidyan Thaikkatt Divakaran Mooss, Mooriyil Narayanan Nambeesan, Ambramoli Ravunni Vaidyan, Poyiloor Sanku Varier, Govinda Varier, Changaramkulam and that of the modern physicians of high repute Dr. C.V. Rama Rao and Dr. E. Rama Varier.



SAMAJAM SAMPRADAYAM

While on one hand the Samajam holds the traditional concepts and practices dearly, on the other, it has always been on the search and re-searches for innovations.

Samajam started the practice of Chikitsa Yogam, an assembly or panel of physicians to discuss and find solutions to chronic ailments, a practice unheard so far in Ayurveda. Samajam follows the practice even today. This panel is the backbone of Samajam Sampradayam.

It was about 9 decades ago that Samajam introduced the systematized practices of Panchakarma and specialized Kerala therapies. It tells about the application of a set of therapies in a logical sequence than the haphazard introduction of some therapy on the patient, while treating diseases of different origin and of different caliber.

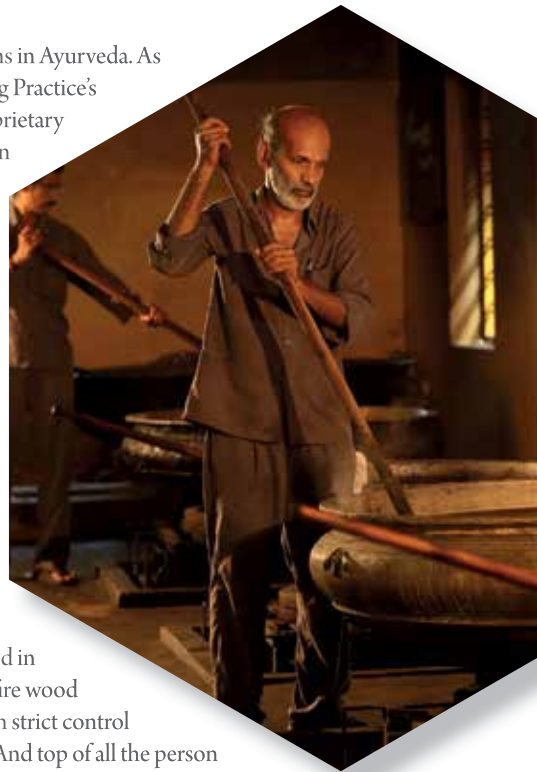
PHARMACY

The Samajam prepares over 300 traditional formulations in Ayurveda. As it is mandatory, it has acquired the Good Manufacturing Practice's certification also. Samajam also has some very rare proprietary medicines which are used in Therapeutics, Rejuvenation and Cosmetics.

The quality, strength and effectiveness of the preparations of Samajam is unquestionably unparalleled. All medicines are prepared strictly sticking to the formula and no medicine will carry the message "without this or that". The general tendency seen in the market, as the demand for Ayurvedic Preparations shot up to sky high, is that even when some ingredients are not available due to the pressure from the market the manufacturer sells the medicine with a remark on the label "without gold" etc. Then the composition becomes incomplete and medicine ineffective.

SAMAJAM TOUCH

The century old system of manufacturing is still followed in Samajam. The heat has to be controlled and hence the fire wood has to be Tamarind. The vessel made of fine Bronze with strict control over its proportion of alloy. The herbs have to be fresh. And top of all the person in supervision should have the integrity.



COLLEGES

Ayurveda Medical College,
Patanalayam

PNNM Ayurveda College,
Shoranur

COURSES

Bachelor of Ayurvedic
Medicine and Surgery

Curriculum

Anatomy

Physiology

Sanskrit and basic principles

Vasthu, Jyothisham

Tantric

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Synergistic Combinations for Skin Care

Integrative medicine is considered a treatment where healthcare practitioners combine conventional treatments with holistic ones. In this process, they use various methods to achieve their goal. In the case of skin care, physicians and vaidyas resort to nutritional supplements, acupuncture and Ayurveda, in which they use plant-derived medicines. The principle here is that synergistic combinations can deliver better results than any stand-alone therapy. Here, **Dr. Arya Krishna**, helps us understand how integrated treatment can be used for treating skin problems.



Initially, we shall try to understand the following in detail:-

- Reason for consumer needs leaning towards herbal cosmetics
- What is Integrative dermatology?
- Introduction to Vibrational Cosmetics

Reason for the high demand for herbal cosmetics in medicine and skincare

The word 'herbal' suggest something that is natural and harmless against synthetic chemicals that may otherwise prove to be harmful and toxic to the skin.

Though herbs may not provide an instant cure to skin problems, yet their demand seems to be increasing rapidly

due to their skin- friendly nature sans side effects. Instead of the traditional synthetic products, herbal cosmetics use different plant parts and plant extracts like Aloe-Vera Gel and Coconut Oil.

Another important fact is that today people are more familiar with terms like 'Vegan' and 'cruelty- free'. This means that such products are not tested on animals thus they are animal-friendly and are purely made from plant or plant products. The skin absorbs whatever it meets, so by using natural and plant-based products we can avoid harming our body.

What does 'Vegan' mean in the cosmetic industry? For any cosmetic product to be Vegan, it must not contain any animal ingredient, or should it contain any ingredient



derived from animals, like honey, bees wax, yoghurt, collagen etc.

Thus, herbal cosmetics along with beautiful skin, promote eco-awareness too. These are usually packaged in recycled materials making them environmental- friendly as well.

What is Integrative dermatology?

Integrative Dermatology is a relatively new term coined to describe a treatment therapy that combines Complementary Medicine with Dermatology in the treatment of dermatological conditions. It was first explored in Fitzpatrick's Dermatology in General Medicine, Chapter 241 - Complementary and Alternative Medicine in Dermatology, published in 2007.

Recently, I had a chance to work with Dr. Kavita Beri who is a visiting scientist in the Center for Dermal Research, New Jersey. According to her, the microbiome of the gut and skin is observed to have a strong connection through the host immune

system, an evasion strategy used by several pathogens to avoid the innate immune system to hide within the cells of their host (also called intracellular pathogenesis). She also published a few research papers on the role of plant botanicals in cosmetics and their effect on the skin-gut-brain axis. One of her published works in Euro Cosmetics Magazine, discussed the scalp microbiome and in the Cosmetics Open Access Journal she explained the influence of the microbiome through the host immune system, connecting neuro-humoral pathways as well as innate and adaptive immunity of the host. She says that this axis is complex and needs to be unraveled further. An example of this can be seen in patients with psoriasis and the evidence that an altered gut microbial state can have a strong effect on the mental health of the individual. Certain conditions like acne, psoriasis and eczema and the changes in skin and gut microbiome can have neuro-hormonal effects that alter the mental well-being too.

The Ayurveda perspective on gut-skin health is no different. Ayurveda, the

ancient Indian system of healing, has implied on the importance of gut health more than 5000 years ago. In Ayurveda, the word Pitta originated from the Sanskrit root 'tap-santaape' meaning to heat, to burn or warm up. Pitta is thus described as Agni (fire) as its function resembles that of fire.

The functions of Pitta can be attributed to that of digestion, assimilation, thermogenesis and metabolism.

Ancient Ayurveda scholars have also mentioned that though the doshas are omnipresent, each of them has a specific location in the body. In this case too, the location of Pitta is in between the navel and epigastrium.

The bhrajaka Pitta located in the skin provides natural luster to the skin. Ayurveda scholar Chakrapani Dutta has mentioned that the production of normal and abnormal temperature of the body as well as normal and abnormal color of the skin is due to bhrajaka Pitta. In short, health and ominous ill health are reflected on the skin. Health and healthy metabolism



makes skin radiant, ill health makes it dull and dusky.

There is evidence that a plant-based diet is beneficial for gut-skin microbiome. Therefore, the integrative approach in skincare is gaining momentum these days.

Also, plant stem cells in cosmetics have become popular in topical formulations. Modern extraction methods have been used to obtain potent compounds from plant callous cells that have shown some anti-ageing benefits.

Today, Integrative Dermatology is well-accepted internationally with many new practices starting in many countries, such as the USA.

Let's understand Vibrational Cosmetics

In today's stressful modern world, more and more people are turning to nature to find healing. Called Vibrational Medicine or Vibrational Healing, this is actually a centuries-old practice, performed in different traditions.

The concept of Prana, originating in the Vedas, ancient Indian texts, describes how the "life force" of nature animates all living things, and can be harnessed to heal the body based on ritualistic methods practiced by Ayurveda (Longevity of Life) and Siddha (Adept) medicines.

Certain vibrational methods use the sound vibration of sacred ritualistic chants to harmonize the energy in matter with its surroundings. Chanting mantras, for example, creates peace and energizes the mind-body, such as in Transcendental Meditation.

Ayurveda's Influence on Vibrational Cosmetics

According to Ayurveda, there are three doshas (functional units of the body)- Vata, Pitta and Kapha. They destroy or maintain the body when vitiated or not, respectively.

These Doshas are constituted by Panchamahabhoota (five primordial elements) by which the entire perceptible universe is formed of, at a subtle, subatomic level. These five mahabhootas constitute the animal kingdom, the vegetable kingdom and the minerals. Thus, living or non-living, everything is made up of them. Though they cannot be seen, they can be inferred by structure and function of substances. Thus, the food we eat, our body, our excreta, our surroundings, all are constituted of five elements.

Ayurveda is based on this Pancha-Mahabhuta-Siddhanta, the understanding of objects of sense perception in terms of five qualities of objectivity, each one arising from a particular sense. This approach is inclusive of anything with a form and that which occupies space. The perspective can be extrapolated to all things that can be measured, either qualitatively or quantitatively. This is a unique feature of Ayurveda.

When a cosmetic product or medicine is prepared with herbs, we generally use the natural extracts or parts of it from flowers, leaves, fruits, bark,

resins and roots. As per the wisdom of Ayurveda, all the parts of a plant are made of the Pancha-maha-bhoota or the energy from the five elements. The five elements are Prithvi (earth), Ap (water), Thejas (Sun), Vayu (air) and Akasha (Ether). These five elements can be considered as five vibrational modes as well. Those who understand Ayurveda deeply state that every material, whether animate or inanimate is medicinal.

The unique, effective, and long-lasting concept of beauty in Ayurveda has led to the emergence of Ayur-cosmeceuticals. The origin of Ayurvedic Cosmeceuticals dates back to the Indus Valley Civilization. The use of cosmetics was not only directed towards developing an attractive external appearance, but also towards achieving longevity with good health (Sanskrit - Aayush and Aarogyam). There is evidence of highly-advanced concepts of self-beautification, and a large array of cosmetics used by both men and women in ancient India. Many of these practices depend on the season (Rutus) and were subtly interwoven with daily routine (Dinacharya). The whole range of cosmetic usage and its practice as conceived by the ancient Indians was based on natural resources.

Ayurveda emphasizes the importance of chanting mantra for treating various diseases and this happens before the collection of herbal drugs. Shabda (sound) is the very basic form of energy, which is also ever-existent as Akasha (ether). Mantra affects not only the manas (Psyche) and Aatma (soul) but also the five sense organs that are similarly involved in the process because these are the instruments through which waves of mantra reach the sole and the mind.

A study conducted by C.R Karnick has shown that 'in plants from the stage of seedling to the maturity' are affected by certain types of sound waves, especially Mantras. 16 Plants have shown positive response to these type of sound waves regarding their growth and efficacy in curing diseases.



Balancing the body's frequency has tremendous health effects on the body. Practicing mindfulness, nature awareness and stillness help one to find the perfect balance.

Same is the case with using vibrational cosmetics. It means tuning your body to the earth's rhythm and finding the inner purpose and following your heart.

So, what is so special about "Vibrational Cosmetics", and how can it help us to achieve rejuvenation both within and outside. The concept of Vibrational Cosmetics is to integrate and approach the body as a whole in case of rejuvenation and not just on the surface of the skin. The logic is simple, our skin surface is composed of trillions of bacteria, just like our gut. It is called as the Surface Microbiome. This Microbiome connects to the gut and in turn communicates to our nervous system via a SKIN_GUT_BRAIN axis that is played out in the immune system of our body.

Thus, we are connected- MIND BODY and SKIN. So, for any rejuvenation treatment to be effective it must target all three organs- the gut, the brain and the skin.



Dr. Arya Krishna, BAMS

Ayurveda Consulting Physician &
Educational Co-Ordinator
BE MIND BODY SKIN
Subject Matter Expert
At Home with Ayurveda (UK)

PRAKRITI SHAKTI

CLINIC OF NATURAL MEDICINE
by CGH EARTH

Awaken the healer within.

Welcome to Prakriti Shakti, a Naturopathy clinic in the hills of Panchalimedu.

If the stress and demands of work-life are taking a toll on you and you're experiencing signs of fatigue, it's time to look at nature as your physician. What you need is a break amidst nature, and Prakriti Shakti - the Clinic of Natural Medicine by CGH Earth, is the perfect place to be.

According to Naturopathy, every individual possesses the power of self-healing, and treatments at Prakriti Shakti tap into this potential. It's a drugless and non-invasive approach to cure and care that promotes good health, prevents disease and restores the body's constitution.

Prakriti Shakti is set in the hills of Panchalimedu, an environment that's just perfect to awaken the potential of self-healing. The clinic is amidst verdant nature, away from the din and dust of urban locales. And the only sounds you'll hear are that of bird calls and bird songs, inspiring you to become one with nature.

At Prakriti Shakti, treatments are enabled by a team of doctors and therapists, who handhold you through the healing process with personalized care. It's a journey through holistic healing that involves

mental, physical and spiritual awakening. Naturopathy harnesses the power of nature in its treatments through Hydrotherapy, Mud Therapy, Heliotherapy and Energy Medicine techniques such as acupressure and acupuncture, with elements like mud and water playing an essential role in treatments. A vital aspect of Naturopathy is Yoga, which complements and enhances the process of healing. Yoga boosts inner health and harmony, setting the path to self-healing and holistic cure.



Wondering what kind of food will be in store for you at Prakriti Shakti? The diet here is customized to your health condition made in true Naturopathic style, with a lot of it being raw food. Such a diet is crucial

to start and sustain body's healing mechanism.



Diseases and Health Conditions Treated

- Diabetes • Hypertension • High Cholesterol
- Weight Management • Obesity
- Stress-induced Disorders
- Respiratory Diseases • Neurological Disorders
- Musculoskeletal and Joint Disorders
- Hormonal and Metabolic Disorders
- Cardiovascular Disorders and Others

So if you're looking at nature to heal you in an environment that's away from the chaos of city life, we recommend a sabbatical at Prakriti Shakti.

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Effectively Treat Obesity

When we think of obesity, we imagine an overweight person with flabby skin and a gait that is hardly graceful. It brings to our mind a history of loaded calories, lethargic life-style and extreme neglect of the physical body. But obesity is not that simple. The body is known to come to this effect after a long- term pathological process. Here, **Nidhi Pandya** discusses how one's body becomes a fat and flesh manufacturing factory and what precautions and remedies can be taken to effectively manage this effect.

Most of today's treatments for obesity are seen to be ineffective in the long term since the focus here is more on getting rid of the physical fat rather than shutting down the fat factory. Liposuction and other surgical procedures may leave you lean for a while, but, you are sure to go back to your usual self very soon. The only way to effectively solve this problem is to understand how this factory works and then to shut it down.

Reasons behind obesity

In Ayurveda, obesity is known as a Santarpan Janya Vyadhi or a disease of over-indulgences. It is also a Bahudosh Avastha or a state where all your elements are out of balance. It can be caused by one or more of the following factors over a long- term period.

- Overeating
- Eating excessive amounts of sweet, oily and heavy foods.
- Day-time sleeping
- Being overly complacent
- Lack of exercise
- Lack of sexual activity
- Genetic components

What processes lead you to obesity?

Since fat cells multiply faster than they are broken down, they tend to block all the channels in the body. This blocking creates a cushion around the digestive fire or agni which then can burn sharply. The result of a sharp agni leads to a strong insatiable hunger resulting in the problem of over-eating and low metabolism. This then becomes a vicious circle. Large amounts of food are taken in but are not broken down leading to fat and flesh being lodged at unwanted places in the body like the abdomen, buttocks and breasts.



How this cycle can be broken according to Ayurveda?

The primary line of treatment for obesity is Langan or Fasting. The logic here, is to allow the agni to burn strongly without any additional food. As a result, the very same agni will begin to digest the excess tissues and fat, cleaning the blocked channels and restoring its own original nature. In reality, long- term fasting is not always possible and other procedures are also highly recommended.

Shodhan Detox or Panchkarma is one of these procedures. Here, the doshas are forcefully expelled out of the body to clear the channels and the patient is put on the fast track to get rid of his obesity. Procedures include purging, enemas and even induced vomiting. However, these should be done under strict supervision, following all the desired rules and precautions.

For obese patients who are unable to undergo Shodhan detox, Shaman or Pacification of the doshas that include curbing the fat growth and minimizing it by the use of right diet and herbs.

An Integrative Approach to Fighting Obesity

It is possible to fight obesity by using the Ayurvedic understanding and integrating it with some of the modern- day methods. The result of the combination is more powerful than each one alone.

UDWARTAN - Dry massage with any of the combinations below can be effective in stimulating the stubborn fat tissue and breaking it down.

- Mixture of haldi, neem, lodhra, dadima peel and karanja bark powder
- Mixture of shirisha, nagakeshar and lodhra
- Mixture of priyangu, lodhra, khus and chandana

SINGLE HERBS OR

FORMULATIONS - Certain herbs are known to have a special action towards the production of fat. They

allow for the breakdown and absorption of fat tissue. Silajit, guggul, loha bhasma, neem, chitrak, pippali, haridra (haldi), haritaki, punarnava are particularly useful.

Some effective and readily available formulations are vyosadi guggul, tripahla guggul, chandraprabha vati, amrutadi guggul, vidanga churna, mustadi churna.

PERIODIC FASTING - By depriving your digestive fire of food, you give it a chance to digest and clean up unwanted material and restore digestive health. Fasting on Mondays after the week-end indulgence is highly recommended.

MINDFUL EATING AND

COUNSELING – Over-eating can often be a result of stress or depression. It helps to establish mindful eating routines and even writing a journal of everything that is consumed. Also, weighing yourself every single day can keep intake under check. Often counseling can help resolve internal conflicts and the patient can do away with binge eating.

EXERCISE - Exercise is an important aspect of weight loss. While certain Yoga asanas can help the metabolism and digestion of fat, cardio is also beneficial in losing the existing fat. For those who are severely obese, a minimum of 60 minutes are recommended everyday. This can include walking, swimming, biking, dancing or any other cardio activity. It is important to undertake exercise that is enjoyable in order to keep it sustainable.

PRANAYAM - Pranayams like Kapal Bhati and Bhastrika help to boost metabolism and regulate the fat production in the body.

ACUPUNCTURE - Accupuncture in tandem with a healthy life-style is found to be an effective solution to balance the fat input - output. However, it must be accompanied with some sort of exercise and appropriate diet.

FOODS - Include lighter, drier and spicier grains in your diet. The cheat sheet below can serve as a basic guideline for obesity.



Ideal waking time	Half hour before sunrise
Exercise (never on full stomach)	Any form of Cardio. Zumba, Biking, Swimming
Pranayam	Kapal Bhati, Bhastrika
Cooking Fat	Limited amounts of Ghee with Mustard Waghar, Groundnut oil, Sunflower Oil, Olive Oil, Mustard oil in cooler weather. Ghee is preferred over all oils.
Breakfast	Warm water (not hot) with honey and lemon or Small cup of spiced milk. Oatmeal, Paddy Puffed Rice Items, Jowarchilra, Mung beans, Mung Dal Chilra, Spiced upma, Barley porridge.
Lunch	Cup of herbal tea before or after lunch. Small Quantity of Balanced meal. Avoid heavy, dense and cold food items. Avoid pickles and fried. Well churned Chaas with Jeera and sanidhav salt is ok an hour later.
Dinner	Eat Early - Warm lentil soup or dal with grilled vegetables. Can avoid grains or favor only barley, jowar or corn flour.
When you don't follow the rules above	Skip a meal and drink some warm spicy tea or soup instead. Exercise well the next morning. Favor Triphala as a tea or churna.
Massage	Dry Massage and exfoliation is the best
Fruits to Eat	Sour and light fruits such as berries, pomegranate, amla and jamun
Fruits to Avoid	Sweet and heavy fruits such as avocados, bananas, grapes, melons, grapes and coconut
Spices to favor	Kesar, ginger, cumin, black-pepper, cinnamon, cayenne, mustard, cloves or garlic, bay leaves, cloves, garam masala
Spices to Avoid	Amchur and regular salt. (Himalayan Salt or saindhav is ok)
Vegetables to favor	Bitter, hot and drier vegetables like methi, brinjal, mustard greens.
Vegetables to avoid	Excess zucchini, tomatoes, cucumber and sweet potatoes
Grains and legumes to favor	Lajja, jowar, barley, kulattha
Grains to Avoid	White rice, excess consumption of wheat
Teas	Tulsi, Chamomile, Lemon Ginger, Cinnamon
Water	Always Boiled and Cooled - Infused with either Cinnamon, Pinch of Ginger, Cloves



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The Power of Integrative Medicine, when all else fails

Integrative medicine is grounded in the definition of health. The World Health Organization (WHO) defines health as “a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity.”

Prof. Vd. Guntant Yeola, renowned Ayurveda Physician, talks about the effectiveness of Integrated treatment and the principles that go behind it.

Integrative medicine seeks to restore and maintain health and wellness across a person's life by understanding the patient's unique circumstances and addressing their physical, emotional, mental, social, spiritual and environmental influences that affect health. Through personalized care, integrative medicine goes beyond the treatment of symptoms to address all the causes of an illness. In doing so, the patient's immediate health needs as well as the effects of the long-term and complex interplay between biological, behavioral, psychosocial and environmental influences are taken into account.

It also involves patients and doctors working to maintain health by paying attention to lifestyle factors such as diet, exercise, quality of rest, family life, social life etc.

The defining principles of integrative medicine are:

- 1) The patient and practitioner are associates in the healing process.
- 2) Body, mind, spirit and social conditions are the factors that influence health, wellness and disease and are taken into consideration.
- 3) Use of all other healing sciences to facilitate the body's innate healing response.
- 4) Effective interventions that are natural and less invasive are used whenever possible.
- 5) Good medicine is based in good science. It is inquiry-driven and open to new paradigms.
- 6) Not only is the treatment planned

but the broader concepts of health promotion and the prevention of illness are paramount.

7) The care is personalized to best address the individual's unique conditions, needs and circumstances.

In addition to addressing and handling the immediate health problem(s) as well as the deeper causes of the disease or illness, integrative medicine strategies, also focus on prevention and foster the development of healthy behaviors and skills for effective self-care that patients can use throughout their lives.

Ayurveda is an ancient healing system based on traditional wisdom that originated in India many years ago and focuses on the balance of the body, mind and consciousness. Now recognized as

an important integrative tool, its use is rapidly spreading across the globe. It manages client illness at multiple levels by addressing other causes such as stress, lifestyle and emotional patterns. Its ability to reduce symptoms and sometimes reverse imbalances has captured the interest of the scientific world due to positive findings. This has been documented by various evidence-based research programs.

Since modern or conventional medicine has got a better understanding of Psycho–neuro–immune–endocrinology axis, many drugs and topical applications for the various imbalances have been developed. However, most would agree that there is still a limited knowledge of what causes the initial imbalance and malfunctioning of this axis. The traditional western approach generally prescribes substitution or chemical therapy and/or surgery. Since this approach has risks associated with the treatment plan itself, many physicians/scientist are looking to Ayurveda and other alternative systems with new hope.

Ayurveda's comprehensive understanding of Psycho-somatic (mano-kayik vyadhi) disorders applies a natural and holistic approach that may significantly help prevent and reduce the challenges. Its foundation is a 'tri-dosha' theory which views the individual's constitution as a mixture of 'Vata,' 'Pitta,' and 'Kapha,' which are the three distinct combinations of the universal five elements of wind, space, fire, water and earth. A person's unique combination of these elements and the effects of the past lifestyle and dietary choices are considered when developing a personalized care program. However, since Ayurveda is a science of body, mind and consciousness, it is not enough to merely focus on just physical symptoms and imbalances; the client's mind and consciousness also play a major role, especially in Neuro-psycho-immune-endocrinology axis imbalance. In this way, Ayurveda goes well beyond

the physical level when addressing any imbalance or disease condition.

For example, in the case of cardiac diseases which are described in ayurved as 'Hridrog', along with modern medicine if we include an Ayurvedic regimen, the patient may experience significant healing support and potential reversal of some of the structural and/or functional imbalance of the cardiovascular diseases. In addition to an organic, natural diet, music therapy, yoga and meditation, it is important for the client to partake in 'Panchakarma,' a gentle, yet deep Ayurvedic cleansing program. Panchakarma is an ancient Indian healing modality involving the successive application of oils on the skin and then to the entire body for the purpose of penetrating through the skin and removing fat-soluble toxins at the cellular level. Certain purification procedures like Vaman (medicated emesis), Virechan (medicated purgation), Basti (medicated enema) are useful for detoxification. Some treatments are generally done on a frequent interval or on regular basis for a period of seven to twenty one days, depending on the severity of the imbalance and whether it's a chronic condition. After the cleanse, since the cells are no longer coated with toxins, the cellular 'fire' called as 'Dhatwagni' and intelligence is improved and healthy functioning is restored at the deepest level. Shirodhara is another ancient tradition whereby warm oil is poured on the forehead area. In addition to inducing a state of blissful and deep relaxation, the oil stream on the forehead facilitates a channel opening. Shirodhara, is an extremely powerful healing tool, which can initiate and deepen healing and improves the health of endothelium layer of circulatory system. Integrative approach to preventive cardiology is the need of an hour.

A brief summary of the Ayurvedic understanding and management of Psycho– neuro–immune–endocrinology axis imbalance/disorders is as follows:

1) Application of three folded treatment plan viz. Yukti-vyapashraya Chikitsa (objectively planned therapy) Sattvavajaya Chikitsa (psychological therapy) and Daiva-vyapashraya Chikitsa (spiritual therapy).

2) Changes in diet, lifestyle, and emotional communication patterns can assist in the removal of both physical and emotional toxins.

3) Certain emotions have direct effects on the immune and endocrine system. Ayurveda addresses this area by balancing the energy centers during Panchakarma.

4) An organic, natural diet appropriate to the individual's unique constitution should be followed and modified as the seasons change.

5) Follow rules and regulations of eating mainly related to time, quantity, quality and preparation of food.

6) Yoga and meditation should be incorporated into the client's lifestyle routine to promote grounding, mindfulness and connection to spirit.

7) Ayurveda highly recommends both Panchakarma and Shirodhara, explained in detail above.

8) Finally, after Pancha Karma, specific herbs may be recommended to further support continued healing, based on the affected Psycho– neuro–immune–endocrinology axis and the associated imbalances.

Ayurveda offers a promising integrative regimen that balances body, mind, emotions and consciousness. The health improvements experienced by clients who choose Ayurveda along with conventional treatment plan often create a deep shift, which creates confidence and increases faith, which then further supports an even higher level of overall healing. Countless clients have benefited from integrating traditional health care and disease management with the ancient traditions and wisdom of Ayurveda.



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Blending of Ayurveda & Allopathy



We all know that Western medicine has played an important role in the management and treatment of diseases. At the same time, we also know there are many gaps in Western medicine's approach to health that leaves people vulnerable. This is the reason in the increase in new diseases despite all the research and innovation.

Now and then when a new ailment props up, Western medicine is seen struggling for the perfect solution. Although, Western medicine can sup-

press the symptoms of an ailment with new or existing drugs it is understood that they require new drugs to fight the ailments caused by the side-effects. This is thus an ongoing vicious cycle that even Western medicine has started to recognize. It is for this same reason that all, including the health departments of the Western world, are keen to find alternative solutions.

Another fact, which I am sure many Western medicine practitioners would agree, is that many of the existing ailments, whether they be a simple hay fever, obesity, blood pressure, heart problems, stress or depression, are all life-style related. This is another reason why everyone is looking towards Ayurveda for a solution to lifestyle-related ailments since it is believed that the Ayurveda healing approach is more holistic and wellness-oriented. Also, Ayurveda focusses on bringing balance to the mind, body and soul. To achieve this goal, Ayurveda sees ailments as arising from incompatible life-style, diet, environmental factors and when one is not able to maintain balance and harmony of the mind and body.

Ayurveda's basic principle that every individual has a unique body intelligence is widely accepted by modern practitioners. As long as this bodily intelligence is in balance, the body has the ability to flush out the toxins from the body of every individual on a daily basis. When one's bodily intelligence is affected it won't be able to flush these toxins and they will start accumulating at different levels and become the core cause for further ailments.

One's bodily intelligence gets affected by following factors:

- Regular intake of incompatible food
- Erratic busy and stressful lifestyle
- When one's digestive fire (Agni) gets affected or impaired. (This principle is now well accepted by Western medicine and various components of Western medicine or integrated medicine have started talking about this principle very clearly - Importance of gut in well-being.);

- Inability to process one's daily thoughts. (An inability to process these thoughts, which lead to creating disharmony between body and mind. This is another area where Western medicine has started accepting the concept of mind, especially for physical ailments of the brain and nervous system.

As a complementary medicine, Ayurveda focuses on how we can achieve good health by maintaining a state of balance through our own efforts by enhancing awareness towards each action we take, whether it is our work, our relationships or our play. This is achieved by a profound understanding of how our life-style, dietary choices, our thoughts and behaviours and even the seasons can impact on our bodies and create imbalances that impact on our health. Ayurveda also provides a unique range of remedial methods to improve health by returning the body to balance.

What makes Ayurveda unique is its ability to offer practitioners a simple but integrated pathway to health that focusses on achieving balance for their clients at the physical, mental, emotional and spiritual levels.

So all this clearly shows that the future well-being of our community lies in a complete integration of Western medicine and Ayurveda. While respecting each modality's strength and developing a programme with one focus – to help mankind and get rid of the ailments which are crippling our society at every level.



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Alcohol use disorders

Alcohol has been a part and parcel of social and cultural life of mankind as evidenced from history. Its judicious use has been explained in several contexts throughout. Its improper use contributes to many problems at medical, familial, legal, social, cultural aspects. One-fifth of all psychiatric problems have associative substance abuse, mainly alcohol.

Dr. Jithesh Madhavan, through his expertise in handling mental health disorders, explains to us about the health consequences of alcohol addiction and how it can be managed through integrated treatment.

Alcohol interferes with the brain's communication pathways, and can affect its functioning. These disruptions can change mood and behavior, and make it harder to think clearly and move with coordination. Drinking a lot over a long period of time or too much on a single occasion can damage the heart, liver, pancreas, causing problems like hypertension, irregular heart beat or arrhythmias, fatty liver, alcohol hepatitis, cirrhosis, gastritis, pancreatitis and more. The US Department of Health and Human Services lists consumption of alcoholic beverages as a known human carcinogen. Excessive drinking results in infections like pneumonia and tuberculosis.

Health consequences

Alcohol misuse and alcohol use disorders (AUDs) are often ignored by healthcare providers in primary clinics. Data show that early identification and brief intervention for alcohol misuse in these settings can effectively reduce alcohol consumption and its medical sequelae. Alcohol abuse is defined by the consequences that can incur from drinking, including disruptions in work, school, social obligations, inter-personal relationships, legal problem, and physical hazards of drinking. Alcohol dependence is the most severe gradation of alcohol abuse, the hallmark of which is a physiological need for alcohol that, when unmet, results

in withdrawal symptoms. Alcohol misuse is the most common substance misuse disorder encountered in medical settings, especially in accident and emergency departments.

Multitude effects of Alcohol use

FAMILIAL - Alcohol misuse contributes to as many as one-third of divorces, and domestic suffering and violence

ECONOMIC - Alcohol is expensive, and the family budget suffers accordingly.

JOB - Alcoholic employees usually develop a poor work record with frequent absences due to sickness, erratic time-keeping, low productivity

CRIME - As many as 60% of prisoners report of significant alcohol problems which is their main cause of crime

ACCIDENTS- Drinking while driving causes a lot of accidents

MEDICAL PROBLEMS - Contributes a lot of medical problems

LIFE EXPECTANCY- reduced by almost 10 years in average

Alcohol Use Disorders (AUD)

AUD is a chronic relapsing disease characterized by compulsive alcohol use, loss of control over alcohol intake, and a negative emotional state when not using. If the pattern of drinking results in repeated significant distress and problems functioning daily life, one have AUD. It may include periods of alcohol intoxication and symptoms of withdrawal.

- Alcohol intoxication results as the amount of alcohol in the blood stream increases resulting in functional impairment. It causes behavior problems and mental changes, including inappropriate behavior, unstable moods, impaired judgment, slurred speech,





impaired attention or memory, and poor coordination, blackouts and even coma.

- Alcohol withdrawal occurs when alcohol use is heavy and prolonged and is then stopped or greatly reduced. It can occur within several hours to four or five days later due to hyper excitability of central nervous system or due to lack of alcohol. Signs and symptoms include sweating, rapid heartbeat, hand tremors, sleeping problems, nausea and vomiting, hallucinations, restlessness and agitation, anxiety, and occasional seizures. Symptoms can be severe enough to impair the ability to function at work or in social situations.

Madya and Madatyaya

Any substance which leads or contributes to a state of mada i.e. elated mood or bouts of happiness is termed as “madya”. Several drinks with various modes of preparations are explained

in the Ayurvedic parlance for regular use, which are not currently available. Also, madya was used for medicinal purpose in the form of alcoholic extract, termed as arishtas or asavas. Such medicines are known for their rapid absorption and sudden action. They enhance agni or the mechanism of digestion and absorption and also leads to patency of the srotas or the channels of transport in the body.

The group of diseases resulting from the non-judicious or excess use of madya leads to a group of disorders termed as “Madatyaya” which is explained by almost all the scholars of Ayurveda. It results in physical as well as psychological manifestations. The severity depends on the duration of intake, degree of intake, general health status, age of the patient as well as familial history of alcohol use. The excess intake disturbs all the three doshas of the body, mainly Vata and Pitta. It

also results in diminishing the status of agni and hence ama state, leading to several other health problems. Along with the same, the ojas or the immunological representative is negatively affected due to the qualities of madya.

Diagnosis of madatyaya based on doshas

VATA: Bodily ache, muscle pain, head ache, tremor, stiffness, lack of sleep, talkative

PITTA: Excess sweat, anger, dryness of mouth, blackouts, diarrhoea

KAPHA: Nausea, heaviness, vomiting, distaste, lack of appetite

MANAGEMENT.

The physician is in a particularly good position to provide education about the adverse effects of substance misuse and to use the patient's concern for their health as a motivating factor for



behavioral change. The management includes mainly three steps – management of alcohol withdrawal symptoms, management of any other associative physical conditions and the rehabilitation measures to get rid of relapse. In the alcohol withdrawal syndrome, initially nasya or sirodhara is recommended so that the patient gets rid of the symptoms and also gets sufficient sleep as associated insomnia seems to worsen the symptoms. Suitable internal medicines are also used as per the dosha assessment. This may be continued up to 1 week or as and when the symptoms subside.

Alcohol dependence needs a detailed inpatient treatment. Here, in the initial stages, pachana treatment is done so as to enhance agni and also get rid of the possible ama. Then snehapana is done usually upto 7 days after which, the gritha selection is done based on the status of the three doshas. This is

usually followed by sweda and either vamana or virechana. In dominance of Kapha, Vamana is ideal and in the case of Vata and Pitta, virechana is planned with suitable medicines. Then nasya is done for the sodhana of uttamanga ie. the head followed by sirodhara with medicated oils, medicated ksheera or takra based on the condition. This is followed by administration of suitable rasayana drugs.

The associated physical conditions are managed with their respective management protocols, which is not detailed here. The prevention of relapse is the next key area where we have to use the other techniques rather than medicines. Here, the patient is sent to interactional group therapy called Alcoholic Anonymous, where they will share their experiences with the similarly affected, once a week. One of the other areas is Yoga therapy, where the patient practises relaxation exercises, selected

Yogasana techniques, deep relaxation technique, nadeesudhi pranayama etc. after the assessment by a Yoga therapist. The intervention by the psychologist with techniques such as Cognitive Behavioural Therapy, where the systematic learning process provided to the patient in several sitting contributes to “unlearning” the behavior of alcoholic intake. The patient is helped to recognize the vulnerable situations, avoid such situations and to cope effectively with the problems with alcohol abuse and also to learn healthier skills and habits. The other components include behavioral couple’s therapy, family therapy, aversion therapy etc. by trained personnel.

CONCLUSION

Alcohol used disorders and their impact on healthy human living are on the rise. It may be dealt with in a more serious manner at the primary clinics as early intervention is more worthy. Ayurveda has explained the conditions and their management possibilities in detail which whenever adopted is reported as highly effective as well as safe. An integrated approach along with the Ayurvedic medicines, Yoga therapy, psychological approaches such as CBT, when adopted together not only enhance the efficacy, but also prevents further relapses. Further evidence- based studies are awaited in this regard which may definitely help the affected.



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Managing Chronic Pain



When you eat a healthier diet, quit smoking, exercise, meditate and have more love in your life, your brain receives more blood and oxygen, you think more clearly, have more energy and need less sleep.

Ayurveda, the ancient traditional medicine of India, defines health as a state of complete physical, mental and spiritual well-being. The focus of Ayurveda is on a predictive, preventive and personalized medicine. This is obtained through a low-cost personalized counseling about lifestyle measures (diet, activities, etc.), trying to involve the patient directly in the process of healing, increasing his self-awareness and good relationships with other people and nature. Prevention strategies pragmatically suggested by Ayurveda - including factors such as promotion of health education, individual awareness, integration of spirituality and ethics in healthcare system- may be applied in public health management, in order to improve perceived and objective life quality, promote healthy aging, limit drugs use (avoiding expensive side-effects) and reduce chronic diseases social costs. Ayurveda has a universal-coverage, being person-centered and consequently intercultural.

Ayurveda is a personalized medicine whose principle is based on patient individual constitution (prakriti) and relationships. Its focuses are a predictive, preventive medicine, a well-respected concepts in modern molecular medicine. Thus, we propose that Ayurveda and Western medicine may be tune-fully integrated with reciprocal benefit. Finally Ayurveda is based on universal principles - not limited to a particular ethnic group or culture- being both

person-centered and intercultural and it can be used as an integration of the existent healthcare systems as well as a template to rescue local traditional values in order to meet the needs of different populations.

Chronic pain is a complex phenomenon that causes a significant disruption in the lives of those affected. Chronic pain is difficult to treat and challenges healthcare professionals' abilities to implement effective treatments. Therefore, chronic pain sufferers often seek complementary alternative medicine therapies such as meditation. Literature reviews have examined studies using mindfulness-based stress reduction program as an intervention for a variety of health problems. However, no reviews exist looking at a specific patient population's utilization of meditation-based programs.

To impact the progress of chronic disease, Ayurveda has long held that specific stressors at the root of degenerative processes driving its progress must be identified and removed. It maintains that, once this is done, our bodies' remarkable capacity to begin healing will begin to take effect. An intriguing question from the perspective of western science is why this should be possible. Allopathic medicine tends to propagate the viewpoint that the only hope for cure of a condition lies in a drug intervention.

It is clear that they must be considered fundamental to the scientific investigation of Integrative Medicine – because in its simplest and earliest definition, Integrative Medicine was simply described as a system of medicine, which regarded the whole person, including body, mind and spirit, to be of fundamental importance; that neglect of this fact does patients substantial damage and can even have a placebo effect; and because of this, pathology responds better when a Holistic approach is taken, and people are treated as persons, rather than as biochemical machines.

The fact of spontaneous recovery is well known. The placebo effect is now one of the best established effects known to modern scientific medicine – because all random control trials are placebo controlled. Integrative medicine recognizes this, and ensures that patients have the benefit of a placebo effect that they are surely entitled to





expect, rather than it being negated for some reason.

The fact that spontaneous recovery is possible is well understood, and certain aspects of how to induce it and negate it. Recent scientific studies indicate that it works far more rapidly than previously imagined. But to promote it most effectively, lifestyle factors that have provoked the development of a patient's chronic condition must be addressed. The body's natural healing abilities, activated in the placebo effect, can then be promoted. These studies indicate, therefore, that our health and well-being can be vastly improved by integrative medicine. Observing these rules will make significant differences to the power of any therapy, increasing the rapidity with which its influences are felt.

One particular study has reported extraordinary increases in a factor relating to general health. Almost as an aside to the study of prostate cancer, further data published in *Lancet Oncology* demonstrated associated increases in the activity of telomerase, the enzyme partly responsible for maintaining general health: lengthening telomeres, tail ends of chromosomes, reverses processes associated with disease and aging. As the authors point out, no chemical drug has yet been found that can affect this. Yet, it

would appear to be a natural process – appropriate habits of diet and lifestyle, which bring physiological function back into balance and harmony, may suffice to make it happen. No drug is needed!

The parent study to this great discovery was in itself a landmark, using state-of-the-art, high-tech procedures to establish the value of essentially Ayurvedic procedures, Ahara (diet) and Vihara (lifestyle). It used simple interventions that are both low-tech and low-cost: integrative medicine's plant-based diets (like those in Ayurveda) typical of integrative medicine, combined with psychosocial support, and with lifestyle factors often including practice of (essentially Vedic) yoga and meditation.

Study showed that the practices incorporated into these treatments can alter regulated levels of expression in hundreds of genes in only a few months. Sophisticated 'microchip' technologies find them both turned off, 'downregulated', and turned on, 'upregulated'. Remarkably, genes that are turned up consistently are protective ones, while genes turned down are those associated with disease e.g. cancer, heart disease and inflammation. This constitutes prima facie evidence for the body's natural ability to heal itself, something

which all proponents of traditional, natural systems of medicine from Charaka to Nagarjuna and Hippocrates have emphasized.

The same lifestyle changes that prevent or reverse heart disease also help prevent or reverse many other chronic diseases as well. The principle behind successful lifestyle intervention is that joy, pleasure and freedom are sustainable, while deprivation and austerity are not. When you eat a healthier diet, quit smoking, exercise, meditate and have more love in your life, your brain receives more blood and oxygen, you think more clearly, have more energy and need less sleep. The result is that brains grow so many new neurons that they become measurably heavier in a relatively short time period. The face similarly receives more blood, its skin becomes less wrinkled and glows more. The heart receives an increased flow of blood: stamina improves, heart disease may even be reversed. When sexual organs receive more blood, potency increases - Viagra itself is a circulation-increasing drug.

The primary need is to transmit the vision of possibilities, and to give those in authority confidence that the goods will be reliably delivered. Transmitting vision is the classic role of leadership. The time has come for Integrative Medicine to take a leadership role, and to lay out clearly its possibilities so that its programs can be tested on wide segments of the population.



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Cool Those HOT FLASHES

Menopause is an important as well as inevitable event in a woman's life. Reproductive function ends at menopause which normally occurs as a part of ageing. **Dr. Jeena Aravind**, an expert in StreeRoga, relates to us the reasons for hot flashes and how it can be managed with Ayurveda.

Twelve months of amenorrhea as a result of cessation of ovarian function gives a retrospective diagnosis as menopause. Women may undergo menopause between 45 and 50 years; some might go through it much earlier and some may undergo it a little later. Its transition is often characterised by a variety of symptoms which may vary from individual to individual. They can at times be disabling too. In some women, the symptoms may persist even for many years after menopause. Those who undergo surgical menopause also experience these menopausal symptoms.

The phenomenon of hot flashes (also called 'hot flushes') is one of the most common symptoms for menopause and this is usually reported as feelings of intense warmth associated with sweating and flushing. The person may experience palpitation and weakness too at this stage. It generally lasts for just 1-5 minutes. It affects up to 75% of the perimenopausal women. It can be seen in many women even before menstrual irregularities set in and its frequency and intensity increase as they reach menopause. More often it interrupts her routine activities. Nocturnal hot flashes disturb sleep.

Ayurveda visualises the female reproductive entity representation as solar. Normal menstrual cycle is a part of the optimal functioning of this solar element. Cyclical changes are indicative of the swings of this solar factor in the body of females at reproductive age. On attaining menopause, this solar element in association with the female fertility, has to merge up with the digestive fire generally. Owing to unhealthy lifestyle, this physiology is erred in many ways and this merging doesn't happen smoothly in many cases. Abnormal functioning of the element Vayu along with elevated heat in the body are the usual culprits at this stage. Increased intake of pungent-salty-sour food items, constipated bowel, habit of urinary urge suppression, exposure to intense hot temperature, either hot weather or work atmosphere, and strenuous exercise

may interfere with the blending of fertility fire to the digestive fire entity. Therefore, this solar element spreads to various parts of the body which may take the form of hot flashes also.

Those who take in pungent-sour food stuff regularly are likely to bleed heavily during menses. The same food habit, if followed in perimenopausal period, may increase the intensity of the hot flashes. Those who have undergone hysterectomy due to heavy/prolonged bleeding issues may also experience hot flashes even after the surgery. Till hysterectomy, their body finds this as a way to expel the ushna from the body in the form of excessive bleeding. After the surgery, the way has been cut off and the lady may experience more ushna in the body than before. Stress is a known trigger in majority of the menopausal symptoms. So there may be increased probability of these symptoms in women with anxiety issues. The Pitta prakruti and diabetic females are more likely to get this symptom around menopause. It is better to diagnose the thyroid function too.

Management

Management depends on the severity of the symptom. Diet and lifestyle modifications are the essential components in the management of hot flashes. Counselling is also recommended. Intake of pungent and sour food items, egg, meat, fish, curd, pickles, horsegram, fermented items and coffee can be reduced. They can include gooseberry, pomegranate, cucumber, ash-gourd, ragi and milk in their diet. Drinking coriander water is also beneficial. Drugs like *Asparagus racemosus*, *Tinospora cordifolia*, *Hemidesmus indicus*, *Acacia catechu* etc. are widely used internally to lessen the feeling of warmth in the body. Exercises like walking, jogging etc. are advised. Exposure to hot atmosphere can be cut down. Bowel habit has to be regularised and made satisfactory. Appropriate medicines can be taken, if required. Urinary urge suppression should be avoided. Stress has to be managed well. Activities like meditation, breathing

techniques, Yoga etc. can be practised to get relief from menopausal issues. Wearing breathable cotton clothes and using cotton sheets are preferable in the management of hot flashes.

When the menopausal symptoms seem to compromise the quality of life significantly, an expert consultation is recommended. Approach may differ from woman to woman. Intake of appropriate Ayurveda formulations help to decrease the intensity of hot flashes. Suitable oil can be used daily for external application on head as well as body. Bath in cold water is advisable. The oil can be selected with due consideration to prakruti and medical history of the subject. The procedures like Sirodhara, Vasthi and Virechanam will help to improve the quality of life in menopausal syndrome. Takradhara is found to have promising results in many cases.

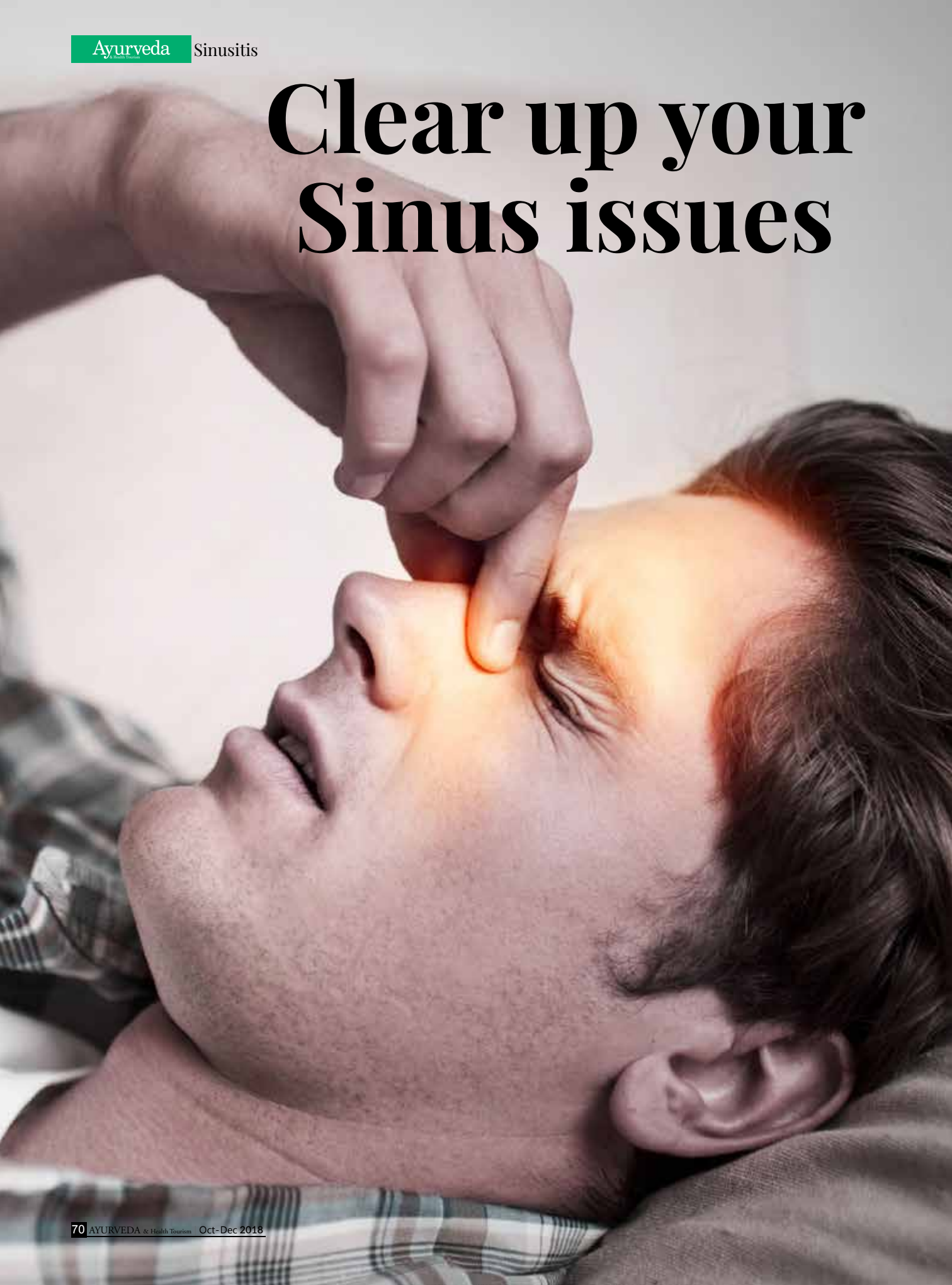
Perimenopausal women should be encouraged to do the life-style modifications. It is the primary measure to be adopted in the management of menopausal syndrome. Moreover, appropriate Ayurveda medications and Panchakarma procedures will be definitely helpful in addressing the climacteric issues.



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Clear up your Sinus issues



In the modern world, people suffer a lot of physical and mental concerns. Some of these issues start as mere physical ailments and end up in mental illness or vice versa too when left untreated or treated wrongly. Sinusitis is one such medical issue that makes people suffer both mentally and physically. Here, **Dr. Hiroshini Pererra** details how this choker disease, that equally affects the mind and body, can be handled with the help of Ayurveda.

A Sinus is a hollow space in the body specially connected with the bone part of the body. The different types of sinus in our body include:-

- Frontal sinus
- Ethmoidal sinus
- Maxillary sinus
- Sphenoidal sinus

These are the para-nasal sinuses that cause the condition of sinusitis. Sinusitis is a type of inflammation or swelling of the tissues lining the sinuses.

What causes sinus blocks

- The common cold
- Allergic rhinitis – swelling of the lining of the Nose.
- Nasal polyps
- Deviated nasal septum
- Allergies
- Immune system deficiency
- Smokey environment
- Kids live in day care / kindergarten

Types of sinusitis

1. Acute sinusitis – sudden onset, 2-4 week take care.
2. Sub-acute sinusitis- 4-12 weeks.
3. Chronic sinusitis– 12 weeks or longer
4. Recurrent sinusitis – several times per year

Acute sinusitis symptoms

- Facial pain or pressure
- Runny nose
- Loss of smell
- Nasal discharge – thick, green or yellow nasal discharge
- Reduced sense of smell
- Congestion
- Cough often worse at night.

Related symptoms and signs

- Fever
- Headaches
- Poor sense of smell
- Sore throat
- Bad breath
- Fatigue
- Dental pain

Ayurvedic view of sinusitis

Ayurvedic texts do not describe sinusitis as a disease. But some Ayurveda vaidyas talk of a disease that is similar to sinusitis.

“Peenas Roga” “Apeenasa Roga” and “Dushta Pratishyaya” are conditions that are similar to sinusitis. In Sushruta Samhita, “Pratishyaya Pratishedh” or “Pratishaya” is described as a condition that is similar to the chronic stages of sinusitis. It is also described as a complication of a different type of “pratishyaya”.

Apeenasa Rogais caused by vitiated Vata and Kapha dosha. Here, the patient complains of the below problems:-

1. Block of nasal cavity or nostril
2. Very dry nostril
3. Doesn't feel any smell

Pratishyayais caused by Vata, Pitta or Kapha dosha relating with or without nasal discharge. Peenas is a stage that results from Pratishyaya. “Dushta Pratishyaya” is chronic stage of sinusitis symptoms and is also described as a complication of different types of Pratishyaya. “Pratishayaya” is caused by the patient's improper dietary and

behavioural habits. This, if left unmanaged, can lead to several complicated conditions.

Complication of Pratishyaya

1. Badhirya – deafness
2. Andhata – blindness
3. Ghrananasa – anosmia

Causes [Nidana] According to Ayurveda

1. Nari prasanga- Excessive sexual activity.
2. Shirashabhitapam - Excessive heat
3. Dhum – Smoke
4. Rajah – Dust, Pollen, Environment pollution
5. Shitamatipratap – Exposure to excessive cold
6. Mutrapurishasandharanam – Forceful retention of the urge of urination and defecation

Similar symptoms as sinusitis explain Kaphaja Shiro roga, Krimija Shiro roga, Sannipata Shiro roga, Ardhavabhedaka and Suryavartha.

Ardhavabhedaka

Headache is compared to migraine but the symptoms are related with sinusitis. Headache starts on one side of the head initially and later spreads to become bilateral or generalized. Aggravated Vata or a combination with morbid Kapha causes of Ardhavabhedaka.

Symptoms of Ardhavabhedaka

- Ardha bhaga shuk – Pain in one portion of the head
- Ativedana- Severe pain in Many [neck side], Bhru [eye brow], Shanka [temple area], Karna [ear], Akshi [eye], Lalata [forehead]
- Nayana Vinasha – Destruction of eye sight
- Shrotra vinasha- Destruction of hearing ability

Suryavartha

Headache is explained in Ayurveda with clinical feature of sinusitis or sub-



acute sinusitis.

Symptoms of Suryavartha

- Headache follows with the sun
- Sunrise – mild pain head, eyes and eye brows
- Mid noon – pain increases gradually
- Sun set- pain decreases
- Pain relief with hot touch – not always

Ayurvedic Treatment of Sinusitis.

- Removing or avoiding the causative factors.
- Controlling or eliminating the source of inflammation.
- Relieving the symptoms.
- Drainage the Nasal passage.
- Improve general and local nasal immunity.

My experience in treating Sinusitis

I treat a lot of sinusitis patients and it has been very successful. Therefore, I would like to share my practical experience with you.

More than 50 percent of my patients suffer different types of sinusitis for more than 2 to 4 years. I give my patients both internal and external treatment.

According to their history, signs and symptoms, prakurthithe internal medicine prescribed also changes.

My internal treatment protocol

1. TRADITIONAL HERBAL DECOCTIONS-

- Shreshtha nimbha Kashaya.
[Terminalia chebula, Terminalia belirica, Phyllanthus embelica, Azadirachta indica, Curcuma longa, Becopa monnieri, Cassia senna, Tinospora cordifolia]
- Prathyakasha dhatree Kashaya.
[Terminalia chebula, Phyllanthus embelica, Munronia pinnata, Acorus calamus, Azadirachata indica, Tinospora cordifolia]
- Dharu parpata Kashaya
[Terminalia chebula, Cedrus deodara, Hedytis deodara, Premna herbacea, Cyperus rotundus, Acorus colamus, Coriandrum sativam, Zingiber officinale, Munronia pinnata]

2. AYURVEDIC HERBAL POWDER

- Avipaththikara choorna
- Hinguwashtha choorna
- Tripala choorna
- Dathree choorna

3. AYURVEDIC HERBAL PILLS.

- Seetharama vati
- Chandra praba vati

External Treatment are as below:-

1. SHIRODHARA TREATMENT

- Nirgundee oil – 20 min to 45 min, gravel onset, 3 days to 7 days

2. INHALATION TREATMENT

- Vitex negundo, Aegle marmelos, eaves boil water.

3. FACE MASSAGE- NIRGUNDIEE OIL

4. FACE FORMANTATION – HERBAL LEAVES PAD

[Allium cepa, Vitex negundo, Desmodium triflorum]

5. NASYA TREATMENT

- Nirgundee oil / Anu oil- 3days to 14 days.

I use common medicines and oil for my treatment. All patients follow guidelines regarding their food and behaviours. Because food and behaviours play important role in this treatment.

I also recommended to continue medicine and food for the next 3-4 weeks after treatment on their own at home.

After the treatment procedures, most of the patients (about 70%) totally stop their painkillers and continue with normal life-style.

Thus, Ayurveda is highly recommended for treatment of those suffering from sinusitis.



Dr. Hiroshini Pererra

Consultant Ayurveda Physician, Yoga and Meditation, BAMS (Kalaniya) MSc.(Panchakarma) Chief Ayurvedic Doctor, ANANDA Ayurveda Resort Kosgoda, Sri Lanka.



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In this modern age where people are running after wealth accumulation, they overlook their real wealth—the good health. Preoccupied with hectic work schedules, people do not realize that their body is suffering until it's too late. This is where Ayurveda comes into the play and guides us all to follow a simple and healthy lifestyle to avoid becoming vulnerable to deadly diseases. Spreading the awareness about the importance of Ayurveda in these times, Kudrati Ayurved Health Center offers wellness solutions and Ayurvedic medicines to the people suffering from various genetic and life-styles diseases like Infertility, Muscular Dystrophy, Thalassaemia, Spondyloepiphyseal dysplasia, Perthes' disease, osteogenesis imperfecta, mental debility, dementia, delayed development in children, and diseases caused by the deficiency of Vitamin-D and Calcium. Apart from this, various venereal diseases like Syphilis and AIDS.



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Managing Pain with Marma Chikitsa



Pain is the most urgent symptom to be handled in any type of health issue. This develops due to multiple reasons like infections, injury, degeneration and many other pathological reasons and also due to certain physiological reasons. Here, **Dr. Manoj Chandrasekharan** discusses about how pain or ache in any part of the body can be managed by specific marma chikitsa.

According to Ayurveda, pain develops due to the block of Prana at some level. Prana is the current of energy that infuses every cell of the body. Stimulating marma (energy points) directly taps into this reservoir of energy and promotes health. When Prana is blocked the flow of other doshas, dhatus, malas are also deranged. This results in multiple symptoms along with pain.

What is Marma

Marmas are the junctures or meeting points in the body that involve mamsa (muscle), sira (blood vessels), snayu (ligaments), asthi (bone) and sandhi (joints). These are specific areas in the body that have direct relation with various internal vital organs and that is why stimulation of these points are used to treat various disorders connected to different organs. One can regulate the functions of the internal organs, doshas and dhatus through various marma points. Such points can be used specifically for the diagnosis and treatment of pain and other symptoms. These points are also used for promoting health and longevity.

Marmatherapy

The principle of marma therapy is very simple. It says, whenever and wherever a strong blow or injury can cause any disorder or pain, a mild touch can cause healing.

Touching a marma point changes the body's biochemistry and can unfold radical, alchemical changes in one's make-up. Stimulation of these inner pharmacy pathways signals the body to produce exactly what it needs. These include hormones and neurochemicals that help to relieve pain and also result in healing ailments. In short, marma therapy acts like a catalyst by awakening the healing power of the body.

During Marmma therapy, mild to moderate pressure is applied on these vital points in order to stimulate them. Mostly hands and fingers are used to activate them. In some cases, special medicated herbal oils and herbal extracts are also used to activate these marmas. This pressure removes the obstructions from marmas and helps the flow of Prana in the proper way. Once the proper physiological flow of Prana is achieved, the doshas, dhatus and malas come into



balance. Healing happens naturally by bringing vitiated doshas, datus and malas into balance.

Unique features of Marma therapy

1. Low cost of treatment
2. Medicines are rarely used
3. Non-invasive technique
4. Can supplement and go hand-in-hand with any system of medicine.
5. Quick result

Scope of Marma therapy

- Muscular and joint pain
- Frozen shoulder
- Muscular strain
- Respiratory disorders
- Digestive and metabolic disorders
- Nervous system disorders

- Headaches and migraines
- Anxiety and depression
- Stress response, fears and phobias
- Memory loss
- Low energy and fatigue
- Tennis elbow
- Golfer's elbow
- Lower back and neck pain

Pain management in Marma therapy

All pains are Pitta and Vata predominant. So here, Vata-Pitta treatments are mainly used for pain management.

Types of pain

VATIKA VEDANA:-Todana (pricking pain), Bhedana (cutting/ incising pain), Tadana (pain due to blunt injury), Chedana (cutting/ excising pain), Ayamana (stretching pain), Manthana (gripping pain), Viksepana (pulling pain), Cumcumayana (tingling sensation), Nirdahana (burning pain), Avabhanjana (breaking pain), Sphotana (bursting pain), Vidarana (perforating pain), Utpatana (tearing pain), Kampana (tremoring pain), Vislesana (dislocating pain), Vikirana (radiating pain), Purana (distending pain), Stambhana (stiffness/ ankylosing pain), Swapana/ swapa (anaesthesia), Akuncana (spasmodic pain), Ankusika (anchoring/ hanging pain), Atimatra vedana (sudden excessive pain), Vividha shoola (different pain)

PAITTIKAVEDANA:-Osa (burning pain), Chosa (scalding pain), Paridaha (burning sensation all around), Dhumayana (sensation of hot smoke), Gatrangaravakirnamiva pacyate (sensation of touch by burning coal), Usmabhivridhhi (increased temperature), Kshate ksharavasiktavaccha vedana (caustic application over wound- like pain).

How marma therapy helps in pain management.

Based on the type of pain, marma points, medicines and therapies have to be selected and administered. For example, in case of vatika pain, vatahara therapies, medicines and marmas have to be chosen.

Instant pain relief is the motive of marma therapy. Stimulation of marma can produce analgesia by secreting endorphins and other opioid-like substances which are hundred times more potent than opium. Instant pain relief by marma therapy is possible within no time.

Pain management aims at minimizing the distress, feeling of unrest and improving the quality of life. A cardinal point in the management of pain is that it should be holistic and patient-centered in its application. This can be fulfilled in the Ayurvedic approach only in terms of marma therapy.



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ARE YOU DEPRESSED?

Being anxious and tensed is normal to any stressful situations. It affects the work, body and the thinking process of a person. But when such emotions disturb the quality of one's life for a long period, the person moves into what is called clinical depression. Here, **Dr. Jobby George** tells us in detail about what leads a person to depression and how a person can overcome it to lead a normal life.

SIMPLE FACTS about DEPRESSION:

- Depression is more common in women than in men.
- We cannot say if the person in front of you is depressed or not till we closely associate with them.
- Sometimes we may not know that we are depressed.
- Symptoms include lack of joy and reduced interest in daily activities.
- Temporary emotional responses to the challenges of everyday life do not constitute depression.
- Depressed people mostly think and speak negatively.
- One depressed person in a home makes the atmosphere of the whole house dull, depressing the rest too.

Signs and symptoms

Vathaja symptoms:

1. Fluctuating moods
2. Working all the time

3. Restlessness, loss of energy
4. Disturbed sleep
5. Irregular timings eating habits and hunger
6. Weight loss
7. Unexplained headaches, indigestion and nausea
8. Impaired ability to think, concentrate, or make decisions

Pittaja symptoms

1. Irritation and anger
2. Red eyes
3. Headaches
4. Acidity
5. High BP
6. Unable to fall asleep
7. Impaired ability to think, concentrate, or make decisions

Kaphaja symptoms

1. Always sitting quiet and idle



LIFE EVENTS WHERE DEPRESSION CAN CREEP IN

In children/students-studies, marks, competitions, adolescence, hostel life, broken homes, sexual harassments.

Women - just before periods, stressful weddings (marriage blues), pregnancy (seen in husbands also), delivery (seen in husbands also), Menopause, adjusting with new married life and people, sexual harassments.

Incidents - accidents, attacks (animals or humans), loss of a loved one.

Health - health problems in oneself, health problems in family, attending to sick, aging, corticosteroids and some beta-blockers tend to cause depression, antidepressant medications may increase suicidal thoughts or actions in some, experiencing depression post-surgery is common.

Social - problems and targets in work place, repeated change of place and culture, disturbed relationships with colleagues, friends, family or neighbours.

Personal - divorce, broken love, financial problems, bringing up children, dealing with adolescent children, rape, drug abuse in family, people living alone.

Others - when ego, status, money is more important than anything else, multi-tasking, acute stress, weak minded people, one episode of major depression increases the risk of a subsequent one.

.....the list goes on! Various people facing various challenges in life.

Below are some tips to get over depression.

1. Understand your state or situation.
2. Follow a strict routine of lifestyle - correct food and timely sleep.

2. Not interested in work
3. Eating all time even when not hungry
4. Excessive sleeping
5. Impaired ability to think, concentrate, or make decisions
6. Weight gain

People with mixed dosha prakruti will have mixed symptoms.

- Doctor shopping is another symptom where you are never satisfied with one or two doctors for any pain or illness.
- Shopping excessively (Shoppaholic), Alcohol, Smoking, Drugs, Painkillers, Touring, are some means of relieving tension for some.
- Worthlessness, guilt feeling and suicidal tendencies are seen as higher stages of depression where counselling and treatments are required.

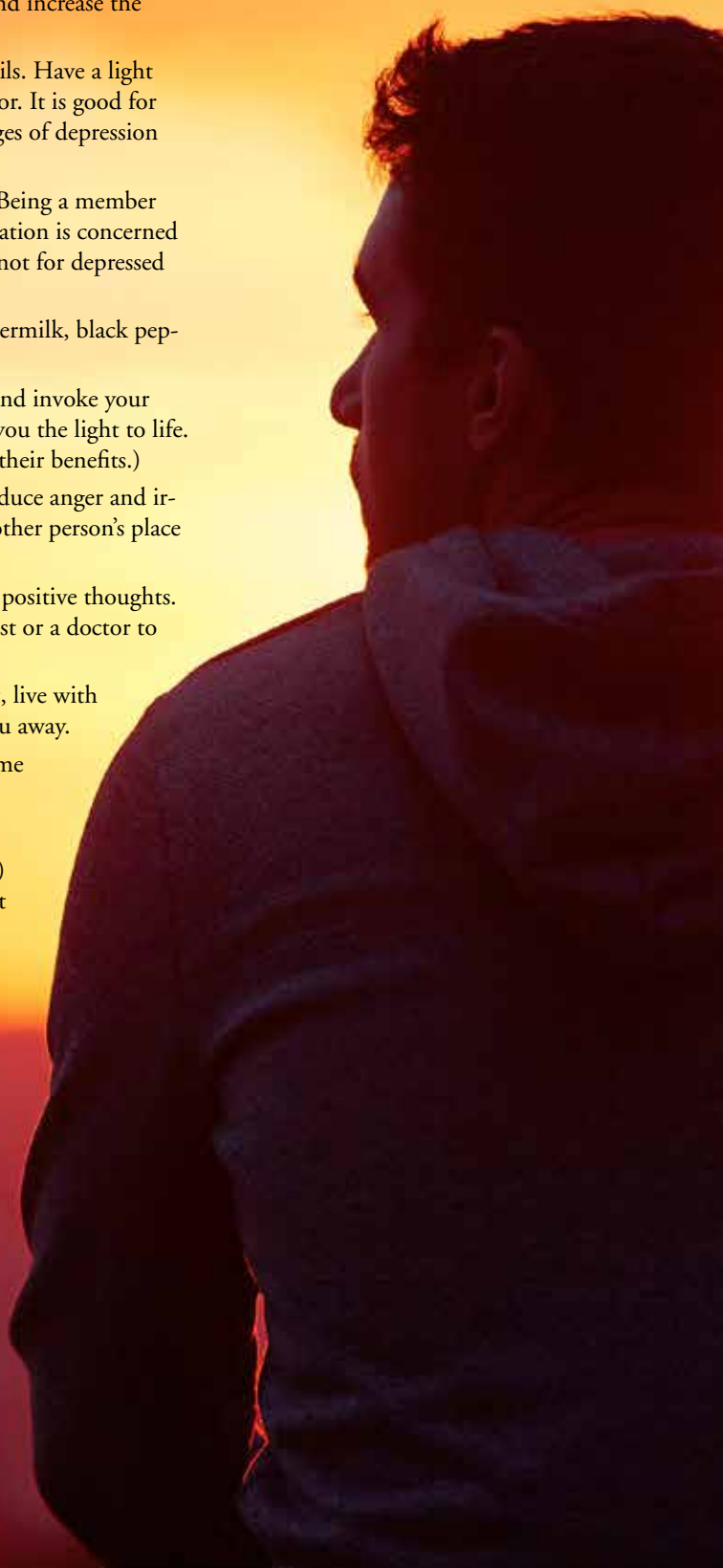


3. Have an early dinner (by 9 pm), and sleep by 10 pm. Strictly follow this for 2 - 3 days and soon this will become a habit.
4. In case of disturbed or no sleep, force yourself to sleep by relaxing body and muscles. This can be done by listening to soft music and arresting thoughts.
5. Make sure that digestion and bowel movement is correct. Frequent Constipation can lead to depression.
6. Practise calm breathing. This will not happen when you are stressed. Just sit calm, place the right palm on the chest and feel the breath. Concentrate on the breathing and make yourself comfortable. Take deep breaths and increase the oxygen flow in the head and body.
7. Consult an Ayurvedic doctor for the right head and body oils. Have a light and relaxing Massage and Dhara in consultation with the doctor. It is good for de-stressing, calms and relaxes the mind. (In case of higher stages of depression medication is necessary).
8. Yoga helps to restore the health of the body and the mind. Being a member in some club is better than practising it at home. Where meditation is concerned you need to first consult your yoga instructor as meditation is not for depressed minds.
9. Food- milk, clove, walnut, pear, coconut, resins, dates, buttermilk, black pepper have mood- improving enzymes.
10. Spirituality - According to your belief and faith, increase and invoke your deeper spirituality and take advice of your teachers who show you the light to life. (Stay away from those teachers who misuse your emotions for their benefits.)
11. Always forgive and forget. This is the biggest mantra to reduce anger and irritation. Let go of the Ego or Ahankaram. Put yourself in the other person's place and understand their mind. Be a child to just love and adjust.
12. Speak out to elders who can give you the right advice and positive thoughts. Never keep worries buried in your mind. Consult a Psychologist or a doctor to clear doubts.
13. Follow Gandhiji's mantra of Detachment. Forget the past, live with a positive tomorrow. Don't let emotions and thoughts carry you away.
14. Always try to be active, engaged and exercising. At the same time don't forget to SMILE!

Can we predict our life after death? No, so just think (suppose) that it may be worse than this life! So just ENJOY this life. Just LAUGH and let all laugh with you!



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Heal your heel troubles

Do you experience an ache or pain on your heel every time you get up from bed or while putting your feet down? Ayurveda says, this is due to aggravated Vata that causes inflammation of the plantar fascia. **Ms. Sheela**

Rani Chungath explains to us how the thick band of tissue that runs across the bottom of our foot connecting the heel bone to the toes plays a major role in troubling the heel. She says that this is common problem among the aged.

There are many ways to take care of your feet at home itself. One way to prevent heel pain is by oiling the soles of your foot every day. In the dinacharya or the Ayurvedic prescription this should be done daily. According to Ayurveda, oiling not just the feet but the whole body is important to keep diseases at bay. Another three areas of the body that are important to oil are the ears, the head and the soles of the feet. Ayurveda Vaidyas say that these should be oiled without fail every day.

These three areas are considered to be the most sensitive to aggravation of Vata and hence the need to be oiled. Definitely, one would have much less pain in the head, ear or foot if one were to oil them regularly. This is as far as prevention is concerned from the Ayurvedic point of view.

Heel pain or plantar fasciitis is said to be common among runners, obese people, those who have flat feet or high arches, those who have tight calf muscles and those who wear improper footwear. Doing some mild Yoga-like exercise helps in alleviating the heel pain.

Hold the heel and bend the toes and the ankle towards the leg. Hold for about 10 seconds and then release. Repeat this about ten times. Any exercise, which releases a tight calf muscle, will help in reducing the heel pain.

Ayurvedic treatment for heel pain consists of massaging the soles of the feet with Dhanwantaram tailam and Pinda tailam.

Take equal parts of the two tailams and heat it mildly. Apply from the top of the toe to the heel longitudinally; also apply the oil across the heel of the foot. Apply the oil liberally. After about 15 minutes, soak the feet in warm water in which lime juice or fermented rice water is added.

This when practised for about one or two weeks along with exercise helps to relieve the pain. Massage can be done regularly to prevent any relapse.

Pinda tailam - This is made from honeybee wax, Rubia cordifolia, resin of Vateria indica, Hemidesmus indicus and Sesame oil.

Dhanwantaram tailam - consists of the dasamoola (group of 10 roots), horse

gram, barley, Sida cordifolia, green-gram, blackgram, triphala, cardamom, cinnamon, rock salt and a whole host of other herbs.

Many people ask me whether it is possible to be so diligent about oiling oneself daily. Though it is not easy it will surely help prevent various Vata diseases. Charaka lists 80 types of diseases caused by Vata while there are only 40 types of diseases caused by Pitta and only 20 of the Kapha type. Charaka and other Vaidyas stress the importance of keeping Vata in balance and oiling oneself regularly, including the soles of the feet, to help keep diseases like plantar fasciitis in check.



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Garlic for Rheumatoid Arthritis

Rheumatoid arthritis is a disease characterized by being an autoimmune, chronic inflammatory condition. Garlic can help treat rheumatoid arthritis because it contains anti-inflammatory, analgesic and antioxidant. Crush two garlic cloves and put them in a blender. Add a peeled lemon, and lastly, a teaspoon of honey for flavor. After mixing well, you can drink it any time of the day. It can also be used topically directly on painful joints, by rubbing peeled garlic on them. It has been shown that this helps reduce pain and inflammation. One can also prepare a juice with two lemons. Keep two cloves of garlic on hand. After you have all the juice, peel the garlic cloves and blend them. Finally, add the lemon juice and take that mixture on an empty stomach in the morning.



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- Arogya 2018 and International trade fair on product and services of Ayush systems of medicine.
- International Seminar on Public health interventions of Ayush systems of medicines.
- Conclave and Invited talks.
- One-day Workshop on Ayurveda (ASU) drug policy.
- One-day Seminar on Role of AYUSH systems in Local self Government activities. (LSG Leaders Meet)
- An educative medicinal plants exhibition featuring Indian Medicinal herbs.
- Good food conclave-The kitchen pharmacy -Health Food festival.
- Conclave on infrastructure development in Ayush based health tourism
- Ayurveda Travel bazaar
- Medicinal plant farmers meet and Buyer seller meet

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“Declaration of IDY was a historic moment”





Anil Kumar Ganeriwala donned many roles in the Government sector, including that of joint secretary of the AYUSH Ministry. He was one of the pioneers in propagating the need to declare an International Day of Yoga (IDY). He was also the nodal officer in charge of IDY and took several steps to spread Yoga day in India and abroad. Our magazine got the privilege to do an email interview with him to understand in detail about his works in promoting the AYUSH system of medicines.

What was the role played by Ayush Ministry to organise the International Day of Yoga?

The Ministry of AYUSH is responsible for promotion, development and growth of Traditional System of Indian Medicines, including Yoga. Prime Minister Narendra Modi made an appeal to the world community in his United Nations General Assembly address on 27th September 2014, to adopt an International Day of Yoga. This proposal was subsequently approved by UNGA on 11th December 2014 with a record 177 co-sponsoring countries whereby 21st June was declared as "International Day of Yoga". The Ministry of AYUSH was entrusted with the task of celebrating this historic moment by organizing the First International Day of Yoga on 21st June, 2015 on an unprecedented scale involving various Central and State governments, Yoga schools and institutions, Civil Society. The Ministry also coordinated with Ministry of External Affairs for organizing this event through our Missions across the globe.

The role played by you as nodal officer for International day of Yoga

As Joint Secretary in the Ministry of AYUSH, I was given the overall responsibility of planning and organizing this event in close coordination with all other agencies, including Yoga Gurus and institutions. The preparation for the event was initiated as early as January, 2015 by convening a meeting of Inter-Ministerial Committee where representatives of various Yoga centers and Institutions were also invited. After day-long deliberations, a broad framework for the event was finalized which included a mega event of Mass Yoga Demonstration at Rajpath and organising an International Yoga Seminar at Vigyan Bhawan, New Delhi. As the event being organized at Rajpath was a novel idea without any precedence, creating its blue-print was the biggest challenge for me as the nodal officer. Enlisting the support of various participating agencies such as different Ministries, Armed Forces, Para-Military Forces, Schools and Yoga institutions was a huge task for the Ministry as our resources were limited. The next five months involved mobilizing all the stakeholders and entrusting them with specific responsibilities to ensure the grand success of the event.

What are the steps taken to ideate the Yoga Day in India?

It was decided that mass Yoga demonstrations would be organized from 7 AM to 7:45 AM at Rajpath, all state & district headquarters, armed forces, NCC, para-military forces, schools, colleges, all our missions abroad and Yoga Institutions. For this purpose a Common Yoga Protocol of 45 minutes incorporating basic Yogic exercises, pranayam & dhyan was developed by a committee of eminent experts of different Yoga centers headed by Dr. H.R. Nagendra, SVYASA, Bengaluru. The booklet on Yoga Protocol was published in different languages and distributed across the country and to missions abroad.

Massive community outreach programme was launched by mobilizing various agencies, Yoga institutions, NGO's and both Print and Electronic Media. A logo for International Day of Yoga was adopted after an All - India competition which was launched by Minister for External Affairs and Minister for AYUSH before the event. Also, the Ministry launched an interactive Yoga portal and organized online Yoga quiz competitions for creating awareness among the youth.

The biggest challenge was to ensure entry of thousands of people at one venue. What were the steps taken to overcome it?

As the Government had decided to record this historic event in the Guinness Book of World Records for the largest participation at a single event and the presence of maximum number of nationalities to add true international flavor to the event, very precise preparations were required as per the norms of the Guinness authorities. As per the Guinness Book World Records, 35,985 participants from 84 nationalities were present during the event at Rajpath. The participants were drawn from various ministries, Yoga institutions such as Patanjali Yogpeeth, Art of Living, Gayatri Parivar, Isha Foundation, Brahma Kumaris, Armed forces, Central Armed Police Forces, Delhi Police, N.C.C., Schools. Training programmes were organized for all the participants in different location taking the help of various Yoga schools. It required great deal of coordination with various agencies such as Delhi Police, Transport Department, security agencies and a number of rehearsals on the site to ensure hassle-free entry of approx. 37,000 participants, officials and auditors of Guinness Book of World Records and their positioning at designated places within a short span of two hours.

What is the status of Yoga now in India?

Yoga has received tremendous government and institutional support since the declaration of 21st June as International Day of Yoga as a result of which acceptability of Yoga as a means for holistic healthcare has increased manifold. Authentic certification of Yoga teachers and instructors jointly by Quality Council of India(QCI) and the Ministry of AYUSH has created a huge pool of trained manpower in Yoga for taking up employment in Schools, Colleges, Spa's, Private Yoga centers. Yoga Olympiad for school children is being organized by the NCERT every year. Graduate and post-graduate courses have been started in many universities. Yoga has been included in the curriculum for Physical Education in schools. National Council for Teachers Educations (NCTE) has made Yoga as a compulsory component in all teachers training

courses. The Government of India has supported number of multi-centric research studies in Yoga for therapeutic use.

Now Yoga is being recognized globally. How it is accepted world-wide?

Popularity of Yoga has been growing in the Western world for the past few decades and the declaration of International Day of Yoga gave further impetus to Yoga as a scientific means for achieving holistic healthcare and well-being. Indian Missions in collaboration with Indian Council for Cultural Relations (ICCR) have established Yoga training centers in many countries. Globally- renowned Yoga gurus like Shri Shri Ravi Shankar, Baba Ramdev, Sadh Guru Jaggi Vasudev regularly organize Yoga programmes around the world and have mass following. Yoga has also become a source of employment for Yoga trainers and people involved in the industries for Yoga accessories such as apparels, mats, etc.

A final word on what YOGA means to you

Yoga, for me, is a spiritual and scientific discipline which focusses on bringing harmony between the mind, body and soul. It is a key to fitness and wellness. In the present fast-paced life-style leading to stress and depression, Yoga offers an easy, affordable and effective solution. Yoga is not just a set of exercises for physical fitness, but also is the first step towards spiritual journey. Yoga as a uniting force can bring people together, resolve conflicts, promote harmony and foster world peace.



How saliva heals

Saliva is known to have amazing beauty benefits and this article will make your mouth water knowing it. It may sound gross, but it works! Saliva has so many beauty benefits for hair, skin, body and more. This clear colored liquid seems like a useless thing but it's actually a powerful enzyme that has amazing healing properties.

Saliva actually kickstarts the digestion process by breaking down the starches in the food. This process is so fast that it's complete by the time the food reaches the stomach. That's how powerful saliva is! Composed of water, proteins, enzymes and cell-derived tissue factors, saliva has many medicinal qualities that we take for granted. Did you know that most of the wounds occurring in the mouth and tongue gets healed by saliva? And this process is fast too. This is because they are constantly bathed in saliva. Saliva has potent antibacterial properties as well as regenerative agents that help heal and revive injured cells in the skin.

Saliva for Acne and Pimples

Applying your saliva several times on the pimples and acnes of your skin can help you get rid of them, giving you a clear and beautiful skin. This is due to the amazing and powerful antibacterial and antimicrobial agents it has.

Saliva for Beautiful Eyes

In case you have an attack of dry eyes, eye infections and other such eye irritations, simply applying your own saliva into your eyes will help. Collect some of your own saliva in a spoon and rub and drop it swiftly and carefully into your eyes. Your eyes may water a little, but that's fine. Saliva contains precious minerals like bicarbonate, potassium and pure water which can help lubricate and brighten the eyes.

Saliva for Wound Healing

Did you know that many animals like dogs lick their wounds to speed up healing? Felines like cats and tigers actually have baths by licking their skin. Saliva helps sanitize and cleanse their skin. Similarly if you have any cuts, scrapes or wounds, applying saliva many times throughout the day helps in faster healing.

Saliva for Scars

When you apply saliva to your wounds, pimples, acne and other such injuries, you greatly reduce the chances of leaving your skin with a scar. This is because the saliva helps in the proper regeneration of the skin cells. The formation of scars can be prevented with saliva treatment.

Finally, how to apply Saliva

There are no tricks here! All you have to do is collect your saliva and apply it wherever needed. And you can do this as many times as you want, there are no side effects. Just make sure it's clean saliva like after brushing your teeth or rinsing your mouth.

Take note of this tip for serious saliva enthusiasts – morning saliva is the most potent saliva rich in nutrients and healing compounds. So make sure you make use of morning saliva without fail!

Source: Internet

AYUSH to boost Yoga & Ayurveda



Ayurveda is witnessing good times and the AYUSH sector is providing all the necessary support to take Ayurveda forward. In this engaging conversation with **Kasevendrakumar IAS**, Secretary, Department of AYUSH, shares with us the different projects in the pipeline for the AYUSH sector and the status of Ayurveda and Yoga in Kerala.

Excerpts:

What are the plans for strengthening AYUSH in Kerala?

AYUSH already has a good presence in Kerala. The effective implementation of the various programs as envisaged in the guidelines in vogue will further strengthen it. The National AYUSH Mission in Kerala is the first in the country to set up the District based Program Management and Support Units for optimum delivery of its services to the society. By filling the gaps in this sector we will support the department by providing the necessary infrastructure and manpower.

A few projects for specialty care by AYUSH system of medicine are:-

- “Rareeram” - Ante-natal and Post-natal and Neo-natal care by Ayurveda in selected districts
- “Mizhi” - A project for correcting refractive errors among children below 12 years by Netra Chikitsa, a part of Salakya Thantra (Ophthalmology and ENT) of Ayurveda
- “Harsham” - Clinics for managing depression with the support of Govt. Ayurveda Research Institute for Mental

Health, Kottakkal in selected 5 districts of Kerala

- “Prism” - A project for preventing blindness caused by Glaucoma, and other eye diseases at Thrissur
- “Ayurveda Ano-Rectal Clinic” at District Hospital, Kalpetta, Wayanad etc.
- “AYURKARMA” - A project to provide OP level treatment procedures in Govt. Ayurveda Dispensary, Chavara, Kollam. This new initiative and is supposed to scale up in all districts in the future.
- “AYUSH GRAM” – promotes AYUSH-based lifestyles through Behavioral Change Communication. This has been approved in the Annual Action Plan 2016-17 in eight districts. It created brilliant models in outreach activities, Medicinal Plant propagation, conservation and cultivation and teaching good food habits among pregnant and lactating mothers. In communicable diseases prevention and source reduction, it assists in preventing vector borne diseases. AYUSH GRAMS also developed value added products and popularized it among the public. Performance of AYUSH GRAM projects has drawn appreciation from various sectors.

SKOCH Award for innovations in Government Sector was awarded to AYUSH GRAM, Thrissur in 2018. Considering the benchmarks created by AYUSH GRAM projects in Kerala, Government of India has sanctioned eight more AYUSH GRAMS to the state in its Annual Action Plan 2018-19.

- 14 AYUSH Wellness Centres including Yoga and Naturopathy. A Yoga training programme was conducted as a corrective measure for women prisoners in district Jail, Trivandrum.





What is the status of Yoga in Kerala? Does it have a mass acceptance in Kerala?

Yoga is well accepted in Kerala and this initiates a good health culture among the people of this land. In Kerala, Yoga is a component in most schools too. Also, panchayath based community units here, are now seeking training in Yoga through NAM programs.

One of the vision of AYUSH is to allot new yoga educational institutions. How will you achieve this goal?

The scope for a Yoga & Naturopathy academic institution in Kerala will be studied and

necessary steps will be taken in future.

Naturopathy, Unani and Sidhha are yet to be popular in Kerala. What is the reason?

These AYUSH systems need to be popularized based on the requirements of the society. The areas or specialties in which these systems are stronger than the prevalent systems have to be highlighted to make them more sought after.

Ayurveda is one of the highly accepted treatment methods in Kerala. Keeping this in mind, are there any plans for the AYUSH Ministry to attract international tourists to Kerala as this can add to the country's foreign exchange?

The Department of AYUSH has already planned to conduct an International AYUSH Conclave (IAC) to showcase and promote these systems. The upcoming IAC is scheduled from 25 to 28 January 2019 in Kochi. IAC has a list of conclave orators, panelists and experts who are working in different areas like Clinical Research, Drug Research and Public Health Delivery. Apart from this, a session on Infrastructure development in AYUSH based Health Tourism focused on Ayurveda will discuss the possibilities of Ayurveda, its propagation to attract International Tourists to Kerala as it is known as the heart land of Ayurveda. These forums create an opportunity for propagating Kerala's preparedness to meet the requirements of international clients who seek wellness or cure for illness through Ayurveda Medical Tourism.

- "Kanya Jyothi" a project for addressing anemia among tribal women using the Siddha system of Medicine are the other projects under ISM Department funded by NAM.
- "Seethalayam" - a gender based programme for the mental and physical ailments of women suffering from domestic violence.
- "Sadgamaya" - focuses on behavior management and screening of learning disabilities in the various NCD clinics in the 14 districts. These are the ongoing Homoeopathic projects by NAM.
- "Thyroid Clinics" at Idukki to address the Thyroid spectrum disorders. Asthma and Allergy Clinics at Thrissur and Malappuram by Homoeopathic system are the new projects that got approval in 2018-19,

The International Yoga Day held by the AYUSH Ministry was a great success. Considering this, how can you popularize Yoga in Kerala?

Yoga plays a key role in maintaining a society with less morbidity. Yoga practice is taken to the grassroot level through NAM (National AYUSH Mission) programs like AYUSH GRAM, AYUSH Wellness Centres, integrated hospitals etc. Most of the Ayurveda and Homoeopathic Hospitals are conducting daily sessions in Yoga as a part of their NCD (non-communicable disease) prevention programmes. ASHA workers are trained with modules on NCD prevention and are working towards propagating Yoga at grassroot levels.

Yoga asanas for healthy mind and body



In yoga, an asana is a posture in which a practitioner sits. The term asanas enjoy as much popularity as Yoga itself. In fact, for the majority of the population, the first image of Yoga is that of an asana and performing Yoga

denotes balancing in a body posture. Here,

Dr. Anupama Krishnan expounds on how the different asanas of Yoga can help to enhance the health of both the mind and body and points to be considered prior to indulging in Yoga asanas.

In the Yoga Sutras (sacred texts), Patanjali defines "asana" as "to be seated in a position that is firm, but relaxed". Asanas are also performed as physical exercise where they are sometimes referred to as "yoga postures" or "yoga positions". Asana adorns the first gate of Hata yoga, a school of Yoga that focuses on the importance of body control and strength. It is devoted to the cause of taming the evident perceivable body as control of one's body is the first achievable goal. It is a deliberate fore-runner to the control of the more vulnerable sense organs and flickering mind. Only an agile body can lodge an active and sound mind. This concept is well perceived by asana which are by them-

selves a saga that is an explicit portrait of the mystic beauty and the enviable charm of Yoga. In order to meditate upon oneself, one needs to be in a stable state of inner peace which means curtailing restlessness, minimizing energy input and attaining enviable excellence of action. Any position which renders the body in a stable yet flexible state enabling sustained action coupled with uninterrupted ease and pleasure of performance comes under the entity of yoga asana. Such a state of comfort and excellence can be attained only by dedicated practice. Asana encompass not only physical fitness but also explores the world of ultimate mental and physical relaxation.

Nevertheless, Yoga recognises that each body is unique, graceful in performance and perfection and is the target not the pace of performance. Asana is a conscious meditation and prayer, thanking the body for its compliance, and the substratum on which we attribute our very existence. Slowly withdrawing from the awareness of the

surroundings, getting immersed in the body movement, knowing the depth and length of breath and subtlety of the slightest body movements, this awareness gradually shifts from outward to inward, meditating upon the stretch experienced, internalizing the abundant feeling and sensation and finally, letting go. This in a nutshell, is the asana and the Yoga capsuled in the meditating body.

Yoga asana paves its way in disease prevention, health promotion and accelerating the healing process. Asanas are designed by virtue of the amazing observation of nature and a generous reminder that we are part of the macrocosm and the universe.

Sukshma vyayama (loosening exercise) mark the initiation of asana. These are a series of loosening exercise that ensures microcirculation of prana, the vital energy. They serve to warm up the body prior to asana practice. Unlike exercises, asana practice witness descending order of speed ie-warming up, dynamic state and always ending in a calm relaxed state. Stimulation and Relaxation are the secret keys that safeguard the body against the wear and tear born out of the exhaustive practice. The mandatory intermittent relaxation shuts down the scope of free radical process which are accused of initiating harmful impact on the body.



The whole purpose is to increase the threshold by increasing stamina by slow deliberate conscious body movement, increase energy output with less energy input and finally warming up. Yoga asana can be modulated or reduced in number and frequency to meet the requirements of the concerned individual. Asanas are in themselves holistic in nature and are a combination of asanas including standing, sitting, prone, supine, dynamic, balance and other meditative postures. The catch line of Yoga asana is - Practice and practice....with awareness and grace..gently, yet firmly, installing perfection.

The result of Yoga asana is multifactorial. It results in a glowing and healthy skin, feeling of lightness and enthusiasm and optimum functioning of the body system. Yoga asanas reduces the irritability of the mind considerably and incapacitates the body to react mildly towards extreme challenges. The body intelligence and power is heightened by awareness of the body and mind and are rendered stable, compact yet sensitive, sensible and flexible. Few points to be considered prior to indulging in Yoga asanas:

Supervision: Asanas need to be practiced under trained supervision. There is a growing unhealthy trend to gallop through various health magazines and electronic media to learn and practice the different Yoga techniques. These abundant literature on Yoga can be an interesting read but one should be cautious while practicing them.

Menstrual period: It is good to avoid practicing Yoga during the menstrual period although there are few yogic modalities that can be practiced. Pregnancy is not a contra-indication yet first trimester can be spared. Practice of hazardless specific Yoga conferring desirable impact is recommended during the pregnancy period.

Can a patient do Yoga asana: The disease play their game on the deck of the body and mind. Asana is meant to bring about a harmonious and dynamic state of both body and mind. Hence modified pliable asana can bring about positive fruitful changes in the body and mind, help in the healing process and strengthen the inherent vital energy to overcome the hurdle of disease, disorders and distress. However, it is highly recommended to abstain from the practice of asana following a surgery particularly during the first three months. Patients suffering from cardiac complaints, uncontrolled hypertension, severe back pain arising out of acute disc prolapsed (IVDP) those under medication should consult with their physicians and the stakeholders need to be updated with the patient's condition.

Empty stomach facilitates best results, however a light refreshment one hour prior to practices is permissible. Avoid asanas immediately after food. The diamond pose, Vajrasana is the only asana that can be done after meal as it kindles the digestive fire and aids in the digestive mechanism

Settings to do Asana: The availability of clean spacious open space or a well-ventilated room is an agreeable choice. Clean premises, fresh fragrant settings add to the pie of the cake. Ambience and aesthetic sense of the place has a cardinal role in asana performance especially in the initial stages of practice when one may have to face a pressing need for motivation.

Pre requirements: Taking a shower prior to Yoga is advisable, drape yourself in light, loose fitting apparel. Fancy clothing, too tight, heavily embroidered, flashy, over loose dress are not appealing either. Keeping a pair of clothes aside for practice of Yoga asana would be a very thoughtful indeed.

Time slot: Early morning, dawn and dusk are favourable part of the day to do asana. The reason behind this is that the body and mind are more receptive during this phase. Also, the serene surroundings in twilight and dawn acts as favourable motivating adjuvant to the practice of asana. When one is getting started for work it is the time zones calling for high energy and enthusiasm and when one curtains down a days work, it is the phase of sinking energy level. Both are conducive for asana practice.

Yoga asana is the epitome of selfcare. Therefore, choose asanas that are comfortable. Embark from simple to complex. The choice of asana can be need-based but no comparison or competition is required, since it is token of love and respect that we show to our own body and mind. It is a tribute to both the body and mind as it is understood that the meaning of Yoga is a harmonious blissful union. It can be perceived that the mind and body are being anchored with love, care and abundant grace while doing Yogasana Happy practicing!



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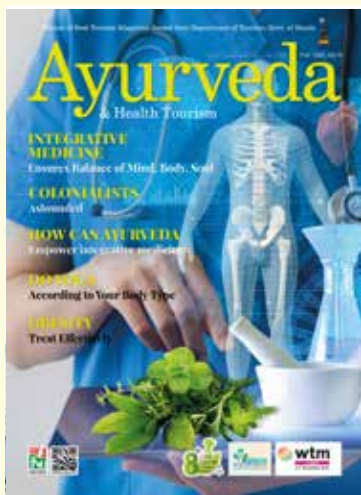
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Do Yoga according



Everyone knows the amazing benefits of doing yoga. This is evident as the world today celebrates the International Day of Yoga on 21st June annually. People today are excited about celebrating yoga and this knowledge of yoga has helped millions of people to maintain good health and live a happy life.

But! Does Yoga give the same results to everyone?

No! it doesn't.

As we all know, our body is made of the five basic elements. They are Earth, Water, Air, Fire and Ether elements. Everyone has a different combination of these elements. So, it

is important to know your body type because it creates a very crucial impact on everything you do or consume.

Do you know your body type?

As per Ayurveda, there are three types of Doshas or three types of body constitution (Prakriti): Vata, Pitta, Kapha. All the body's functions and metabolism are managed according to the body type. From your thoughts to your body frame, from your attitude to your appetite, everything follows a pattern that is your body type. And in the same manner, Yoga also exerts different effects on your body, as per your body type.

Yoga for Vata Body Type:

Vata Body Type is symbolized by a thin body frame, dry skin and quick movements. People with Vata Body Type are very much energetic and creative. Due to their highly active nature, these people face a lot of injury, stiffness and problems in the joints. People with Vata Body Type should perform yoga calmly, without any haste or excessive force.

Doing Surya Namaskar, Uttanasana, Hast-Paadasana, Paschimotanasana, ArdhaMatsyendrasana, Pranayama for vatadosha etc. are considered beneficial for people with Vata Body Type.

to your body type



Yoga for Pitta Body Type:

Pitta Body Type is symbolized by moderate body frame, acne-prone skin, and controlled movements. These people are very much determined and intellectual. Since 'Fire' is the main element in them, they tend to feel stressed and irritated most of the time.

People with Pitta Body Type should perform Bhujangasana, Kurmasana, Chandra Namaskar, etc. to calm their mind and body. They should do yoga in cool environments and for limited duration so as not to heat their body excessively.

Yoga for Kapha Body Type:

Kapha Body Type is symbolized by tall and large body frame, soft & cool skin, and slow movements. They are usually lazy and avoid all kinds of physical or mental work. They have a calm and easy-going nature. Due to their lazy nature, they usually do not indulge in exercises, leading to weight gain and lifestyle disorders.

People with Kapha Body Type should do yoga with a little bit more enthusiasm and vigor. They should perform Shirshasana, Shalabhasana, ArdhaChandrasana, Dhanurasana etc. These are suitable asanas for people

with Kapha Body Type, to boost their metabolism and generate heat.

Conclusion:

Yoga is beneficial for one's health but only if it is practised rightly, for the right amount of time and as per the body type. And however popular, one shouldn't do yoga without the supervision of experts.



Jayant Bokadia

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Everyday AYUSH:

Integrating Ayurveda and AYUSH in Europe's Health Services

I write in haste as Europe prepares to celebrate the 3rd Ayurveda Day on the theme Ayurveda for Public Health. In the UK, preparations are underway to celebrate the event in the Houses of Parliament in London. In mainland Europe, events are planned in the European Parliament in Brussels. Additionally there is much excitement from Prague in Ayurveda and AYUSH-related matters to coincide with the centenary celebrations of The Czech Republic.

The history of present day Czech Republic traditionally known as "The Duchy of Bohemia" can be traced back to 600 AD of Samo's Empire. Home of Gregor Mendel who gave the world Mendel's rules of heredity, mathematicians Kurt Gödel and the great tennis star Martina Navratilova, the Czech Republic continues to excel in many areas - their excellence in sports is a reflection of good health and wellbeing. The immense respect and value for wellbeing and good health could well be a reason for such excellence. The present day 100-year old republic is showing Europe and the world a new direction of how to

integrate Ayurveda in contemporary living and medical practice and systems of healthcare.

An approximately 41,000 signature Citizen's Campaign has enabled a resolution in the Parliament of the Czech Republic and discussions are now underway on how complementary systems of medicine can be formally introduced as a stream of courses in the medical education. Czech healthcare is ranked ahead of the United Kingdom and almost at par with Sweden. This small nation with a population of under 12 million people continues to be a home excellent health and human performance. This small nation with a population of under 12 million continues to produce phenomenal sports persons. In my next letter I will report on events at the Parliament and how plans are being shaped to develop a centre for Ayurveda in one or more locations in the Republic.

The India Day Symposium in Graz, Vienna in September was on the theme "Ayurveda, Yoga and Meditation for Active and Healthy Aging". The event was organized



by the Embassy of India in Vienna, Ministry of AYUSH and the Medical University of Graz. The first outcome was the signing of an MoU between the University and All India Institute of Ayurveda, New Delhi. Prof. Nandu Goswami, leading the charge in Graz said "Highest quality evidence required for advancing Ayurveda will now be gathered very vigorously in an European university to European standards. Ayurveda graduates will be part of a team and network here in Graz and will research and provide evidence for the deep physiological foundations of Ayurveda modalities like panchakarma and other treatment modalities. Evidence will be gathered for how Ayurveda helps promote health, maintain health and prevent disease. Together with Ayurveda



practitioners in South America work is planned to understand better the physiological basis of action of brahmi - a cherished medhya rasayana. Advances in such studies will help particularly in advancing Ayurveda for clinical practice in geriatrics.

Based on these and several other such initiatives across Europe it might seem that the oil-massage, motor and pestle "voodoo" medicine image of Ayurveda with textbooks in Sanskrit from thousands of years ago that nobody understands is fast changing. Europeans have travelled to India for many decades specifically for Ayurveda & Yoga. The numbers continue to increase with the years. The ones who have benefited from Ayurveda and Yoga embrace it and are devoted followers-who live Ayurveda and Yoga. This slow but steady and committed followings pushing the horizons for Ayurveda and Yoga in Europe and defining new boundaries. And now Governments of the nations states in Europe are starting to respond to the wish of the citizens to encourage Ayurveda and other AYUSH modalities in their medical systems.

Further changes in the image of Ayurveda and AYUSH systems will require much more effort. Formal joint statements and agreements between governments can easily be drafted and matured to move beyond the token expressions of goodwill. More MoUs and agreements between institutions in India and European can be shaped for well-defined programmes of work - to further agendas in education, research, training and clinical practice. India's current tally of four AYUSH Chairs can be readily increased to touch all 53 nations of WHO Europe. The future for Ayurveda in Europe is now set and looking good - at least one AYUSH team can be grown in every country in each of the 53 nations of WHO Europe. Much more can be done - but this requires will at many levels.

Health ultimately is gained and lost at the level of the individual. The "health-buck" begins and stops at the level of the individual. As the demands increase for the recognition of health at the level of the individual tensions also increase and one arrives at the usual testing times. People-to-people exchange of AYUSH benefits, cross-cultural exchange events, AYUSH Diplomacy, entrepreneur incubation, workforce development might remain the best approach for the moment to face these pressures. What is growing in Europe and in particular the citizen initiatives is an important beginning of a much needed beginning but definitely far from the end of the beginning. More about events from Europe in letters to follow.



Dr. Madan is a genome biologist with an unusually diverse academic background and range of research interests. He is an Inlaks Foundation Scholar (1982 Trinity Hall) and has a Ph.D. in Molecular Genetics. His current primary research interest is the development of single DNA molecule and single cell techniques for genome analysis. He is the inventor of the Molecular Copy Counting technique - very high resolution and high sensitive technique for describing genomic variation at the level of single cell and single DNA of molecules.



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NATTIKA BEACH



Yantra Ayurvedic Beach Resort is located in the village in Nattika Beach, Tripayar, Yantra Ayurvedic is an ayurvedic resort located by the sea which combines the pleasure of a beach holiday with authentic ayurveda treatment and wellness therapies. The resort has all the facilities to make your stay relaxed, comfortable and rejuvenating. Yantra is providing Panchakarma treatment with well experienced and dedicated Ayurvedic doctors and efficient therapists. Also provide Yoga classes and meditation for good health. The resort is located at very close to gold sand beach frontage with lush green lawn, the ambience of cottages make it in a traditional Kerala style with all modern facilities. We also make number of huts to watch the sun set and sun rise for our valued guests. We are providing Ayurvedic and authentic food in our traditional restaurant and also you can see the beautiful sea view from our restaurant while having your healthy food. Yantra is the epitome of peace tranquillity. We look forward to having you at our beautiful resort.

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