

Winner of the best tourism magazine award from Department of Tourism, Govt. of Kerala



₹ 100 US\$5 AED18

Ayurveda

& Health Tourism

Cover Package

AYURVEDA IN GLOBAL HEALTHCARE

Advancing the
'One Earth-One Health' Agenda

SCALING NEW FRONTIERS

USA | Italy | Germany

Prathibha Shah, Antonio Morandi, Syal Kumar, Sandeep D Nair

MAN ON A MISSION

Interview with Ramesh Vangal

AYURVEDA THEN & NOW

A Personal Perspective

S. Jalaja IAS (Rtd.)

EMERGING PROSPECTS

of Ayurvedic Education in India

Prof. (Dr.) Abhimanyu Kumar



SOMATHEERAM AYURVEDA GROUP

The Foremost Brand for Ayurveda & Yoga in India



Welcome to Somatheeram Ayurveda Group in Kerala, India, the foremost Ayurveda retreat group in the world for authentic Ayurvedic treatments, Yoga, and Meditation.

Somatheeram, the world's first Ayurveda resort founded by Mr. Baby Matthews in 1985, today has five deluxe Ayurveda Retreats in Kerala. The mission of the Group is "to offer the essence and soul of the ancient medical science of Ayurveda and the art of Yoga and Meditation" to the world. It is internationally renowned for the effort it makes to safeguard the health of humanity, its social responsibility, and its environmental commitment.

Here, people from different nationalities and cultures come together to share the glory of the ancient wisdom of "Ayurveda, Yoga & Meditation," which ensures a harmonious balance between body, mind, and soul. Ayurveda treatments comprise therapies, proper diet, and herbal medicine, all put together in a disciplined and conventional manner under the supervision of experienced and qualified doctors and therapists. Restaurants offer Dosha-specific, organic, vegetarian meals. Classes on Yoga & Meditation are conducted in a bid to heal the mind and soul.

These award-winning beachfront retreats are set on stretches of golden sands amidst an evergreen forest. Traditional buildings with Kerala temple and palace architecture and Kerala-style houses and cottages dot the resort, with tropical gardens that create a village



setting on the seafront. The atmosphere is serene, replenished with palm trees, herbal plants, lush vegetation, the sea, and the beach.

Somatheeram has been awarded "India's Best Ayurveda Retreat" six times and honoured with the HALL OF FAME (instituted by the Government of India) recognition. It has also won the "Kerala State's Best Ayurvedic Retreat" (instituted by the Government of Kerala) six times. Somatheeram has so far won 34 major international and national awards for excellence in Ayurveda & Yoga.

Somatheeram Hospitals are accredited by NABH (National Accreditation Board for Hospitals and Healthcare Providers). Also, it is accredited with AYUR-Diamond by the Government of Kerala, HACCP - Food Safety (British standard institute - UK), Quality Management (British Standard Institute - UK), and Ayurveda SPA Europe Certificate (European Audit Institute Wellness & SPS e.V. - Germany).



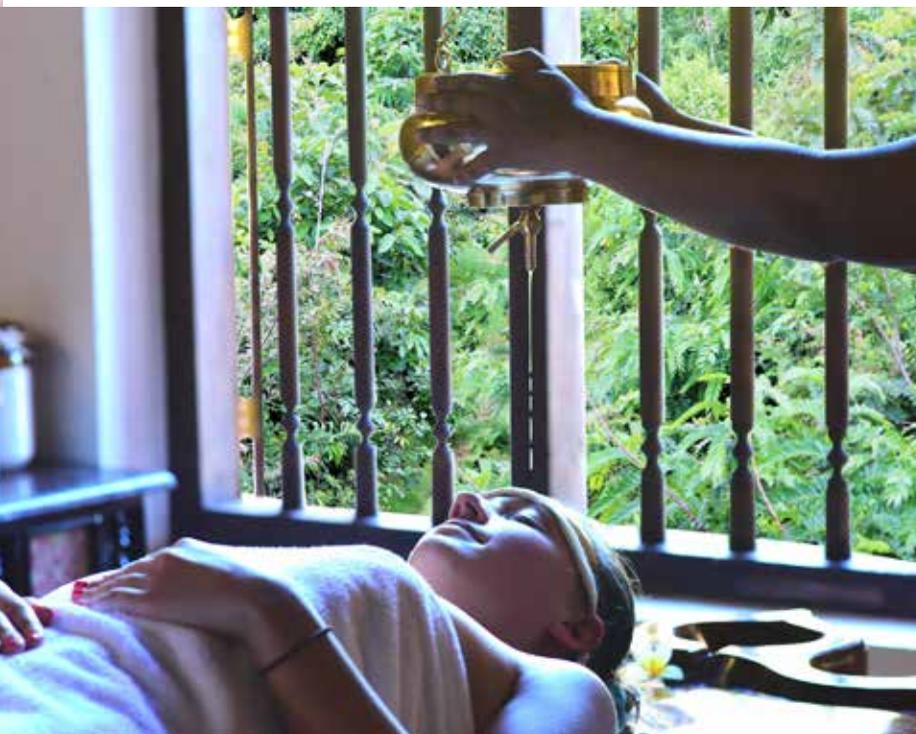
Baby Mathew Somatheeram

Chairman and Managing Director
Somatheeram Ayurveda Group



The following are the super brands that belong to the Somatheeram Ayurveda Group:

1. Somatheeram Ayurveda Village at Chowara Beach, South of Kovalam, Thiruvananthapuram. (www.somatheeram.net)
2. Soma Manaltheeram Ayurveda Beach Village at Chowara Beach, South of Kovalam, Thiruvananthapuram (www.manaltheeram.com)
3. AyurSoma Ayurveda Royal Retreat at Chowara Beach, South of Kovalam, Thiruvananthapuram. (www.ayursoma.org)
4. Soma Palmshore at Kovalam Light House Beach, Kovalam, Thiruvananthapuram. (www.somapalmshore.com)
5. Soma Birds Lagoon River Retreat in Thattekadu, Kothamangalam, Kochi. (www.somabirdslagoon.com)



For more information:

Corporate Office

Email: mail@somatheeram.in,

Web: www.somatheeram.net

Telephone: +91 471 2268101

Mob. +91 9447755077

WhatsApp: +91 8111886151

Somatheeram Ayurveda Group,
Chowara P.O, South of Kovalam,
Thiruvananthapuram, Kerala, India,
PIN 695 501.

Ayurveda

& Health Tourism

RNI No. KERENG/2006/20510

Editor & Publisher : **Benny Thomas**
 Group Editor : **C Gouridasan Nair**
 Director-
 International Operations : **Binoy Ouseph**
 (+971 56 175 2667)
 Editorial Consultant : **Dr. Madan Thangavelu**
 (Cambridge University)
 Editorial Co-ordinators : **Vinod Nedumudy**
Krishna Kumar K. E. *
 Editorial Co-ordinator (UK) : **Dileep Mathew**
 Marketing & Promotion : **Geo Pampackal**
 Layout & Design : **Lal Joseph**

Panel of Experts:

Mrs. S. Jalaja IAS (Retd)
Dr. G.S. Lavekar (Former Director General, CCRAS)
Prof. (Dr) K Muralcedharan Pillai
Dr. P. K Mohanlal
 (Former Director, Ayurvedic Medical Education, Kerala)
Prof. (Dr.) K.G. Paulose
 (Former Vice-Chancellor, Kerala Kalamandalam Deemed University,
 Cheruthuruthy, Thrissur)
Dr. M.E. Sarma (Professor, Ayurveda College, Kottakkal)
Dr. Antonio Morandi (Ayurvedic Point-Milan, Italy)
Dr. Piyush Juncja
 (Founder, Indianvaidyas.com & Health Consultant)

BUSINESS ASSOCIATES Overseas

USA : Chicago : **Vincent Joseph**, Mob: 847 299 9954
 USA : Houston: **Shaju Joseph**, Mob: 847 899 2232
 USA : New York: **Vincent Sebastian**, Mob: 917 992 9629
 USA : CALIFORNIA: **Wilson Nechikat**, Ph: 408 903 8997
 Canada : **Jose Sebastian**, Ph: 416 - 509 - 6265
 UK : **Dileep Mathew**, Ph: 044 787 743 2378
 Switzerland : **Dr. George Sebastian**, Ph: 527204780
 Ireland : **Thomas Mathew** Mob: 00353 87 123 6584
 Singapore : **Mahesh A.** Ph: +65 906 22828
 Germany : **Gayathri Puranik** Ph: +49 179 127 5002
 Austria : **Monichan Kalapurackal** Ph: 0043 6991 9249829
 Korea : **Dr. A. Thomas**, Ph: 0082 10 5822 5820
 Australia : **S. Mathew**, Ph: 612 470 26086
 Oman : **Joy Vincent**, Ph: 968 9503 5953

BUSINESS ASSOCIATES India

Mumbai : **Mohan Iyer**, Mob: +91 22 6450 5111
 Eastern India : **Sanjay D. Narwani**, Mob: +91 983 120 7202
 Hyderabad : **Ephram Joseph**, Mob: +91 939 131 5072
 Tamil Nadu : **Gurumurthy**, Mob: +91 989 460 4804
 Puducherry : **K. Ramasubramanian**, +91 989 497 7161
 Trivandrum : **Kuriyan K. Raju**, Mob: +91 944 610 6644

*Responsible for selection of news under the PRB Act

CORPORATE OFFICE

FM Media Technologies PVT Ltd,
 Penta Square, Opp.Kavitha, MG Road,
 Cochin -682016, Kerala, India.
 Tel: +91 484 350 4147
 Email: editor@ayurvedamagazine.org
 www.ayurvedamagazine.org

Printed, published and owned by
 Benny Thomas
 FM Media Technologies Pvt. Ltd,
 Penta Square, Opp.Kavitha,
 MG Road, Cochin -682016,
 Kerala, India.
 Editor: Benny Thomas

Printed at Sterling Print
 House Pvt Ltd, Door No.
 49/1849, Ponekkara-
 Cheranellur Road,Aims,
 Ponekkara P.O,
 Cochin-682041,
 Ph: 0484 2800406.

Disclaimer: The statements in this magazine have not been
 evaluated by the Food and Drug Administration of USA or
 any other country. Information provided in this magazine are
 not intended to diagnose, treat, cure or prevent any disease.
 If you have a medical condition, consult your physician. All
 information is provided for research and education purpose
 only.

Ayurveda- The beacon of our times

Lokah Samastah Sukhino Bhavanthu! (May all beings everywhere be happy and peaceful)

The Covid-19 scourge that brought the world to its knees in 2020, kept us virtually locked up for two long years, and is still lurking in different corners of the world, has taught us a valuable lesson: that it is best to avert afflictions rather than to seek cures after we fall prey to diseases.

The pandemic has also taught us that the best way to avoid afflictions is to build a robust immune system that can fight diseases or, at least, lessen their impact so that they won't turn deadly.

It is now clear that modern medicine does not have answers for many diseases of our times and that it is treating diseases through a method of trial and error. The world, therefore, has begun to look beyond modern medicine to traditional healing systems such as Ayurveda, which lays emphasis on healthy life rather than on post-affliction treatment.

In this special edition to mark the Global Ayurveda Congress being held from December 8 to 11, 2022, at Panjim in Goa, we bring you a bouquet of articles on how the traditional Indian healing system of Ayurveda can play a central role in disease prevention.

Featured here are articles by Ayurveda experts and practitioners from around the world. They have battled prejudices all along, but have now succeeded in making the world sit up and take note of Ayurveda. But questions remain.

How can Ayurveda gain universal acceptance if it clings on to its esoteric character and the validity of its treatment protocols and drug formulations do not undergo rigorous tests so that they hold their validity regardless of the practitioner?

Let's hope that the establishment of the WHO Global Centre for Traditional Medicines in India would result in the global community availing the benefits of Ayurveda like never before. Turn the pages and you will find many articles on all that in this special edition.

In India itself, Ayurveda has received a renewed focus and that has started showing results. Ex-Ayush secretary S. Jalaja IAS surveys the policy decisions that have taken Ayurveda to the present state of prominence.

Also, we present before you the Ayurvedic education scenario in the country and the emerging prospects of the industry. Kerala, God's Own country, is known as the cradle of Ayurveda. Know how Ayurveda adds to the tourism potential of the lush green State.

As always, our Beauty Section engrosses readers where you can read about the changing beauty concepts across the world and how herbal beauty products are in high demand. Know how Ayurveda is increasingly being used in skincare.

The Yoga section brings in detail the fundamental element of Yoga practice—the Suryanamaskar—with step-by-step guidance by an acknowledged master. Also learn the Ayurvedic tips to manage weight gain. All the regular columns Like Grandma's Remedy and Ask Your Doctor are there too.

This is an issue for serious rumination on some key concerns relating to Ayurveda and its place in the world today. It is also, as usual, a repository of health tips and news on the wonderful healing and life-sustaining properties of Ayurveda.

Here's wishing that the Global Ayurveda Congress would be a roaring success. Here's also wishing a Healthy New Year to all patrons of Ayurveda and Health Tourism magazine.

C. Gouridasan Nair

Group Editor

AyurvedaGramTM
The Heart of Healing

**The Most Awarded
Ayurvedic Resort in the Country**



COME EXPERIENCE AYURVEDAGRAM!

Heal with authentic and traditional Kerala Ayurveda techniques and Yoga. Ancient homes from Kerala nestling within sylvan greenery as the gentle magic of the space touches you. One of the most awarded wellness centers in the country today, Ayurvedagram is backed by Kerala Ayurveda Limited, a company of over 75 years experience in Ayurveda.

Ayurvedagram Heritage Wellness Centre
Hemandanahalli Samethanahalli post, Whitefield, Bangalore -560067. Phone: +91(80) 71005566, Mobile: +91 98450 71990,
Email: info@ayurvedagram.com | Website: www.ayurvedagram.com

**OUR
EXCELLENCE
AWARDS**



Academies • Clinics • Hospitals • Products • Resorts



**KERALA
ayurveda**[®]
wellness, naturally



AUTHENTIC | TIME-TESTED | EVIDENCE-BASED



300+ HEALTH & WELLNESS PRODUCTS



www.keralaayurveda.biz
f @ t y keralaayurvedaltd

Contents

- 08 News and Events
- 12 Ayurveda for Global Healthcare:
Advancing the One Earth-One
Health World Order Agenda
- 16 Ayurveda Re-aligning focus of
global healthcare
- 20 The Italian Connection
- 22 Integrating Ayurveda:
The German Experience
- 26 Ayurveda in Germany's battle with
Parkinson's
- 28 It's Patient-driven in the US
- 32 Ayurveda: Most suited Life science
to achieve 'Health for All'
- 36 Ayurveda Then & Now:
A Personal Perspective
- 44 Emerging prospects of
Ayurvedic Education in India
- 46 Surya Namaskar: The sun salutation
practiced the world over
- 50 Yoga as a remedy to lifestyle disorders
- 56 Boost Immunity with Yoga
- 60 Yoga & Heart Health
- 66 Ayurveda & Global Wellness
- 68 Ayurveda in modern-day skin care
- 70 Make Every Moment of Your Life Count
- 74 Man on a Mission
- 78 Ayurveda in HEALTHCARE Tourism
- 80 Ayurveda Tourism Sector
The Way Forward
- 82 Validating Ayurveda: The challenges
- 86 Ayurveda for weight management
- 88 One Health and Ayurveda -
An Indian perspective
- 92 Fight pathogens with Watermelon
- 94 Thoppukaranam!
A punishment that uplifts!
- 96 Ask Your Doctor





SOMATHEERAM AYURVEDIC HEALTH RESORT



Somatheeram is located on the breathtaking Malabar beach in Kerala, India. Our German-Indian management stands for quality and authenticity in Ayurveda. Somatheeram has already been awarded 10 times as „Best Ayurvedic Centre“ in Kerala. The medical team consists of renowned Ayurveda specialists and has been specialising in prevention and the treatment of Western diseases for more than 30 years. With our special cure packages you can increase your well-being or tackle specific health problems such as back pain, stress symptoms or overweight.



Ayurveda-Packages:

- No. 01: Rejuvenation Package - Relax and recharge your batteries
- No. 02: Body Purification Package - Detox (Panchakarma)
- No. 03: Stress Management Package - Reduce Stress
- No. 04: Slimming Package - reduce weight
- No. 05: Body Immunisation Package - Strengthen the immune system
- No. 06: Beauty Care Package - Protection and beauty for your skin



Yoga & meditation:

Daily Yoga sessions for beginners and advanced students



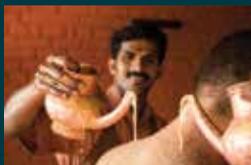
Cuisine: Ayurvedic, Vegetarian



Excursions: Discover backwaters and cultural monuments



Price: 14-day Ayurveda cure from: 1136,80 Euro p.p. in double room in summer offer (plus flight)*



Somatheeram Ayurvedic Health Resort, Tel: +91 471 22 665 01/02/03, Email: info@somatheeram.org

WWW.SOMATHEERAM.ORG

* See TERMS AND CONDITIONS: www.somatheeram.org

VISION REGAINED

Former Kenyan PM's daughter thanks Ayurveda

Kenya's former Prime Minister Raila Odinga cannot thank Sreedhareeyam Ayurvedic Eye Hospital and Research Centre at Koothattukulam in Kerala enough. His 44-year old daughter Rosemary, who had lost her eyesight following a stroke in 2017, is able to see today only because of the magical touch of doctors at Sreedhareeyam.

The stroke affected her speech and mobility, and stole her eyesight. Treatments at many places proved of no help. That's when a family friend suggested that they seek treatment at Sreedhareeyam. The family came to down Koothattukulam in 2019 and, within three months, Rosemary started began regaining her eyesight.

In February this year, the Kenyan politician, who came with family for a follow-up visit, thanked the hospital for restoring the life of his daughter when all hope of a cure had died down.

After her stroke, Rosemary had travelled to several countries seeking treatment. In an interview to NTV Kenya, Odinga had said: "In the beginning, Rosemary spent quite a bit of time in South Africa in rehab. My wife had to take an apartment on hire for three months in Johannesburg just to look after her. On returning, we found that her condition



had not improved much. We sent her to Israel. However, the facilities there were not good for this kind of treatment. We tried our luck in China and Germany too. We were almost giving up when our friend told us about this institute in India that uses traditional medicine. We were apprehensive at first as we had already tried at a few of the most renowned institutes in the world. But Rosemary still had faith and we went ahead."

According to Hari N. Namboothiri, vice-chairman of Sreedhareeyam, the stroke had caused extensive damage to Rosemary's optic nerve and the treatment at Sreedhareeyam focused on rejuvenating the nervous system.

SOUKYA HOSTS CAMILLA AGAIN FOR WELLNESS TREATMENT



India is increasingly turning into one of the preferred destinations for authentic global wellness treatment. The high-profile visit of UK Queen consort Camilla to Bangalore in 2022 once again underscored this.

The 75-year-old wife of King Charles III, escorted by members of Royalty and Specialist Protection, an elite force of Scotland Yard, flew in at the Bengaluru airport last Oc-

tober on her way to Soukya, a residential holistic Ayurvedic healthcare center near Whitefield on the outskirts of the metropolis. This was her eighth visit to the center since her first trip back in 2010.

Sources said that Dr Issac Mathai, the Chairman, was the personal holistic physician for the visiting dignitaries. Soukya offers visitors treatments for over 100 health conditions.

This visit, classified as private, did not imply any official commitment for Camilla, who underwent a rejuvenation treatment. The antiaging therapy reportedly costs around 12,000 pounds (13,645 euros).

Soukya has been founded by Dr. Issac Mathai, a Harvard graduate and an expert in holistic treatment who has been the British royal family's health consultant for over 15 years. King Charles celebrated his 71st birthday with Camilla in 2019 at the integrated medical facility spread over 30 acres. In November 2017 too she visited the centre when she was joined by her husband ahead of his 69th birthday.

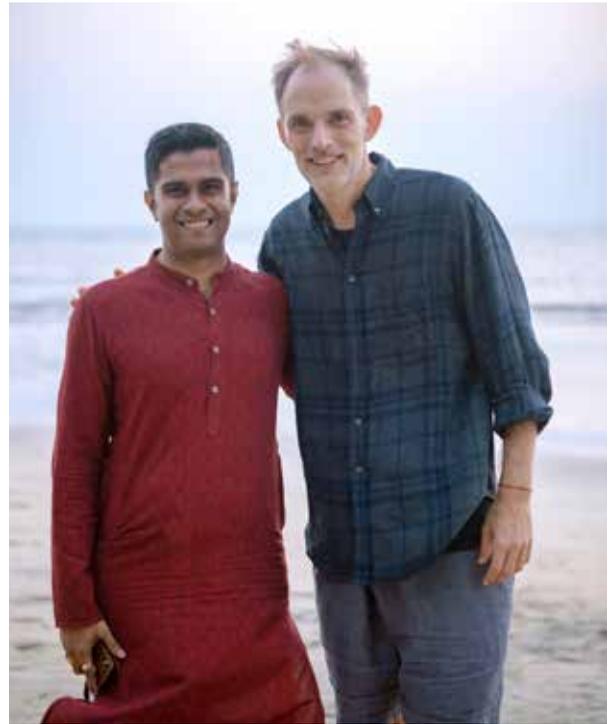
AYURVEDA TAKES CARE OF FORMER CHELSEA BOSS

The English Premier League club former coach becoming the poster boy of Ayurveda is the latest pleasant happening for the ancient healing system.

Chelsea's former manager Thomas Tuchel underwent an 18-day Ayurveda treatment at Seetharam Ayurveda Beach Resort at Snehatheeram in Nattika, Thrissur, in October, 2022, under the guidance of the owners Dr. D Ramanathan and son Dr. Vignesh Devarajan. He underwent relaxation therapy here after taking a break from his busy training schedule back in Europe.

"My co-trainer who came here six years ago introduced me to Ayurveda. I could also listen to the lecture of Dr Vignesh in Germany. Thus I came here. I was always aware of the principles of Ayurveda," said Tuchel at Nattika.

The 49-year-old German citizen said that Ayurveda can be prescribed not only for players but all around. "I was attracted to the vegetarian diet along with it. It was a soothing experience. I feel like energized. Definitely Ayurveda needs to enter the sports medicine territory also," he said. "I will tell to my players and co-trainers about the fantastic experience here. I would recommend this to everybody who wants to discipline the body and the mind," said Tuchel.



amrut
CHOCOLATIER

Premium Quality Artisan Handcrafted Nutritious Gourmet Chocolates and related products



Chocolate Bars, Millets Bars, Mini Chocolates, Choco Nutties, Choco Nutri Spread, Power Pops Vitaminis, Choco Blocks, Cocoa Nibs, Cocoa Beans, Cocoa Shells

Scan Qr Code to Visit us



Contact us : +91
9677118659/9952928891



Winner Green India Award 2022

We invite your orders for : Customized Gifts for Corporate Events, Wedding, Birthday Party, Anniversaries, Product Launch, All Celebrations, Exhibition Stalls & Canteen Counters.

We are inviting Super stockists, Distributors, Channel Partner and Retailers to join us across India and Abroad
www.amrutchocolatier.com

We have Customers from India, Middle East, Europe, USA and other countries for our Products

GOA TO HOST 9TH WORLD AYURVEDA CONGRESS



The 9th World Ayurveda Congress (WAC) and Arogya Expo will be held in Panaji, Goa from December 8 to 11, 2022. The WAC aims to transformationally bring Ayurveda into global focus, by creating an accessible and affordable healthcare system that is in harmony with modern medical practices.

Over 5000 delegates are expected to attend the event. They include Industry leaders, practitioners, traditional healers, educationists, students, drug manufacturers, growers of medicinal plants and marketing strategists from across the world.

The theme for the 9th WAC is 'Ayurveda For One Health'. The event will have seven plenary sessions, 16 themes for oral presentation, a string of associated events, and public outreach program. Prime Minister Narendra Modi will attend the concluding function of the WAC.

Consultations of Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy streams of medicine will be held during the event. The theme 'Ayurveda for One Health' acknowledges that the health of human beings is closely

linked to the health of all living beings and our shared environment.

Plenary sessions will also be held on the topics 'Educational Reforms in the Light of NEP' (Dec 9), 'Pandemic Lessons for Future Ayurveda Research', (Dec 10), 'Innovations: Expanding Horizons for One Health' (Dec 10), and 'Environmental Footprints of Ayurveda Procedures achieving Zero emission' (Dec 11). The Prime Minister will also inaugurate the All India Institute of Ayurveda at Dhargal in Pernem taluka of North Goa on December 11. A curtain raiser event as a prelude to WAC was recently held in Goa recently in which Union Minister for Ayush Sarbananda Sonowal attended.

For more details :-

Log into -- <https://ayurworld.org/>

(Phone) -- +91 8042140442

e-mail – info@ayurworld.org

ADVANTAGE HEALTHCARE INDIA DURING FEB 20-22

Advantage Healthcare India (AHCI) is a leading event in South Asia that focuses on the medical value travel (MVT) industry attracting thought leaders from around the world. The upcoming 6th edition of AHCI, to be held at Pragati Maidan, New Delhi, during February 20-22 will witness the presence of all important MVT stakeholders, ensuring rich takeaways and networking possibilities for all participants with prospective customers and suppliers. Over 200 exhibitors and 600+ foreign delegates from 70 countries are expected for the event. The event will have an exhibition, B-2-B Meetings, a two-day Conference on Medical Value Travel, Hospital Visits, Wellness Pavilion, Dedicated Start-Up Pavilion etc. The exhibition will promote exclusive medical services and expertise while Reverse Buyer-Seller Meetings and B-2-B sessions will enable tie-ups with hospitals and healthcare centers.

Experience the healing
power of Ayurveda through...
aarogyamantra



- ♥ Panchakarma treatments ♥ Lifestyle diseases
- ♥ Psychiatry ♥ Skin Diseases ♥ Arthritis
- ♥ Gastroenterology ♥ Respiratory disorders
- ♥ Gynecology (Infertility, Antenatal & Postnatal care)
- ♥ Naturotherapy ♥ Yoga training.



'Pre-Booking
Only'

For Booking:

+91 95449 27778

+91 95449 47778

aarogyamantra

INTEGRATED HEALING

AYURVEDA ✶ YOGA ✶ NATUROPATHY

Aarogyamantra Integrated Healing Pvt. Ltd.
Manjoor South P.O., Kottayam-686603, Kerala, India

E : info@aarogyamantra.com

W : www.aarogyamantra.com



AYURVEDA FOR GLOBAL HEALTHCARE: Advancing the One Earth-One Health World Order Agenda



Dr. Madan Thangavelu

Dr. Madan is a noted Genome Biologist. Following a Ph.D. in Molecular Genetics from the University of Cambridge, his recent academic affiliations include Research Fellowships at the Department of Oncology, University of Cambridge, Medical Research Council Cancer Cell Unit, Cambridge, and Leverhulme Research Fellow, Medical Research Council Laboratory of Molecular Biology, Cambridge. He is a Member of the Mind-Matter Unification Project of the Theory of Condensed Matter Group at the Cavendish Laboratory, Cambridge, headed by Professor Brian Josephson

"Har Din, Har Ghar Ayurveda" and "2022-2047: Ayurveda ka Amritkaal", capture the immediate and urgent and distill India's long-term vision for AYUSH, respectively. The two slogans for the 7th Ayurveda Day 2022 resonate with "Azadi Ka Amrit Mahotsav", the slogan hailing 75 years of India's independence, and continue to inspire Ayurveda enthusiasts in India and elsewhere. A renewed sense of urgency besides a new energy to globalize Ayurveda with more to come is palpable both in India and abroad.

Connecting scholars and AYUSH practitioners online is one future. Prof. Pawan Kumar Sharma of Mansarovar Global University, Bhopal, Madhya Pradesh, and the Independent Research Ethics Society (IRES), India, remain the backbone and energy for the record-breaking series of online conferences. They attract the stalwarts, the novice, the young, and the seasoned from India and abroad. Senior academicians, practitioners, producers, and service providers for Ayurveda, Unani, Siddha, Yoga, and Naturopathy from India and elsewhere guide the events.

Prof. CB Jha, former Dean of Faculty Banaras Hindu University, Professor Dr. V.K. Agnihotri, Retired Professor & Head of Department of Swasthvirita & Yoga, Rishikul State Post Graduate Ayurveda College, Haridwar, Prof.

CP Sharma from Bhopal are just a few of the mentors. The 501st AYUSH SAMRIDDHI Conference was on the theme AYUSH: STRATEGY for GLOBAL AWARENESS and was co-hosted by Swarna Uppin, of KLE Belgavi. Prof. Asim Ali Khan, Director General, Central Council for Research in Unani Medicine (CCRUM), opened the event. Recordings of these conferences are archived on the IRES YouTube Channel (<https://www.youtube.com/@independentresearchethicssc6091/streams>).

Among the most significant events include the ones held in North America's Toronto and Canada on October 30. The Honourable Minister Dr. Mahendra Munjpara, Minister of State, Ministry of AYUSH, Government of India, addressed an online gathering as a part of the series on Traditional Ayurvedic Medicines (TAM). It saw the participation of Canada India Foundation's Chairman Satish Takkhar, Canadian College of Ayurveda and Yoga's founder President Vaidya Harish Verma and received the untiring support and patronage of the Consulate General of India in Toronto Apoorva Srivastav.

These events, jointly held with seven other organizations, are a trendsetter for Ayurveda in Canada and North America. The interactions between the AYUSH Ministry and the University Health Network, Toronto are progressing swiftly. Michael Tibollo, Ontario's Associate Minister of Mental Health



and Addiction, is now expected to visit India to discuss AYUSH initiatives for mental health. These engagements will further reinforce the current MoU and mandate with the All India Institute of Ayurveda, New Delhi.



Later that day in Boston, USA, Ayurveda Day 2022 was jointly organized by the Global Council for Ayurveda Research, the American Association of Ayurvedic Professionals, and the National Credentialing & Certification Board for Ayurvedic Medicine. Among the special guests were Vaidya Rajesh Kotecha (AYUSH Secretary, Government of India), Vaidya Geetha Krishna (WHO HQ, Geneva), Prof, Tanuja Nesari (AIIA, New Delhi), Vipul Dev, Consul (Press, Information & Culture) at Consulate General of India, New York and previously Counsel General in Dubai and earlier Secretary to Foreign Minister Sushma Swaraj, Congressman Raja Krishnamoorthi (Illinois 8th Congressional District), Dr. Ravi Kolli (Association of American Physicians of Indian Origin), and Dr. Shuvendu Sen (Vice Chair Research, Jersey Shore University Medical Center). Vaidya Prathibha Shah of the Global Council for Ayurveda Research moderated a panel discussion on 'Ayurveda for Global Healthcare'.

In Riga, Latvia, Prof. Shantala Priyadarshini, India's AYUSH Chair holder at the University of Latvia, Riga, and Professor Valdis Pirag, Director, University of Latvia's International Centre for Indic Studies, together with the Ayush Valley Foundation, shoranur, Kerala, hosted an online event that brought together several speakers representing four continents.

Vaidya Dr. Etienne Premdani of

Ayurveda Nederland, Olst, and Dr. Milind Jani (<https://pavilionayurveda.com/>) were the hosts and organizers of another event held in Olst, Netherlands, on October 15. Satya Prasanth Pinisetty, First Secretary (Economic & Commerce), Indian Embassy, The Hague, shared news of the Heal in India and Heal by India initiative - 'Heal in India' will position India as a global hub for medical and wellness tourism, while the 'Heal by India' initiative, will project India as a global source of trained and competent manpower in the health sector.

In MedUni Graz, Graz, Austria Prof. Nandu Goswami, President of the Austrian Physiological Society, hosted the Indian Ambassador in Vienna. Ambassador Mazumdar conveyed India's position on several matters, including closer collaboration with the city of Graz in terms of its human health and technology initiatives and also India's position and responsibilities as Chair of the G20 countries.

London, UK, saw two events. On November 7, the Ayurveda Day event was organized by the All-Party Parliamentary Group Indian Traditional Sciences at Committee Room No. 10 under the able stewardship of Amarjeet Bhambra, the initiator and Lead at the Secretariat at the All-Party Parliamentary Group on Indian Traditional Sciences (APPG-ITS). The Co-Chairs were Virender Sharma, Labour Member of Parliament for Ealing Southall since 2007, and Padmashri Bob Blackman, Member of Parliament for Harrow East, since 2010. The High Commissioners of India, His Excellency Vikram K Doraiswami, and the High Commissioner of Mauritius in the UK, His Excellency G. Nunkoo addressed the gathering.

India House on November 24 saw another large gathering. High Commissioner Doraiswami who took charge just a few weeks earlier and his team offered a very substantial programme. The event highlighted Ayurveda and also the wishes of the International Year of Millets initiative. Dr. Varalakshmi Yanamandra, Ayurvedic Doctor and Gut Health Expert, presented on the Ayurvedic aspects of the major millets. Dr. Yanamandra's clinical expertise includes diabetic health, irritable bowel syndrome, food intolerances, and hormonal imbalances. Gut health is a trigger for almost all these conditions and be readily corrected with dietary alterations and other AYUSH interventions.

Similar events were held in Sofia (Romania), Stockholm (Sweden), and Berlin (Germany).

The visit by a delegation from Kerala headed by the Chief Minister Pinarayi Vijayan was special for many reasons. The entire visit was funded independent of governmental resources and an MoU was signed between Kerala and UK's National Health. Ambassador Venu Rajamony, former Ambassador of India to The Netherlands, was instrumental in facilitating all the intricate international matters. Ambassador Rajamony delivered recently the K. R. Narayanan Endowment Lecture on the theme 'Globalizing Kerala in a deglobalizing world' organized by the University College, Thiruvananthapuram—his message in brief, "there is no way out only a way forward for Kerala to build a knowledge economy based on its talent pool"

The Kerala-UK National Health Service engagements are an excellent example of facilitating and implementing AYUSH systems in global healthcare.



Every state in India can follow this model of one or more former ambassadors taking the responsibility of Officers on Special Duty to guide the state governments in international engagements. International Day of Yoga is now celebrated across the world with extremely popular gatherings. It might be a year or two before Ayurveda Day becomes a part of the calendar of every mission. Teamwork in the Indian missions regarding AYUSH matters has transformed. Understaffed and overworked Indian Missions are masters of multitasking and fire-fighting on a daily basis. Adding more to their agenda seems unfair, but then Ayurveda and AYUSH for Global Health is also an important call. Former ambassadors have honed the skills to enthuse both the members of the mission and also the governments and citizens of countries. The style and protocols for such engagements in AYUSH Diplomacy in the age of Vaccine Diplomacy and other nuances are many and best appreciated by seasoned holders of these high diplomatic offices.

The Global demand for Ayurveda has increased many-fold over the past years, but the challenges remain. The qualities, skills, and abilities to reach a global audience and satisfy their expectations are still far from mature and satisfactory. Progress in many matters needs a sea change — attitudinal transformation in all aspects of Ayurveda within the Ayurveda Community in India, within the agencies responsible for AYUSH, within the providers of service and manufacturers of AUS formulations, a major overhaul of Ayurveda and AYUSH education with an emphasis on practical skills and a deeper appreciation of the importance of the fundamentals, and the theory to manufacturing and clinical expertise with a near market impact. Most of the vaidyas and the paramedical actors

have to be recognized and rewarded. The correction needed in the hues and shades of contemporary AYUSH can be easily identified when filtered and presented in light of the contemporary understanding of the best of biological sciences. Building the capacity for the validation of AYUSH approaches, AUS medicinal formulations, and allied interventions like panchakarma, yoga, and meditation is another area in need of focus.

India's second All India Institute of Ayurveda in Dhargal, Pernam Taluk, North Goa, will be inaugurated on December 11. With the leadership from this institution, Goa is transforming from being a popular tourist destination into a global hub for linking Ayurveda and health tourism. The 6th Ayurveda for Cancer Conference in Bharatiya Sanskriti Darshan Trust's Integrated Cancer Treatment and Research Center, Wagholi, Pune, Maharashtra, is from December 9 to 11. This event is set to be another important event in the Ayurveda calendar for the world (<https://icac.ayurved-for-cancer.org/>), advancing the Heal in India and Heal by India initiatives.

Ayurveda is a very deep science with immense potential and opportunities. An uncompromising and deep understanding of the principles and the vast amount of background research will need time and skilled manpower, besides huge funds. How to go about this? Looking at the past, the reasons for Ayurveda's predicament and setbacks are many-fold: abysmal preparation, a monstrous lack of coordination between the key stakeholders, and scant information on the scale and modus operandi of the detractors and the global needs.

The Six Sigma principle for the swift conversion of the Central Councils of Ayurveda, Yoga & Naturopathy,

Unani, Siddha, Homeopathy into Nine Sigma Black Belt institutions was done with a single-minded goal of producing professionals who can explain AYUSH's axiomatic philosophies and principles, including supporting systems and tools. The Nine Sigma AYUSH Black Belts will demonstrate team leadership, understand team dynamics, and assign team member roles and responsibilities.

2023 is DNA-70 in Cambridge. In 70 years, the now iconic Watson & Crick Double Helix model of the structure of DNA and the axiomatically derivable elegant DNA principles have grown out of Cambridge to permeate every area in biology, globally. From styles of thinking in biology to research, education, application, recognition, enterprises, investment, and even bioweapon-warfare and other scams galore gain from this knowledge. None of this was predictable or even on the horizon in 1953! Ayurveda and AYUSH sciences are founded on axioms. Axioms are axioms; their zero tolerance is what makes axioms. In reply to why the elegance and axiomatic Ayurveda and AYUSH has not touched global healthcare, and well-being, the Cambridge perspectives and logic will be the following:

1) AYUSH will impact positively the health of every citizen across the globe. Several of these aspirations and goals will be achieved sooner than 2047, the 100th anniversary of India's independence. One of the reasons will be the gaps in the theory and clinical practice of Modern Medicine. Ayurveda and AYUSH can fill almost all of these gaps and also provide guidance for the future.

2) Roadmaps for Ayurveda both nationally and internationally. Decadal or bi-decadal vision documents with broad objectives are a start. They will include bold pointers to the needs and wishes for 2045, 2065, 2085, 2105, and beyond. These documents must be available for the world to study and comment. Areas could be creative and demography-sensitive and beyond the usual One Health, Mental Health, Cancer, Obesity & Metabolic Diseases, Chronic Non-communicable Diseases, and Neurodegenerative Diseases. The objectives might even challenge the World Health Organisation's Inter-





national Classification of Diseases. Frank and candid reviews of progress, starting 2025, will be valuable for introspection and furthering public engagement.

3) Tensions will remain for many reasons. For instance, Ayurvedic practices have been adapted and refined for local needs, resources, and health challenges. The region-specific paramparas, the lineages which have evolved over the millennia based on regional language, climate, food, and culture, are an important wealth that needs to be nurtured and further refined and not diluted.

4) Commonalities in the different AYUSH modalities. Ayurveda and Yoga, Yoga and Siddha, Ayurved and Unani will all find ways to engage with each other when their skills and outcomes are mapped and evaluated and recognised and rewarded. Ten-

sions are healthy and are the drivers for further refinement of best practices and the elimination of the unworthy or inefficient.

5) Ayurveda and AYSUH cannot and should not be taken lightly; the Ayurveda fraternity in India and the rest of the world must engage by respecting the deep principles. Do not dilute, distort, or deviate from the fundamentals and the first principles. Refine and improve and innovate without disenfranchising.

6) Ayurveda is not historical irrelevance but a timeless and time-tested science with immense contemporary relevance whose time has arrived. Yes indeed, Ayurveda & AYUSH is the future of global health and healthcare in a rapidly “deglobalising” global village. Proceed boldly.

Vaidya Shyam bags Sheikh Zayed International Award for TCAM



Dr Shyam Viswanathan Pillai, the first licensed Ayurveda Practitioner in UAE, has been bestowed with the 2nd Sheikh Zayed International Award for TCAM (Traditional, Complementary & Alternative Medicine).

Dr Shyam was awarded in the category of ‘Ayurveda Physician’ while Dr Geetha Krishnan won the honours in the category of ‘Ayurveda Research’ and Dr R Galib in the field of ‘Ayurveda Academics’.

Shyam, enjoying over 20 years of experience in the Ayurvedic field, has successfully implemented 60 plus Ayurveda or Wellness projects. He was honoured with the Ministry of

Health Award in 2019 for “contributions to improve healthcare in the UAE”. He served as the Member, International Expert Consultation Meeting (IECM), 2019, on WHO Benchmarks documents for the practice in Ayurveda and Unani Medicine.

Dr Pillai, hailing from Kollam in Kerala, is the Managing Director of Dr. Shyam’s Ayurveda Centre and Natura Well-being (both in UAE) and Back to Roots, India. He is also the CEO of Vaidyashala at the Burjeel Day Surgery Centre in Abu Dhabi.

The late H. H. Sheikh Zayed bin Sultan Al Nahyan is known as the Father of the United Arab Emirates. Sheikh Zayed International Award for TCAM is a noble initiative to promote and recognize Traditional Complementary and Alternative Medicine across the globe. The awards are bestowed on professionals to grant them recognition for their distinguished services in the field of medicine.

United Arab Emirates has always been at the forefront of embracing and recognizing Ayurveda, Yoga, Unani, Homeopathy, Naturopathy, Chiropractic, and other TCAM systems of medicine. Sheikh Zayed Award for Ayurveda was given in 3 segments – Ayurveda Practice, Ayurveda Research, and Academics.

The first TCAM award function was held in Abu Dhabi on February 25, 2020 ■



Krishna Kumar K E
Editorial Co-ordinator

AYURVEDA

Re-aligning focus of global healthcare

The Covid-19 pandemic took the world by surprise, presenting a daunting task before the modern healthcare system to prevent deaths and disease transmission. The governments the world over were so focused on rolling out vaccines that they failed to take on board the alternative medicinal systems and their efficacy in fighting the deadly scourge.

The vaccines were projected as a one-size-fits-all solution. But many of those who were administered vaccines still contracted the disease, especially the elderly. This forced people to realign their focus from the treatment of the disease to prevention. The coronavirus that causes the Covid-19 pandemic is still with us, and the world has begun to see how important it is to build a robust immune system and prevent affliction. And it's here that Ayurveda, the science of life, has turned out to be a long-ignored boon for humanity.

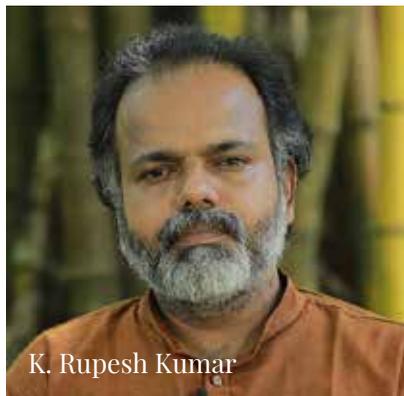
It's not that the traditional healing system, dating back over 5000 years and once

a major treatment line, was not in practice. It was always there, but its utilization as an effective alternative medicinal system was limited to a small portion of the subcontinent for a long time. Now, once again, the lack of cures for chronic diseases and the side effects of conventional medicines are forcing countries all over the world to start looking towards Ayurveda to boost immunity and restore the health of their citizens.

Unlike modern medicine, Ayurveda addresses the root causes of illness and not merely the symptoms. It tries to see the individual in terms of geographic and physical specificities and facilitates recovery through lifestyle changes and its nature-determined drug regimen.

The demand for Ayurveda is growing, which explains why India, the biggest practitioner of the alternative medicinal system, is increasingly being turned into one of the preferred destinations for authentic global wellness treatment. Just glance through the list of celebrities heading to the country, known as the cradle of Ayurveda, in the recent weeks alone — UK Queen consort Camilla Bowles, English Premier League Club Chelsea's former manager Thomas Tuchel, Billionaire Friedrich Christian Flick, and so on.

Former Kenyan Prime Minister Raila Odinga called it a 'miracle' when his 44-year-old daughter Rosemary, who had lost her eyesight following a stroke in 2017, regained vision after being administered treatment at Sreedhareeyam Ayurvedic Eye Hospital and Research Centre in Kerala.



K. Rupesh Kumar

Ayurvedic remedies were a big draw in the recently concluded World Travel Mart. "The change in perception about Ayurveda are there to be seen. The number of foreign tourists arriving in Kerala to avail Ayurvedic and wellness remedies has shot up drastically post-pandemic," says K. Rupesh Kumar, State Co-Ordinator, Kerala Responsible Tourism Mission. Kerala Tourism's Pavilion, featuring the State's unique festivals and traditions, made a big impression on the visitors at the 43rd WTM edition in London from

November 7 to 9.

The changed perception can also be seen in the astounding growth of the Indian Ayush sector, the market of which is set to touch USD 23 billion next year. "The wide acceptability of Ayurveda, along with other traditional medicinal practices, has given a shot in the arm for the Ayush sector globally and we believe the Indian Ayush sector will capture a market of no less than USD 23 billion by 2023," Union Ayush Minister Sarbananda Sonowal says.

Ayurveda making a mark globally

Public preferences have started to change and science is not the sole starting point for decision-making anymore. People need a more humanistic management of illnesses that addresses the root cause rather than just the symptoms. And the side effects of synthetic drugs are a big concern. All these factors have led a sizeable number of people in countries such as the US, the UK, Italy, Germany, New Zealand, Australia, and Mauritius, besides an array of other nations, increasingly seek Ayurveda's holistic care to accomplish physical, mental, social and spiritual well-being by adopting preventive and promotive approaches.

"Ayurveda, which offers a complete holistic approach to well-being for all our problems, physical, mental or emotional, is fast becoming the most sought-after modality. People all over the world are embracing Ayurvedic principles as they are coming to the realization that there are no shortcuts to well-being. Ayurveda has taught everyone that they must play a role in their own well-being by enhancing their awareness towards their lifestyle, diet, and impact of environmental factors," says Dr. S. Ajith, Director of the Australasian Institute of Ayurvedic Science.

"New Zealand and Australia are also not far behind in incorporating Ayurveda as one of the complementary



Dr. S. Ajith



treatment modalities. In fact, these are among the few countries where Ayurveda is an officially recognized modality of practice outside India. Here Ayurveda doctors can start practice on the basis of their BAMS qualification,” Dr. Ajith, who has been teaching the subject in both countries since 1996, points out.

“When I came to Australia in 1995, Ayurveda was not well known or accepted. But things have changed for the better. Now recognized Ayurveda qualifications, the Australian and NZQA approved VET qualifications, are being offered to successful candidates,” he adds.

This, he cautions, does not mean that Ayurveda practitioners in these countries are not without their challenges. “The biggest challenge

Ayurveda faces in both these countries is the non-availability of traditional Ayurvedic products such as Asava, Arishta or Bhasma. The therapeutic products used by practitioners need to be approved and listed with the TGA (Therapeutic Goods Agency), which has laid down strict approval regulations,” Dr. Ajith says.

Mauritius is another country where Ayurveda is legally approved. “Since most of the 1.1 million population here are of Indian origin, Ayurveda is innate to their cultural ethos. Act 37 of 1989 approved Ayurveda as a legal system of medicine. There are 28 registered Ayurveda physicians; 8 being in government jobs. However, lack of training for Ayurveda doctors, coupled with limited clinical exposure and vision, is an immense challenge,” says Dr. Ish Sharma, Ayurveda Chair,

University of Mauritius.

Out of AYUSH, Siddha, & Unani systems got approval four months ago, making Mauritius the only country after India to recognize the entire AYUSH spectrum. Ayurveda Ahara and Yoga have been introduced to the primary school curriculum to build a healthy future generation.

The situation is similar in the US, where an increasing number of people are availing of the ancient holistic treatment system. “Despite many challenges, the demand for Ayurveda among the (health) consumers (in the US) is steadily growing... The number of schools teaching Ayurveda certification courses has been going up, the number of different types of health practitioners integrating Ayurveda into their practices has been increasing and the overall interest among Western Medicine- trained doctors in Ayurveda as a system has been growing. A lot of it can be attributed to the high level of interest in Ayurveda in the patient community, helped by the fact that there are many existing and new-age conditions that have no effective solution in modern medicine despite the huge advances in medical technology and science of Western medicine as a whole,” notes Dr. Pratibha Shah, an internationally renowned holistic practitioner based in the US, with over 30 years of clinical practice.

Major American medical insurers are now extending cover to complementary medical services, a trend also emerging in Britain and Germany. “In the last 25 years, the view of the German diaspora on Ayurveda has changed from a relaxing massage therapy to a disease-specific remedy. Thanks to outstanding professors and experienced doctors in Germany who incorporated Ayurvedic knowledge into their clinical practice to achieve a better solution for the healthcare of their patients. They identified the areas where remedies with conventional medicine were lacking, and better results can be obtained by integrating two knowledge systems.



"Many people in Germany are now able to recognize the different benefits of Ayurveda in terms of its preventive aspects, the importance of Ayurvedic nutritional and lifestyle principles, and Ayurvedic palliative and purification therapies. The motivation for patients to choose Ayurveda is the desire to complement conventional medical treatment and be able to reduce chemical combinations, the desire for a holistic approach and for individuality in therapy as a personalized treatment approach," observes Dr. Sandeep D. Nair, Board Member, IFAD, Society



Beatrice Deschamps

of Indian Ayurveda Professionals in Germany.

However, there are a lot many challenges before Ayurveda as it seeks to grow into the future global healthcare system. Many countries are yet to accord approval to the ancient practice.

"Ayurveda in France, as in many European countries, is facing challenges as the practice is not legally recognized as of now. Due to the lack of legal support, we can see today that communication is more targeted at achieving wellness and prevention through Ayurveda, leaving aside its curative aspects, which are still reserved for allopathic doctors," says Beatrice Deschamps, a noted Yoga teacher based in France.

"Despite that, we can see an increasing interest among the general public in attaining natural health through Ayurveda. The dinacharya practice of abhyanga has become much famous here, as well as a number of Indian recipes. Thanks to numerous blogs in the native language, an increased number of patients visit India for effective treatments," she adds.

Preventive healthcare has become an important line of defense in the post-pandemic period. People are turning to alternative medicines for prolonged relief, and Ayurveda is at the top of the list. There is also an emerging scope for integrative medicine, as successfully experimented with by countries like Germany.

Ayurveda can be the tool to realize the 'Health for All' slogan, first coined by the World Health Organization (WHO). Time was when WHO completely ignored traditional healing systems such as Ayurveda. That this attitude of neglect has given way to recognition has become evident with the World Health Organization setting up the Global Centre for Traditional Medicine (WHO-GCTM) at Jamnagar in Gujarat 'to optimize the contribution of traditional medicine systems to global health' ■

THE ITALIAN CONNECTION



Dr. Antonio Morandi
Director Ayurvedic Point,
Milan, Italy



Carmen Tosto
Co-Director, Ayurvedic Point,
Milan, Italy

The Indian and Italian cultures have a long tradition of mutual contact starting from the Roman era, a relationship witnessed by archaeological finds in Italy of Indian artifacts and in India of Roman evidence. The dissemination of Ayurveda to the Italian public is therefore favoured by common collective memories.

It is not uncommon to find elements typical of Ayurveda both as a way of life and prevention and as therapeutic remedies in popular traditions in Italy. This is without mentioning the Italian language that, deriving from Latin, has deep roots in Sanskrit. In fact, many of the words in use in the Italian language have Sanskrit roots. We can therefore say that Italian culture is predisposed to accept the Indian system of thought and Ayurveda. In fact, Ayurveda has become very popular, especially in the last few years, and the public demand for both therapies and training is constantly growing. However, Ayurveda is not yet recognized as an official medical system by the Italian Government.

In the last 20 years, thanks to the commitment of expert professionals and the contribution of important institutions, a stronger image of Ayurveda and its medical system has been established, allowing greater legitimacy and visibility.

Since 2002, Ayurveda has been recognized as a "medical act" by the National Federation of Medical and Dental Orders (FNOMCeO), which is the official regulatory body for medical deontology. This position reiterates that doctors, surgeons, and dentists are the only people qualified to practice Ayurveda. Medical doctors should be trained and made experts in Ayurveda through rigorous and specific training courses.

In 2009, Ayurvedic Medicine was included in the new government plan for Continuous Medical Education (ECM), and in 2012 The Course of Ayurveda



for Doctors of the School Ayurvedic Point was accredited as ECM. This is a key step because it officially certifies the importance of Ayurveda in the continuous formation and professional updating of medical doctors.

Another step towards the growth of Ayurveda in Italy is the collaborative openings undertaken by the Universities on the subject, especially during the 2005-2017 period, such as the course "Advanced Training in Sociology of Health and Non-Conventional Medicines" at the University of Bologna or the Master in "Health Systems, Traditional and Non-Conventional Medicines", Faculty of Sociology in collaboration with the Faculty of Medicine, University of Milan Bicocca, which included teachings in Ayurveda.

In 2018, the first elective course of "Introduction to Ayurveda" at the Faculty of Medicine of the State University of Milan was started. This is an event of historic importance, as for the first time in Italy and maybe in Europe, a course in Ayurveda, even if a small one, can be officially part of the curriculum of studies of Conventional Medicine. The course, addressed to 5th and 6th-year medical students, is now in its fifth year and has had considerable success with an increasing number of students every year.

Regarding the profession of Therapist in Ayurveda in Italy, there has always existed great confusion about its true role, fed by the widespread diffusion of the so-called "Ayurvedic massage" practiced in SPAs and beauty institutes, which has very little to do with the professional functions of an Ayurvedic Therapist. It was therefore a moment of great importance in 2019 when, after six years of work with UNI, the Italian Institute for Standardization, the profession of Technician (Therapist) in Ayurveda has been established and is, therefore, officially acknowledged and protected by the Italian government under Law 4/2013. The recognition is subject to certification by FAC, a body recognized by ACCREDIA, the sole national accreditation body appointed by the Italian government under the vigilance of the Ministry of Economic Development. This has been a decisive step in the acknowledgment of Ayurveda in Italy.

Education in Ayurveda, the experience of Ayurvedic Point

Ayurvedic Point (AP) is an institution founded in 2001, which includes an educational as well as a clinical and research division. It has always been a key player in the spread and advancement of Ayurveda in Italy. Lacking proper legislation, AP has always sought to obtain recognition and accreditation to guarantee the quality of its activities. Since 2007 AP has been awarded with the ISO 9001 quality certification for its teaching activities. Moreover, besides the already mentioned ECM qualification for the AP Course for Medical Doctors, the AP Course for Technicians is accredi-

ed as a Qualified Course for Technician in Ayurveda as per the UNI norm 11756:2019, a required condition to access to the Professional Certification. Moreover, the School Ayurvedic Point itself has been acknowledged as a 2nd Level Qualified Training Institution for Technicians in Ayurveda (UNI 11756:2019 - FAC Certificata).

The Ayurvedic Point School of Ayurveda comprises two distinct quadrennial courses: one post-graduate for physicians and a professional one for Technicians in Ayurveda, both elaborated according to a common integrated study plan which follows the guidelines of the 'Benchmark for Training in Ayurveda' published by the WHO. The teaching structure of the School is completed by a program of in-depth Clinical Stages in India held at the Ayurveda Research and Education Institute of SNA Oushadhasala, Thrissur, Kerala, India.

In the 20 years of Ayurvedic Point's School activity, over 350 students have received a Diploma of higher education, almost 600 students have been educated in India at the Ayurveda Research and Education Institute of SNA Oushadhasala, Thrissur, Kerala, and over 2800 people have received a formal education in Ayurveda ■



About the Authors

Dr Antonio Isvara Morandi

- Doctor, Specialist in Neurology, Medicinal expert in Ayurveda
- President, Italian Scientific Society of Ayurvedic Medicine (S.S.I.M.A.)
- WHO Consultant: Working Groups Benchmarks for Practice, Benchmarks for Training in Ayurveda, Terminology of Ayurveda

Carmen Durga Tosto

- Certified FAC Technician in Ayurveda, Yoga teacher
- Vice President (with mandate for Technicians in Ayurveda) Italian Scientific Society of Ayurvedic Medicine (S.S.I.M.A.)

INTEGRATING AYURVEDA: The German Experience



Dr Syal Kumar
BAMS, MD, PhD
Doctor for Traditional
Indian Medicine-
Ayurveda, University
Duisburg-Essen,
Kliniken Essen-Mitte,
Essen, Germany

Germany is a country with a growing interest in natural and traditional medicine, and it has a high demand for quality natural therapies as a mainstream option or as an alternative remedy. There are myriad established systems and therapies, but Traditional Chinese Medicine (TCM) takes the lead despite Ayurveda being introduced around the same time in Germany.

The Chair of Complementary and Integrative Medicine, University Duisburg-Essen at the Hospital Kliniken Essen-Mitte, Essen, Germany (est. 2004) is a centre established with the aim of studying and evaluating traditional, complementary methods

to integrate results in clinical practice. The Faculty of Internal Medicine, Traditional Chinese Medicine (TCM), European Herbal Medicine and Mind Body Medicine are departments housed in this centre, collectively holding 60 beds within a 1000-bed hospital. In 2018, the hospital was ranked 41st out of 2000 German hospitals. Apart from the faculty of Internal medicine, departments like Pulmonology, Surgery, Orthopedics, Oncology, Cardiology, Emergency Medicine, Urology, Geriatrics, Psychiatry etc. function at the hospital.

The integration of Ayurveda, a form of Traditional Indian Medicine (TIM), in 2008 was a milestone for the university



Kliniken Essen-Mitte, Academic Hospital University Essen

and for India. The aim of the TIM Department was to follow the system that was introduced long ago into practices within the hospital. Patient management, research activities, education, and publication, are the major focuses of the TIM Department. As the hospital manages ever-increasing numbers of pain patients, the Department of TIM concentrates more on musculoskeletal diseases like Rheumatoid Arthritis, Osteoarthritis, and other root causes of back pain. Aside from this, we also successfully treat gastroenterology, dermatology, neurology and psychosomatic and psychiatric patients. These patients are being treated with TIM concepts in both OP and IP departments. All our medicines are imported from reputed Ayurvedic pharmacies in India and Arya Vaidya Sala Kottakkal is a major contributor. All our therapists are nursing staff from hospitals who were trained for 1 year. Classical Panchakarma treatments for 3 - 4 weeks are carried out regularly with the support of these therapists.

Apart from supervising doctoral theses, the Chair also focuses on scientific research in therapeutic methods in Traditional European, Chinese and Indian Medicine and in Mind/Body Medicine. In order to carry out research projects at optimal capacity, the institute cooperates with universities in China, Hong Kong and the Benson-Henry Institute for Mind/Body Medicine in Boston, United States. Our Chair partakes in many exchange programs with the Chinese Health Ministry. Emerging from the research, the department regularly publishes study reviews in major international and national German research journals. The Department of TIM is active on many research fronts; we conducted clinical studies on low back pain and IBS. We started a joint clinical study on Psoriasis with PNNM Ayurveda College, Kerala in 2019. The study is expected to finish in 2023 and will be published jointly in reputed international journals. We do have an MoU with Kerala University for Health Sciences for research collaboration.

In 2009, the Department of TIM started a 3-year education program for modern medical doctors. The syllabus for this course is a condensed version of that followed by the universities in India for BAMS. In 2016, the course was split into three phases with a total of 2000 study hours, which last three years. The first part of the course is held at our hospital. We invite professors from our partner institutes to take part in this program. An MoU was signed in 2015 with the prestigious AVS Ayurveda College Kottakkal for education and research. For the second part, 40 days of clinical attachment for our students takes place at AVS, and already 3 batches have successfully completed it. We conduct a biannual CME program for our students. When one completes three CME programs with a dissertation, the third phase gets completed, and the candidate is given the certificate. At present, the ninth batch comprising fifteen students is studying at the Chair. We were keen on quality over quantity which prompted us to select a small number of students per course.

Our university is among the few universities in Germany where medical students have the opportunity to learn Complementary and Integrative medicine in their curriculum. In this program, they are taught the theory and practicals of integrative medicine. Ayurveda is also taught with this as part of the program.

The Department of TIM is also active in the area of publication. Many articles and books are regularly published on various topics. To date, there are now more than forty articles and research outcomes that have been successfully published in several medical and non-medical journals. Our department is also an active member of reputed international journals for integrative and complementary medicine as reviewers.

Our centre is actively involved in many German and European seminars and conferences of Integrative Medicine and Complementary Medicine. Talks, presentations and workshops on

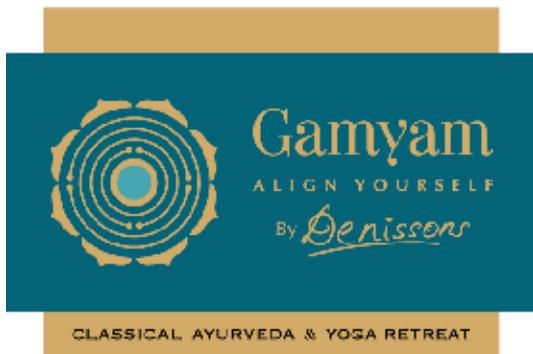
different research and clinical aspects of Ayurveda are regularly conducted by us. Other than these academic lectures, regular talks for the public are also organized by our department.

The Ayurvedic Department at our hospital was the first of its kind in Germany because of the above-mentioned specialties. No wonder, there was significant media interest and many reports appeared in the newspapers, magazines, radio, and TV.

In 2009 itself, an Ayurvedic doctors association, "Akademische Fachgesellschaft Indische Medizin (AFGIM)" (Academic Society of Indian Medicine) was founded. The aim of this organization is to support Ayurvedic system in Germany and Europe. Standardization of Ayurveda practices and academic activities are its major areas of focus. Members of this organization are medical doctors or Ayurvedic doctors with MD who work in Germany. AFGIM conducts regular CME programs for their members and other interested doctors, and for this, we invite renowned and experienced Ayurvedic doctors from India.

Integrating Ayurvedic systems in a modern hospital in a country like Germany was not easy. Other complementary medicines were already well integrated into the German medical system. The main barrier was to bring Ayurveda into a system that was inherently tailored for modern medicine. Right from documentation, clinical practice, billing according to medical insurance, fulfilling different protocols, hygiene management, etc. there were big challenges that we tackled successfully with the support of our university hospital staff.

Integrating Ayurveda into modern medical practice is a fast-approaching reality and many European countries, especially Germany, are progressive about it. As research is gaining ground and training programs are increasingly becoming popular, the use of Ayurveda for optimizing public health is becoming more of a reality. Integrating traditional practices of healing with conventional medical practice will be the future of healthcare ■



The name Gamyam stems from the Sanskrit word of the same nomenclature meaning destination. When we say destination, there is a spiritual aura surrounding it that sets the perfect tone for one's spiritual awakening, or as we call it the Soulistic™ Experience. Amidst the daily hustle of an individual under the ever-collapsing sky of the concrete jungles, Gamyam brings you a premium getaway that facilitates perfect alignment.



PHILOSOPHY

As we talk about soul and tenets in the same breath, Gamyam was predicated on the mélange of both that contribute significantly to shaping the spiritual awakening of an individual. Let's introduce to you the five most important pillars of our philosophy that we take pride in.

Ayurveda

Ayurveda is an ancient art that has been passed on from the ancient scriptures, helping us to heal. It also teaches the upcoming generations with alternative medication routes easing your body. It also provides that upliftment to your immunity without any major repercussions.

Gamyam practices Classical Ayurveda as it was chronicled in the ancient Vedic texts, resorting stringently to textual references and ensuring the perfect practical implications. Detailed guidance and handheld monitoring from our team of doctors and experts help you understand the nuances of the ancient art of healing.

Yoga

In a world where gadgets and the weight of the 'ubiquitous' boss stress you and you search for solutions, Yoga come as the new transcending salvation. We at Gamyam are proud to have a team of yogic erudite who know how to weave together the valuable practices of the yogic lifestyle and enrich you with techniques that you can resort to on any given day, even outside the facility that we provide.

Nature

As the concrete jungles surrounding us tighten their grip around our necks, at Gamyam Retreat the ethos is that of healing through nature. It sits on the lap of majestic natural landscapes that plays the perfect tango to the intense spiritual journey that you would love to take once you are inside Gamyam. We have attuned the facility perfectly to the slightest tweaks of mother nature.

Jnana

Jnana or knowledge as you would put it is probably the most imperative step towards healing. There are secrets hidden in the lush green wraps that are waiting to be told or passed only if you are

willing to hear. At Gamyam, that is exactly what we focus on, as we enrich you with information that you thought probably was lost in time, through a group of seasoned experts.

Divinity

Have you ever thought about what divination would sound like if you were to attain it? At Gamyam, we make divinity more than just a word. We teach you the ways where you can align yourself spiritually and delve deep into divination and possess knowledge that you chose to debate on, and transcend yourself beyond the ordinary.

FACILITIES

It isn't just meditation that we offer to make your sojourn a memorable one. We mix and match that with a sequence of therapies that helps you open up your chakras, aligning your soul with your mind.

Gamyam boasts an international spa that offers eastern and western massages and therapies. It is also blessed with wet facilities like Steam, Sauna, and Chill Pool. Out of the various illustrious highlights that we want you to savor, the notable ones include Balinese and Swedish massage which centers around the holistic and microcosmic relaxations of the muscles.

Our aromatherapy infuse exclusive aromatic essential oils to enhance your body, mind and spirit. We also have facilities for Thalassotherapy that uses marine environments for your well-being.

We now move to the prized hydrotherapy that was used by the ancient Greeks and Romans who believed immersing oneself in warm water was a potential means of healing. The Hydrojet therapy at Gamyam works on energy meridians by applying therapeutic pressure by means of pressurized water jets, concurrently focusing on your chakras for an enhancing de-stressing experience.

MEANING OF SOULISTIC™ EXPERIENCE

Soulistic™ Experience is defined as a process to unify your soul, body and mind with a pursuit of your inner self. We bring together the five tenets of Ayurveda, Yoga, Nature, Jnana and Divinity, and align them in the perfect proportions to create a lifetime experience for you. In a journey where your soul takes the front seat

instead of all the stress and toxicity, we tag along in guiding you to the promised lands of a Soulistic™ Experience.

PROGRAMS AT GAMYAM

There are three programs that we offer at Gamyam. They are classified as Classical Ayurveda, Yogic Lifestyle and Wellness: The Beginning.

Classical Ayurveda

Under the detailed supervision of trained and knowledgeable Ayurvedic experts, we encourage our guests to take a deep dive into the art of classical Ayurveda. We offer various consultations, teaching sessions and workshops to help you imbibe the ancient art of healing yourself. We also help both well-being and therapy seekers suffering from chronic ailments. Ayurveda programs at Gamyam, are custom-made, ranging from 5-28 days.

Yogic Lifestyle

As the gadgets and gizmos deluge your space for wellness, the Yogic lifestyle helps you to step away from the maddening hustle of the world and imbibe nature. We introduce the Yogic lifestyle in order to destress yourself, find yourself better and align yourself as you were supposed to be. We enhance the fine-tunings which are missing from our regular lives.

Wellness – The Beginning

In a place where the world has forgotten happiness, where the world is only accustomed to the stressful conquests that we focus on, Wellness: the beginning ex-



tends a hand towards the individuals to live a life that takes you away from the world of stress and wants you to focus entirely on yourself. In the four-day program of Wellness, we help you to let go of your stress with practices such as meditation and therapies.

Gamyam Retreat

Address: DRN Hospitality Pvt. Ltd.
Aghanashini Road, Baada, Kumta, Karnataka 581351

Phone: 063607 55787

Kumta is almost at equidistance from Goa, Mangalore and Hubli airports by about 180 KM, and the property offers a paid airport shuttle service. Kumta railway station on Konkan Railway.

What was the inspiration behind establishing the Gamyam retreat?

I have always been fortunate enough to be blessed to have the best people around me. They made me believe that this world is a beautiful place to live in. My extensive traveling also made me come in contact with people who would have otherwise just been silhouettes. As I started learning more about them, I realized that in our everlasting conquests, we forget about ourselves. It dawned on me that we had to stop for a while, breathe in and look around us.

I wanted to build a place where people could come and find their inner selves. I wanted to build a retreat where everyone could forget their worldly duress and breathe in the blessing of mother nature. I just wanted others to find themselves, align themselves, and nourish their spiritual selves. The whole idea behind Gamyam was to help people understand that what mattered most was to discover their true selves.

What makes it different from other wellness resorts in India?

I want people to achieve 'wellness' in whichever way they would want to. In the end, the 'difference' that matters to me is seeing people happy and contented.

The first and foremost principle of our difference is the presence of seasoned experts who know their craft pretty well. May it be classical Ayurveda or the practice of divination, we have the right experts who can guide you to perform a certain art with precision and impart treasured secrets.

We borrow our aura from the surrounding natural elements including the likes of the Aghanashini River, the Western Ghats and the beautiful town of Kumta that blend in perfect proportions.

From architecture to the facilities, everything reflects your core values. Please tell us about this.

I must say that members of society have been an elemental part of my long journey and it is time for me to give them back in the same way.

Gamyam very closely reflects the core values that I live my life through; the primary one is doing good for others. The technology-driven stressful life demands unwinding. But while one is unwinding, one should also find purpose.

Why is it important for us to find purpose in our lives? The answer is simple. When the dust settles, and we stand alone, trying to seek our true selves, it is an eternal void that we are faced with. It is the purpose that completes us. I believe that if there are a few good things that I have been bestowed with, I should also help my fellow travelers with the exact same goodness. Gamyam Retreat helps you seek your inner being in the midst of a paradise and hit that purpose.

According to you, what is the best part of the resort that you want everyone to experience?

It is very tough for me to choose, but I am pretty sure, if there is one particular part that I would love people to experience, it has to be the beach that we have. A walk on the beach can fix everything. No matter what you are going through, a promenade imbues you with a feeling that you have very rarely felt.



LOCATION

We are situated in the natural Magnifique of Kumta, a picturesque town that is juxtaposed to the mighty Western Ghats, riddled with sacred devotion sprinkling from the shrines located along the banks of the Aghanashini River that flows into the mighty Arabian sea.

AYURVEDA IN GERMANY'S BATTLE WITH PARKINSON'S



Dr Sandeep D Nair
BAMS, MD



The development of a medical science depends on its social acceptance in the diaspora. In the last 25 years, the view of the German diaspora on Ayurveda has changed from being a relaxing massage therapy to a disease-specific remedy.

As a research officer working with Parkinson's patients in Germany for almost 12 years in Neurology and complementary medicine department, I can personally feel the positive wave among the patients towards the complementary system that satisfy their health care needs. Thanks to outstanding professors and experienced doctors in Germany who incorporated Ayurvedic knowledge into their clinical practice to achieve a better solution for the healthcare of their patients. They identified the areas where remedies with conventional medicine were lacking, and better results could be obtained by integrating the two knowledge systems.

Many people in Germany are now able to recognize the different benefits of Ayurveda in the form of preventive aspects, the importance of Ayurvedic nutritional and lifestyle principles, Ayurvedic palliative and purification therapies. The motivation for patients to choose Ayurveda is the desire to complement conventional medical treatment and to be able to reduce chemical combinations, the desire for a holistic approach, and for individuality in therapy as a personalized treatment approach.

In a European country like Germany, a traditional system of medicine like Ayurveda can develop through evidence-based research. Published articles based on evidence-based research will motivate more and more patients to choose Ayurveda treatment either as an add-on or as a stand-

alone therapy. I can substantiate this by stating the example of our Department of Neurology and Complementary Medicine in Evangelical (Lutheran) hospital, Hattingen, Germany.

The department was founded in 2009 by Univ.-Prof. Dr Horst Przuntek and Dr med Sandra Szymanski, supported by Dr med Anita Mackowiak, Dr. Sunil Kumar V G, and Dr. Sandeep D. Nair. As a certified Parkinson's special department (according to the criteria of the German Parkinson's Association), we treat patients with Parkinson's disease, Parkinson's plus syndromes, and other movement disorders. We also treat patients with multiple sclerosis, chronic pain in polyneuropathy and restless legs, and other rare neurological diseases.

A multi-professional team of therapists is available for the patients with a broad spectrum of therapy options in the form of individual and group treatments like Yoga and meditation, physiotherapy, ergotherapy, speech therapy, psychological diagnostics and support, various forms of massage, therapeutic affusions and as well as Ayurveda Panchakarma therapy and Marma therapy.

The patients usually receive a vegetarian Ayurvedic diet. In addition, there is general nutritional advice on the principles of Ayurvedic nutrition and individualized advice, which also includes lifestyle matters. Ayurvedic formulations are also used internally and/or externally, depending on the individual indication.

At the beginning of our research work at the Department of Neurology and Complementary Medicine, it was not easy to say which treatment method was more helpful, but now that we evaluate the results of our various research projects, we are able to determine the individual benefit. It has become clear that the principles and treatment methods of Ayurveda, together with conventional methods in primary Parkinson's disease, bring sustained stability. Patients experience

themselves that their gait and other movements are stable, symptoms do not worsen, and they maintain an improved lifestyle.

From 12 years of joined efforts by two medical systems, Allopathy and Ayurveda, along with yoga, physiotherapy, occupational therapy, speech-language therapy, and psychology, it is evident that we can arrest the disease progression, in neurodegenerative disorders mainly in patients with Parkinson's syndrome.

According to our experienced neurology doctors, this was not so obvious before the incorporation of Ayurveda as a complementary system. A gradual reduction of the Levodopa dose is possible for patients who consistently integrate the prescribed Ayurveda diet, daily routine, and treatment instructions into their everyday life over a period of at least 3-5 years (depending on the individual constitution and pathology). Sustained improvement in the motor symptoms of Parkinson's patients depends on the patient's adherence to the Ayurvedic diet and treatment recommendations. Dysarthria and hypophonia can be treated more efficiently than with speech therapy alone. Common non-motor symptoms, namely hyposmia/anosmia and gastrointestinal disorders such as chronic constipation, are treatable with Ayurveda, in contrast to the limited treatment options in conventional medicine.

Agni Deepana, Ama Pachana, and Vasthi treatments show a positive impact on the gut microbiome of Parkinson's patients, resulting in better GIT absorption, assimilation, and digestion capacity. Ayurveda as a standalone therapy has helped in treating various associated symptoms such as polyneuropathy, recurrent bladder infection, neurogenic bladder, restless legs syndrome, pain, hypersialosis, hyperhidrosis, etc. Parkinson's patients are stable with no worsening of symptoms and maintain an improved lifestyle along with Ayurveda Pathya, Ahara Vihara,

Dinacharya and Ritucharya.

Despite the numerous nutritional and treatment instructions, patients do not feel pressured, but appreciate the opportunity to actively deal with their illness by helping to heal or alleviate symptoms. Ayurvedic medicine is accepted by our hospital management, our Parkinson's patients and their various self-help groups and we have managed to create social acceptance in the community. This acceptance is the reward for twelve long years of dedicated hard work by our team.

I see it as my mission to achieve the same acceptance on a global level through evidence-based Ayurveda. We could only achieve such acceptance through evidence. Over the past decade, we have presented clinical evidence of both motor and non-motor signs and symptoms of Parkinson's disease. As a result, we are now able to conduct a variety of tailored research projects, ranging from systematic reviews and meta-analyses to interventional randomized controlled trials.

We can achieve acceptance if we recognise the necessary requirements and initiate the appropriate actions to expand the glory of Ayurveda-the wisdom of life in Germany -the land of ideas ■

About the Author

- **Research Officer**
(Wissenschaftlicher Mitarbeiter)
Neurologie und Komplementär
Medizin Evangelisches
Krankenhaus, Augusta GmbH
Hattingen, Germany.
- **Board member**
IFAD (Society of Indian Ayurveda
Professionals in Germany)
- **Organizing Committee Chairman,**
European Ayurveda Congress
Berlin.

Email: drsdnair@yahoo.co.in

IT'S PATIENT-DRIVEN IN THE US



Prathiba Shah
BAMS, MD (Ayurveda), MPH

Ayurveda was introduced in the United States roughly around the year 1970, through the efforts of several leading Ayurveda personalities from India, including Maharishi Mahesh Yogi, Dr. Vasant Lad, and Dr. Deepak Chopra, to name a few. The movement was further carried forward and strengthened by a few Western scholars, such as Dr. David Frawley, and Dr. Robert Svoboda (the first American to complete his BAMS degree from India). Since then, Ayurveda has grown steadily, as reflected by the increasing number of schools, product companies, and practitioners in the US.

Despite the positive uptrend in the consumption of Ayurveda in the US since early 1970, the Ayurveda practice is sadly still not licensed, and Ayurveda education is yet to be credentialed in this country. This harsh reality directly affects and impacts the increasing number of Ayurveda graduates coming from India to the US every year. They suddenly find their education and credentials not recognized in this country and no avenues to practice in its full scope, what they have spent years of time, effort, and money training for. Therefore, it is not uncommon for Ayurveda graduates to change their career line to software or something else. Quite a few have become Licensed Massage Therapists to gain licensure of some kind in a short time, to be able to continue working in the field of health, legally. Few others have pursued further education that can complement their Ayurveda degree, such as Physical Therapy, Public Health degree, Nursing, etc.



One may wonder why Ayurveda has not become more widespread and mainstream like Yoga, in this country. The spread of Ayurveda has been slower than Yoga, because of the challenges involved with stringent FDA (Food and Drug Administration, USA) guidelines. FDA has strict regulatory and highly scrutinized processes for anything that is to be ingested. And if there are medical benefits being claimed, the process of approval is even more complex and lengthy. Because of these restrictions and limitations, the practice of Ayurveda has largely been confined to the wellness and supplements realm.

It's true that 'Ayurvedic Medicine' is listed in the National Center for Complementary and Integrative Health (NCCIH) portal, under the National Institute of Health, USA. However, the current write-up for Ayurveda on the portal still shows it in poor light, despite improvement in the language from the previous write-ups, which were even more disrespectful and dismissive, reflecting the general disdain in the medical community toward Ayurveda. However, it must be acknowledged that it is an important step forward to have NIH include Ayurveda on their portal under NCCIH.

Despite all the challenges and barriers listed above, the demand for Ayurveda among consumers is steadily and strongly growing. And the consumer is always the king! It is, in fact, the consumer that often drives policy and program-level changes. The interest and awareness around Ayurveda have been trending upward over the last 50 years. The number of schools teaching different levels of Ayurveda certification courses has been going up, the number of different types of health practitioners integrating Ayurveda in their practices has been increasing and the overall interest in Western Medicine trained doctors, in Ayurveda as a system has been on the up. A lot of it can be attributed to the high interest in Ayurveda among the patient community itself, helped by the fact that there are many existing and new-age conditions that have no effective medical solutions despite the huge advances in medical technology and the science of Western medicine as a whole.

National membership organizations such as the National Ayurveda Medicine Association (NAMA), the Association of Ayurvedic Professionals of North America (AAPNA) have also played an important role in bringing Ayurveda to more people through organized and interactive events. In 2012, this author founded the Council for Ayurveda Research (now called the Global Council for Ayurveda Research) to help bridge the Research gap. GCAR* now also has a sister Chapter in India under the name of Ayurvediya Anusandhan



Abhiyan Foundation (AAAF), which is also a Section 8 NGO. Together, these two not-for-profits have organized several key National and International events, bringing the heightened spotlight on Ayurveda and its evidence base. Both GCAR and AAAF have been organizing and hosting Journal Club meetings and Global Webinars around research topics, every month, for the past several years.

As of 2021, a new National membership organization has been founded in the name of the American Association of Ayurvedic Professionals (AAAP), by a group of BAMS and higher educated people, with a mission to unite, educate and empower all Ayurvedic professionals for authentic Ayurvedic practice, teaching, and research to improve community health and well-being. This step was taken to safeguard the dignity and integrity of our science and our profession, which was seemingly in danger because of some of the developments and initiatives taken by the existing national organizations. For the same reasons, another important independent entity has been founded this year, under the name of the National Credentialing and Certification Board of Ayurvedic Medicine (NCCBAM), which aims to certify and credential Ayurveda practitioners to maintain the highest standards of practice through advocacy, education, research, and outreach, while also ensuring safety and well-being of

the consumer by creating national standards of competency and clinical practice of Ayurveda medicine.

In the most recent development, on the auspicious occasion of World Ayurveda Day (Dhanwantari Day) 2022, four National and International organizations in the US have come together to form what is being called the National Consortium of Ayurveda Medicine (NCAM), to work collectively and collaboratively for the upliftment and establishment of authentic Ayurveda, in the US. These organizations include the Global Council for Ayurveda Research (GCAR) (supported by Ayurvediya Anusandhan Abhiyan Foundation - AAAF), the American Association of Ayurvedic Professionals (AAAP), the National Credentialing and Certification Board of Ayurvedic Medicine (NCCBAM) and International Ayurvedic Accreditation Council (IAAC). These four organizations under the Consortium have committed to supporting each other in helping Ayurvedic professionals and educational institutions to unite, promote, credential, accredit, research, and license Ayurveda in this country.

Despite all the challenges, with its strong emphasis on personalized and preventative health and wellness, Ayurveda is certainly emerging as one of the most promising health systems to model world healthcare systems on, especially in the post-COVID era, thanks to the able and strong leadership of AYUSH Ministry under Vaidya Rajesh Kotecha and his team. We look forward to the support, blessings, and collaboration by AYUSH Ministry to help NCAM and the organizations under it, elevate and establish Ayurveda to the status it deserves—tathastu ~ evamastu ■

About the Author

Prathibha Shah,

BAMS, MD (Ayurveda), MPH

Pratibha Shah, BAMS, MD (Ayurveda), MPH, is an internationally renowned Ayurveda expert in the field. Her pioneering initiatives in the field of Ayurveda have brought her to the attention of the White House, the Department of Health and Human Services, as well as the Consulate General of India, NYC. She is a senior faculty and Domain Expert at Kerala Ayurveda Academy, USA, and for Boston School of Ayurveda. She routinely delivers educational lectures at modern medicine institutes/bodies such as the Mass College of Pharmacy and Health Sciences, the American Holistic Nurses Association, among others.

* www.ayurvedaresearchusa.org

Ayurveda First



What brings you to Kerala?

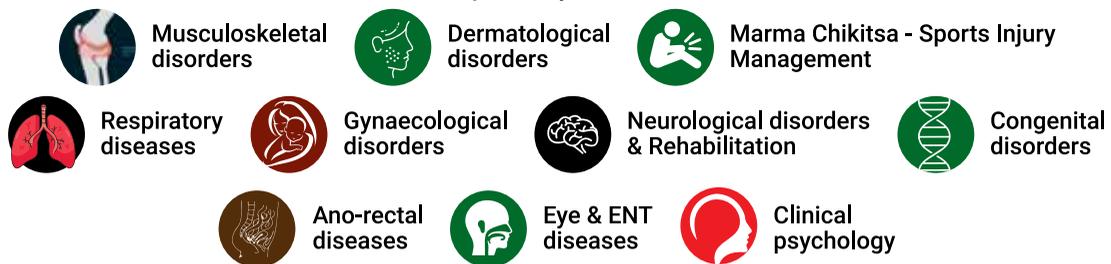
If it is the quest for good health, look no further.

The best NABH accredited multi-speciality Ayurveda hospital in Kerala - **Vaidyaratnam Nursing Home**



Experience authentic Kerala Ayurveda with the unique Ashtavaidya tradition at Vaidyaratnam Nursing Home, a 100-bedded NABH accredited Ayurveda Hospital located in Thrissur.

Speciality Clinics



All this and more with the real Ashtavaidya expertise



Scan QR code to know more

Vaidyaratnam Nursing Home Pvt. Ltd.
Vaidyaratnam Road, Ollur, Thaikattussery,
Thrissur, Kerala - 680 306, Tel: 0487 2432832,
Email: nursinghome@vaidyaratnammooss.com

ASHTAVAIDYAN THAIKKATTU MOOSS
VAIDYARATNAM
NURSING HOME PVT. LTD.

AYURVEDA: Most suited Life science to achieve 'Health for All'



Dr. R.S. Sarashetti
MD, PhD, FICA
(Email: drsarashetti@gmail.com)

In this fast-paced world, we humans lead a mechanical life, toiling hard for wealth and fame, neglecting health. Little do we realize that the abuse of our intellect (prajnaparadha), misuse or overuse of our sensory organs, constant interaction with technology, neglect of seasonal changes, and aging are taking a toll on our mind and body. The end result is premature aging and psychosomatic disorders that are hard to explain in purely medical terms.

Here comes the renewed role of Ayurveda, the traditional healing science dating back to 5000 years, in ensuring 'Health for All' with a completely different approach. As a Science of life, its primary goal is disease prevention by maintaining the equilibrium of



all biological factors that contribute to an individual's well-being, taking into account the laws of nature and the human reactions to natural phenomena.

Its secondary goal is immunity building, enabling the body to keep diseases at bay naturally. Managing disease conditions comes only last. But today, medical professionals have forgotten the primary and secondary goals and are running after the third.

The essence of Ayurveda lies in the very concept that the human being is the miniature of nature, having many similarities with the Universe. Human beings and nature have the same principles. The basic material constituents that exist in the Universe and in human being are the same. Our body is composed of the Pancha mahabhuta (five elements) like the composition of external substances in the Universe. Ayurveda values specific methods to care for the body, gut, and mind to enable a long, healthy, quality life.

Ayurveda considers the constitution of individuals as the basis for maintaining their health. The study of the constitution is based on the study of certain fundamental constituents of the body such as the three doshas (humors), seven dhatus (body tissues), three malas (waste products), agni (biological fire) and the mind, the equilibrium of all of which results in the healthy being of a person. The equilibrium provides one profound immunity that combats any temporary disturbance from outside, like unwholesome food, behavior, or mode of living, or even the advent of an epidemic.

An Ayurvedic physician is more concerned about how to correct the constitutional wrong, which, according to him, is the root cause of all diseases, rather than prescribing a treatment symptomatically to arrest the disease, which for him, is an outcome of the former. The disease will disappear when the primary wrong is rectified. Ayurvedic experts strongly advocate food substances (of six tastes ie, sweet,

sour, salt, pungent, astringent and bitter) as medicine to correct or maintain the balance of biological factors, with proper diet (food substances), right lifestyle, suitable physical and mental activities based on individual constitution, digestive capacity, and the seasonal and geographical factors affecting the body and the mind.

Ayurveda has its own concepts of the fundamental constituents of the Universe. These may appear abstract to the modern eye. These may sound imaginary to an ear tuned to hear only at a particular frequency. For understanding the Ayurvedic concepts, a person has to develop the ideal "scientific-free" thinking mind, one that knows no bias and which takes nothing to be the last word. With this, one should try to study the profound harmony that Ayurveda sees in the constitution of the whole Universe. Only then can one appreciate the Ayurvedic theory of the origin of life, the constitution of an individual, and the reactions and interactions of its constituents. Ayurveda once reached its zenith of glory and completeness, with its eight branches fully developing with progressively growing literature and a continuous tradition of enthusiastic experimental research workers. But the historical & political upheavals meant it had to survive through difficult periods, and it further faded away in importance with the advent of modern medical systems.

But Ayurveda deserves to be given its due credit, given the huge potentialities that are yet to be recognized by the modern scientific world. When it is said that Ayurveda has survived for thousands of years in this subcontinent, there is no desire to emphasize its historical place or make capital out of its past glory, but only a solemn effort to point out that the holistic science has actually succeeded in maintaining excellent health of the population of the subcontinent when modern-day "short-cut" remedies, and the so-called "wonder drugs" were not on the scene.

Efforts are on to revive the traditional healing science with a focus on disease prevention rather than anything else. In a country like India, the Ministry of AYUSH, numerous educational institutions (with graduate, and post-graduate courses, attached hospitals & research centers) under the universities of health sciences that enjoy a legal status on par with medical and dental Sciences, dispensaries, hospitals, research centers, Ayurvedic pharmaceutical industries with research and development units have all been working in unison for some time to provide all kind of scientific data and succeeded in their collective endeavours.

The very perception about the traditional science has changed post-pandemic, and people across the globe have started accepting it. Rather than rejecting it as unscientific and unintelligible, it's better to adapt and integrate the Ayurvedic way of life to achieve the 'Health for All' goal and not repent 'inaction' after a few decades ■

About the Author

- Director / Chief Consultant, Nisarga Ayurveda Health Care Centre.
- Professor Emeritus Ayurveda, IOM RUDN University, Moscow, Russia.
- Ex: Professor & Head, Mayrveda Academy, Kislovodsk, Russia.
- Ex: AYUSH Chair, PFUR, Moscow, Russia.
- Ex-Dean, Rajiv Gandhi University of Health Sciences, Karnataka, Bangalore.
- Ex-Principal and Dean, NKJ Ayurveda Medical college, Bidar, Karnataka.
- Ex: Professor cum Project officer PG Cum Research Centre, AVS Ayurveda Mahavidyalaya, Bijapur, Karnataka.

Email: drsarshetti@gmail.com



OXYGEN RESORTS - THEKKADY

Rain forest Theme, the entire resort is in midst of a lush green plantation and trees. An ideal getaway that offers both luxury and wilderness experience, a refreshing and rejuvenating environment would leave you in awe and a retreat like this one falls short of description. It is an experience that is best felt. Settled on a jungle mountain slope, overlooking thousands of acres of lush green valley, endowed with uninterrupted views, it gets you closer to the vibrant nature

Facilities: Ayurvedic SPA, Swimming Pool, Multi cuisine Restaurant And rope adventure activities, Amazing view from almost all the rooms

Contact No.: 04869 224415
Email ID.: resv.thekkady@cluboxygen.net





OXYGEN RESORTS, MORJIM, GOA

A modern fascinating resort offering contemporary accommodation with a range of amenities to give an uncompromising holiday experience. Snuggle up in the comfortable and spacious rooms with all modern amenities in our Oxygen Resorts, Morjim, Goa. Enjoy the vibrant atmosphere inside the Resorts, treat yourself to the most special and the signature dish this Resort is sure to make you feel comfortable.

Facilities Ayurvedic SPA, Swimming Pool, Multi cuisine Restaurant, Sports Bar, and Amazing view of the sunset

**Contact No.: 8848481376
Email ID.: gm.goa@cluboxygen.net**



AYURVEDA THEN & NOW: A Personal Perspective



S. Jalaja IAS (Rtd.)
Former Secretary
Ministry of AYUSH



It seems only yesterday that I was the Secretary of the AYUSH (Ayurveda, Yoga, Unani, Siddha & Homeopathy) Department, Government of India (GOI). Secretary to Government of India is a prestigious posting for a civil servant, although it comes at the fag end of one's career. Posting in the AYUSH Department is not generally coveted or considered

glamorous. I was a bit surprised with my posting, as I had never handled the subject of Indian Systems of Medicine before. But I took it as a challenge.

The background

Traditional systems of medicines have played a key role in healthcare in India, as in other countries, for centuries. Among these systems, primarily

Ayurveda, was patronized by the then rulers in different parts of the country. However, with the ascendance of modern medicine after World War-1, its importance gradually diminished in urban and semi-urban areas. Particularly, the educated class started looking down upon traditional systems like Ayurveda and dismissing them as



unscientific. Although still practiced in vast areas of the country, Ayurveda and other systems had lost their prime position in India's formal healthcare system. They became disorganized, without patronage, funds, or support from the new ruling class.

Due to the sustained efforts by those who were proud of their medical her-

itage and who knew their importance for the vast masses, the Department of Indian System of Medicine and Homoeopathy (ISM&H) was set up in 1995 by the Government of India, with the goal to propagate, promote and develop the traditional systems of medicine in India. It was renamed as Department of AYUSH in November 2003 and was upgraded as Ministry of AYUSH in November 2014. With the state governments setting up separate AYUSH Directorates, there was now focussed attention on Ayurveda and other traditional medical systems which could minimize the unrestrained use of modern medicine, without considering its long-term harm.

As Secretary

I worked in the Department of AYUSH as Secretary between 2009-2010, for a period of barely two years. I already was somewhat acquainted with Ayurveda, for I was brought up in Kerala State's Ayurvedic culture. The more I delved into it, the more it became clear to me that Ayurveda is not simply a health care system, but a way of life. I realized that India can achieve preventive and promotive care if Ayurveda is pursued vigorously.

Health delivery

To develop people's trust in any health system, health delivery should be efficient and trustworthy. We started monitoring AYUSH hospitals and dispensaries located throughout India. Mainstreaming of AYUSH was one of the main objectives of the National Rural Health Mission taken up by the Ministry of Health at that time. Co-locating AYUSH facilities in every Primary Health Centre (PHC) on the Tamil Nadu model indeed was a challenge. Providing timely funds, personnel, equipment, and medicines to the health facilities was a difficult task.

The department started training Ayurveda doctors in a big way across the country. Several state governments organized training for doctors of modern medicine too for acquainting themselves with the Ayurveda system.

Information & Education

Information, Education, and Communication (IEC) were keys to spreading knowledge about Ayurveda and other systems. Once we were reasonably sure of the performance of AYUSH facilities, a mass campaign on information and education was started. We didn't spare even the bus stops! TV ads were put up on a daily basis to create awareness on themes like the advantage of using Ayurveda and other traditional systems, the daily routine in healthcare advocated by Ayurveda to be followed, the importance of a career in Ayurveda, and so on. 'Arogya' exhibitions taken up previously were enlarged in scope, content, and numbers, and spread to different parts of the country. Thousands of people attended Ayurveda OPDs in these exhibitions to.

A partnership with this magazine (Ayurveda & Health Tourism) was initiated to propagate Ayurveda not only in India but also abroad. The department organized international seminars on Ayurveda in Germany and other places. Officials from the Ministry participated in various events in countries like South Africa, Slovenia, Canada, and the United States and UN meetings in Geneva, etc. Seminars and discussions were organized with different groups of people within the country. Ayurveda Day was celebrated on a bigger scale every year.

The setting up of an Ayurveda Museum on the premises of the Morarji Desai Institute of Yoga was a novel act, emphasizing the complementarity of Yoga and Ayurveda. This unique museum was techno-friendly (also user-friendly) explaining the meaning and uses of Ayurveda through beautiful artifacts. It also had several pieces depicting Yoga Asanas.

Ayurveda Research

Initially, a combined Central Council for Research for Indian Systems of Medicine and Homeopathy was set up by the department in 1969-1970. However, Research Councils for differ-



ent systems were segregated in 1978. The Central Council for Ayurveda and Siddha (CCRAS), came into being in 1978. A separate Research Council for Siddha was set up in 2010 during my stay in the Department as Secretary. CCRAS was renamed as Central Council for Research in Ayurvedic Sciences (CCRAS). There are 30 research institutes, research centers, and research units under CCRAS.

Streamlining the Research Council for Ayurveda was important to make it leaner and more focussed on specified topics. Upgrading infrastructure, providing funds, requisite staff and equipment to the institutes under the Council received high priority. Training of officers and staff was prioritized. Research guidelines were revised. A few of the key officials were sent abroad for exposure and training in modern research methodology.

Ayurveda, like other similar systems, was lagging behind in research. Modern medical fraternity was insisting on 'evidenced-based Ayurveda' as a pre-condition for recognizing the system. At that time, only research teams in a few institutions in India, like Ayurveda Pharmacy, Coimbatore, were following scientific procedures.

Partnerships are key to efficient health-care delivery. Since AYUSH institutions had inherent structural weakness-

es, we had to have partnerships with credible not-for-profit organizations with good track records and Universities.

Joint projects were taken up with premiere non-profit institutions like Arya Vaidyasala, Vaidyaratnam, Sreedhreeyam and institutions/universities like All India Institute of Medical Sciences (AIIMS), Benares Hindu University (BHU) Centre for Cellular & Molecular Biology (CCMB), Hyderabad, Ayurveda University, Jamnagar, which were already doing very good work in the research area. I recall setting up an Eye-care unit jointly with Sreedhareeyam at the Patna Medical College, and also at the Ayurveda Institute in New Delhi. This was indeed a satisfying venture. This organization was following modern methodology and using Ayurveda medicines, manufactured as per Good Manufacturing Practice (GMP). Another one was the research project taken up in the treatment of Filariasis by integrating Ayurveda with modern medical treatment. I am glad it received global attention. We also initiated a project that used the Ayurveda diet and the administration of curcumin for the treatment of Alzheimer's in selected patients in Germany.

The Department signed an MOU with the University of Missouri for

exchanging information and technical personnel. The Department sent a few for training to the university. During this period, a high-level team from Harvard and other premiere universities visited the department to explore the possibility of a research tie-up. Unfortunately, their conditions were not acceptable to us.

The Department supported the starting of AYUSH OPD services in the heart of Bangalore by 'Saukhya', renowned for integrated treatment using modern medicine and Ayurveda, as well as homeopathy. King Charles 111 of England and his Queen Consort regularly visit the facility, the latest being towards the end of October.

The National Institute of Ayurveda, combining both research and hospital services, proposed in the heart of New Delhi, was a dream project of the department. However, it remained stalled for several technical reasons. We not only revived the project but also started OPD services on the premises so that people need not have to wait for service till its completion.

Ayurveda Education

A number of educational institutions were set up, in addition to already existing ones, for teaching Ayurveda and other systems of traditional medicine. It is a matter of great pride that a large number of medical practitioners were produced by Ayurveda institutions, their strength (almost 9,000,00/-), exceeding the number of doctors in modern medicine.

Efforts were made to upgrade some of the institutions. The Ayurveda syllabuses for various courses were revised to keep in tune with modern times. Our endeavour was to generate sufficient manpower comprising technical personnel, nurses, Pharmacists, and para-medicals. The department proposed setting up AIIMS-like institutions for Ayurveda for teaching, research and hospital care. Unfortunately, no positive response was received from the government.

Career planning of students taking up Ayurveda courses also received the

Experience the nature based holistic approach of siddhalepa ayurveda

Achieve your health goal utilizing the indigenous medical knowledge exceeding 200 years, belongs to the siddhalepa family



Siddhalepa Ayurveda is producing a wide range of Ayurveda products while maintaining a full scale Ayurveda hospital, a dedicated Ayurveda resort , a city hotel with optional Ayurveda treatment and Ayurveda clinics at Internationally recognized 5 star hotels.



Ayurveda
Resorts & Spas



Siddhalepa
Ayurveda Health Resort
Waddurwa, Sri Lanka.

leisure@siddhalepa.com
www.siddhaleparesort.com | www.siddhalepa.com

Department's attention. They could pursue their careers as Pharmacists, Dieticians, Nurses, home Nurses, masseurs, farmers of medicinal plants, and so on. Our team, on their visit to Slovenia, found students from Kerala working as masseurs in the hotel they were staying at!

Quality Assurance

There were criticisms within the country and abroad about the safety and quality of AYUSH drugs. In fact, one leading article was published in JAMA criticizing the presence of metals in certain Ayurveda drugs. Therefore, assuring the quality of AYUSH drugs became one of the top priorities of the department. A certification program was started for AYUSH drugs, which was indeed a singular achievement.

The Department insisted on following Global Manufacturing Practices by the industry. Many industries converted to GMP soon, and it was the beginning of the modern era in drug manufacturing in the AYUSH sector.

A cluster program was started for small-scale manufacturers of AYUSH drugs in eight or nine states wherein common facilities were provided to ensure the manufacture of quality drugs. Another milestone was the setting up of the Pharmacopoeia Commission in 2010 for prescribing standards of

drugs and medicines in traditional medical systems.

We started pushing for NABH (National Accreditation Board for Hospitals) for accreditation of both public and private hospitals, which was indeed a major step in quality assurance.

Traditional Knowledge Digital Library (TKDL)

The existing project for digitalizing traditional medical knowledge received a further impetus. It came in handy to fight patents being awarded for food items like Haldi (Curcumin) commonly used in the Indian diet and traditional treatment for many ailments.

National Medicinal Plant Board

The National Medicinal Plant Board was set up in the year 2000 to promote the cultivation and preserve the herbal heritage of India. Its functioning was complementary to that of the Research Councils, as the systems are fully dependent on medicinal plants. The Board expanded its activities during this time.

Folk & Traditional systems

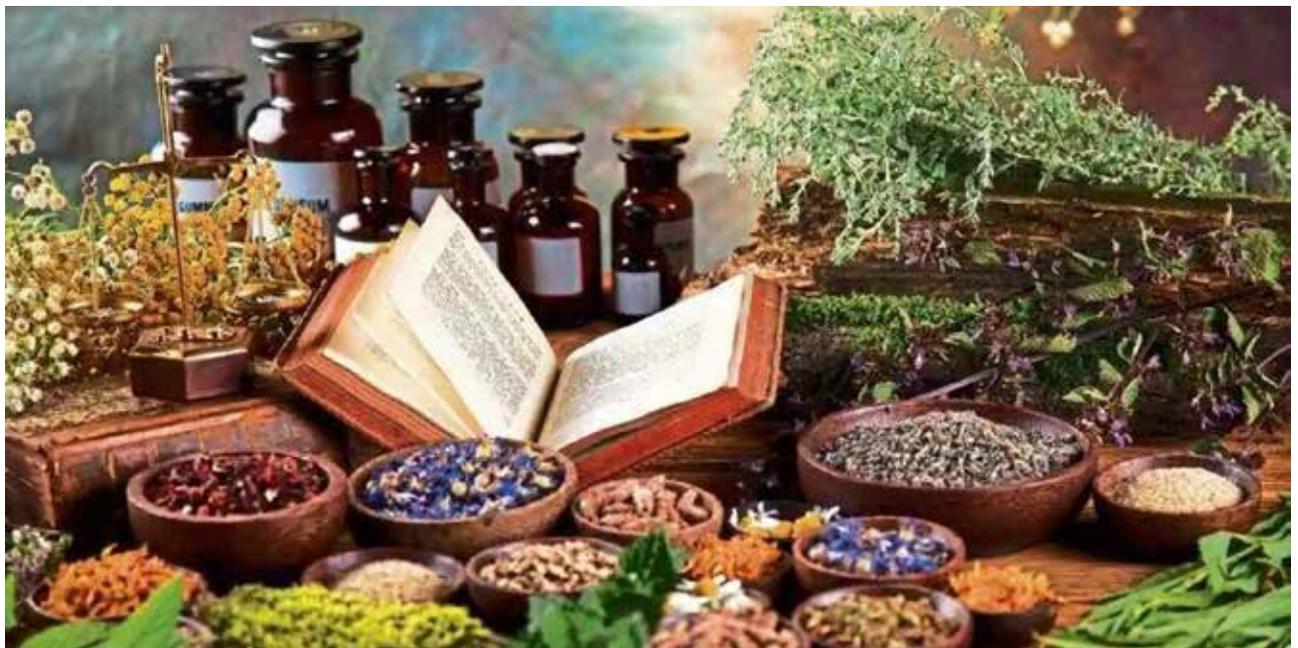
The Department realized the importance of folk medicine, as perhaps this was the only remedy available to people living in remote and difficult terrains. Folk medicines had proven value since they generally were used in the preparation of Ayurveda medicines.

Recognition of folk medicine and training its practitioners were taken up. The department had joint programs with FRLHT (Foundation for Revitalisation of Local Health Traditions Trust) and similar organizations for collecting information and training of practitioners. Infrastructure support was provided in some cases.

Sowa-Rigpa (which means knowledge of healing) is an ancient Tibetan system of medicine, similar to Ayurveda. The Central Government gave its recognition to the system during this time, which was an important step in the development of traditional systems

Private Sector

By the time I was laying down the office, private Ayurveda hospitals had started mushrooming in a big way. Super-speciality Ayurveda hospitals being





Back Pain ?

Ruining Your Happiness



Dr. Pathrose Parathuvayalil B.A.M., M.D.(Ay)
Chief Physician & Managing Director



Parathuvayalil Hospital

ESTD
1955

A multi speciality ayurvedic hospital & Orthopaedic centre
THE COMPLETE SOLUTION IN AYURVEDA

NABH ACCREDITED, CGHS APPROVED & ISO 9001 : 2000 CERTIFIED AYURVEDIC HOSPITAL

Keezhillam P.O., Ernakulam Dist., Kerala.

Pin - 683 541 Tele : +91 484 2653041, 9747410292, 9747410272

Email: mail@parathuvayalilhospital.com, medicalsupport@parathuvayalilhospital.com

Web : www.parathuvayalilhospital.com

Parathuvayalil Hospital, Keezhillam, Ernakulam, one of the major hospitals, for Ayurvedic Treatment in the country is lead by Dr. Pathrose Parathuvayalil (BAM. MD(Ay). (Kerala Government Best Doctor Award Winner, Gold & First Rank Holder in BAM.)

CURE WITHOUT SURGERY

- Disc Prolapse-Back pain • Neck Pain-Frozen shoulder • Arthritis and Skin diseases • Recurring joint Dislocation and fracture • ENT and ailed complaints • Neuromuscular diseases (Hemiplegia Facial palsy etc.) • Varicose Vein and Varicose Ulcer • Infertility and women Diseases • Wellness treatment • Sports Injuries • Ano-Rectal Diseases - (Piles, Fistula)



set up in different parts of the country started attracting well-to-do patients. Several eminent hospitals, including Medanta, integrated Ayurveda into their treatment system.

Looking back

A two-year period is too short a time to assess a department's performance. It is not that only what the government does is important; the response of the system outside is far more significant. Moreover, the working of any department is continuous. Improvements are incremental. Side by side, new institutions, methods, and systems have to be built. We can only claim that sincere efforts were made to promote and modernize Ayurveda and other traditional systems in a big way. As a result, a new energy was visible in the old medical systems.

Ayurveda Today

It is more than twelve years since I left the Department. A lot of changes have happened, the most important being

- The change in the status of the AYUSH Department. Once a junior partner in the Health Ministry, it has been upgraded in November 2014 as an independent Ministry. This is indeed a milestone.
- The AYUSH Ministry no longer operates from the old Red Cross building in New Delhi; it now functions from a new building.
- Setting up of the WHO Collaboration Centre for Traditional Medicines (Ayurveda) at Jamnagar is another major landmark for the Ministry.
- The National Institute of Ayurveda is now a reality. It was dedicated to the nation by the Prime Minister on 13th November 2020.

- Mainstreaming of AUSH has now been taken up as National AYUSH Mission. Ayurveda is the predominant system covered.
- The budget for the Ministry more than doubled from Rs 800 crore to Rs 2000/- crores. Activities relating to Ayurveda receive a major share.
- The growth in the private Ayurveda sector has surged. The Ayurveda system is no longer shunned by the well-informed. Good quality medicines are now marketed. Lot more hospitals are available with NABH accreditation.
- AYUSH Ministry's interventions during the covid pandemic were noteworthy. Ayurvedic immunity boosters and the advisories issued by the Ministry from time to time were widely welcomed.

The Way Forward

The Ministry needs to focus its attention on Ayurveda Research and education. It is pertinent to mention that the Committee to Review Functioning of the Research Councils set up by the Ministry of AYUSH on 14-7-2016 under my chairpersonship had inter-alia made recommendations on restructuring of all Research Councils, delegation of powers, having a common recruitment policy, setting up a Performance Assessment Board, restructuring the General Body of Councils, replacing the DG as Chairperson by an eminent scientist, setting up of a National Centre for Complementary and Integrative Medicine, and a separate Department of AYUSH Research under the AYUSH Ministry. If these recommendations are acted upon fully, they will have a lasting impact on the quality of Ayurveda research in years to come.

Similarly, Ayurveda education ought to be simplified and modernized.

Till now Ayurveda had a past; now it has both a present and a future!



REVITALISE YOUR MIND,
BODY AND SPIRIT WITH
THE AYURVEDIC
TREATMENT

rahetraayur

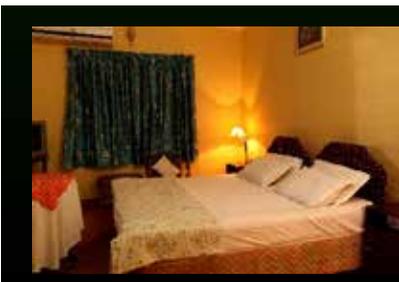
Not just a treatment Kiosk, an ambience serene and calm, with medicated plants and rare herbs, where the air carries the scent of tulsi and neem, the Majlis Ayurvedic Health Park, an experience of unwinding the innerself and taking a rebirth. It's Ayurveda the forgotten way. It's nature in its big hearted abundance. A Shangrila with everything at places they should be. Take a break from the usual targets, the deadlines, the Monday morning blues. Come back to nature, wipe away your worries, the worries of growing up, the anxieties of bringing up, the sadness of setback, the burden of success, the gloom of loneliness, the trial of crowd, the fatigue of miles and the heaviness of dreams

मज्जिस आयुर्वेदिक हेल्थ पार्क

PERAMANGALAM P.O, PERINGANNUR, THRISSUR, KERALA - 680545

E-MAIL : majlisayurveda@gmail.com PH : 9020058899

Website : www.majlisayurveda.com



EMERGING PROSPECTS OF AYURVEDIC EDUCATION IN INDIA



Prof. Abhimanyu Kumar
MD (AYU) MSc. PhD.
Former Exe. Director
All India Institute of Ayurveda,
New Delhi

Healthcare education in India during ancient times was imparted by expert rishis in their ashramas. Ayurveda is one of the most acknowledged traditional Indian systems of medicine that have persisted and flourished for ages to date. The University of Nalanda (5th century BC) and Takshshila (5th Century AD) were the institutions that used to offer courses in Ayurveda.

It is very interesting to note that the ancient Ayurvedic text Charak Samhita mentions the selection of study material, qualities of an ideal teacher, qualities of good students, teaching methodologies, discussion techniques and presentation skills in conferences. Study, learning, teaching, and discussion are four important aspects of the teaching-learning process.

With the passage of time, Ayurveda



education witnessed both ups and downs, but after independence, it transformed slowly and took shape like other contemporary disciplines. Now Ayurveda education is imparted in a very organized way. It is well regulated by the National Commission of Indian Medicine (NCISM) Ministry of AYUSH, Govt. of India. Degrees are awarded by the Ayurveda / Medical Universities for under-graduate (BAMS), Post-graduate (MD/MS) and doctoral (PhD) courses. Exclusive Ayurveda universities, national institutes, state government-owned

ate and doctoral programmes. Recently Govt. of India established the Institute of Teaching and Research in Ayurveda, Jamnagar (Gujarat) as an Institute of National Importance.

BAMS (Bachelor of Ayurveda Medicine & Surgery) degree course is of 4 1/2 years duration with one-year compulsory internship while MD/ MS in Ayurveda is a three years regular programme after BAMS. Specialisation in about 13 subjects are available at the post-graduation level. Post-graduate diploma courses are also available in certain institutions.

The areas which are available for Ayurveda graduates (BAMS) & postgraduates (MD/MS-Ayurveda) to build a career could be - clinical practice, academic, research, wellness consultation, drug manufacturing, management and administration. Other courses such as BPharm & MPharm (Ayurveda),

trials ministries are having well-structured systems of health service delivery through Ayurveda Medical Officers.

Ayurveda has drawn tremendous global attention during the recent health crisis of the COVID pandemic, and in 2021, the Indian Ayurvedic products market touched a value of INR 515.5 billion. The global Ayurveda market is expected to be worth USD 23810.04 million by 2030 and USD 5 trillion by the year 2050. Globally, Europe and the USA are two major stakeholders in herbal healthcare products, with a market share of 41% (Europe) and 20% (USA). Considering the demand, the Government of India recently announced a huge package for various sectors like medicinal plant cultivation, raw material supply, extraction from medicinal plants etc. This has increased the opportunities for Ayurveda experts in the pharma sectors also.

The World Health Organization (WHO) has recognized Ayurveda very well and created an exclusive post of Technical Officer at WHO headquarters in Geneva (Switzerland) and at South-East Asia Office, in New Delhi. Establishing of WHO Centre of Traditional Medicine at Jamnagar (Gujrat) is a milestone and prestigious step for the country. Various States of US and European countries have career options for Ayurveda experts. The Govt of India has established Ayurveda Chairs in various reputed foreign universities too.

The adoption of the New Education Policy 2020 will add flavor to Ayurveda education. Efforts of the Ministry of AYUSH, Govt of India, and certain institutions have created a large window of opportunities for Ayurveda experts to offer their services to various national and international organizations ■

(The author is Chairman & CEO Centre for Ayurveda Education, Innovation & Technology (CAYEIT) and Former Vice Chancellor DSRR Ayurved University. Email- ak@cayeit.com)



colleges, and privately managed institutions are part of the Ayurveda education system in the country.

Exclusive Ayurveda/ AYUSH universities offering Ayurveda courses are- Gujarat Ayurved University, Jamnagar (Gujarat); Sarvepalli Radhakrishnan Rajasthan Ayurved University, Jodhpur (Rajasthan); Uttarakhand Ayurved University, Dehradun (UK); Guru Ravidas Ayurved University, Hoshiarpur (Punjab); Shri Krishna AYUSH University Kurukshetra (Haryana); National Institute of Ayurveda Jaipur (Rajasthan- Deemed to be University); Mahayogi Guru Gorakhnath AYUSH University, Gorakhpur (UP) and Department of Ayurveda, BHU, Varanasi. The All India Institute of Ayurveda, New Delhi is a premier Ayurveda institute offering postgradu-

ate), MSc (Pharmaceutical Medicine), MHA (Masters in Health Administration), MPH (Masters in Public Health), MBA (Hospital and Healthcare Management) and MBA (Medicinal Marketing), Diploma in Herbal Medicinal Manufacturing and MSc or PG Diploma in Clinical Research are also available in the Ayurveda sector.

An Ayurveda student can do research in institutions under ICMR, CSIR, CCRAS, DST etc. Central Council for Research in Ayurvedic Sciences (CCRAS) is a Govt of India organisation dedicated to research in Ayurveda through its thirty institutions. All AIIMS in the country are having AYUSH departments which are offering clinical services and undertaking research in integrative medicine. All the state governments and various cen-

SURYA NAMASKAR

THE SUN SALUTATION

PRACTICED THE WORLD OVER



Yogacharya Kaithapram
Vasudevan Namboodiri

'Suvati, prerayati iti surya' --

Surya (the Sun), the ultimate light of wisdom, inspires, triggers our mind and intellect;

'dhiyo yo nah prachodayat' --

May this divine light enlighten our intellect.

'Surya aatmaa jagatah tasthushascha'

(Rigveda; 1 - 115 - 1) --

Sun is the soul of all movable and immovable things in the world.'

'Pranah prajaanaam udayati esha suryah'

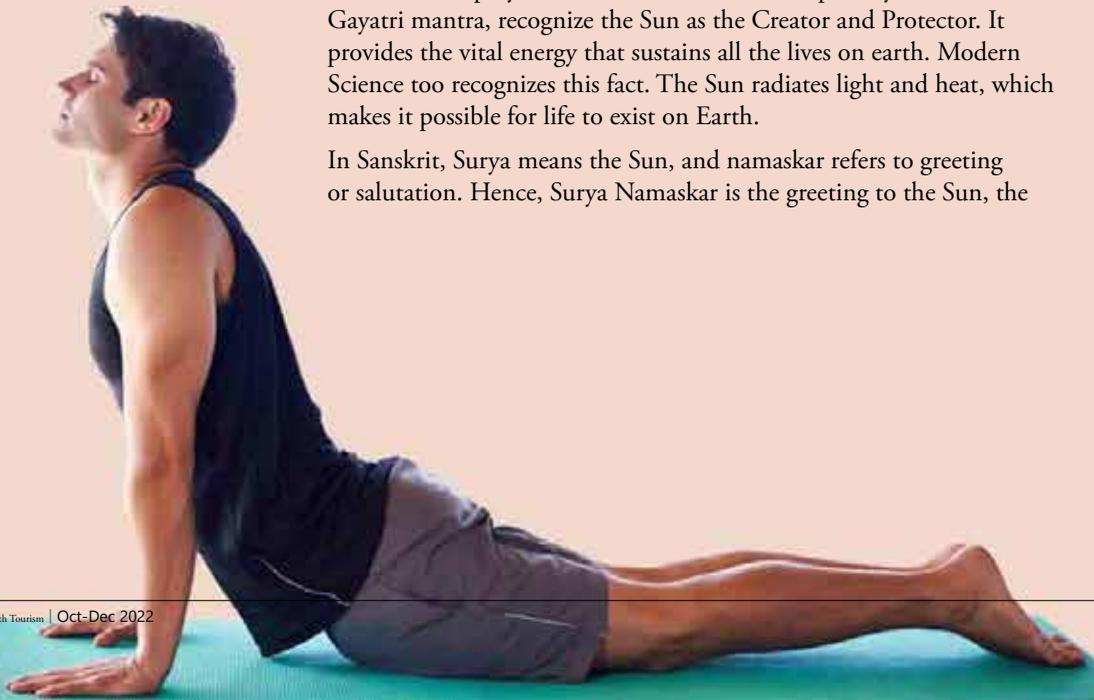
(prasnopanishat-1-8) --

Here rises the sun, who is the energy of all his subjects, all the people in the world.

'tat twam pushan apavrinu' (Surya sukta in Veda) – pushan means one who nourishes the world. The Sun bestows nourishment to all...

The universal prayers enshrined in the Vedas, especially the sacred Gayatri mantra, recognize the Sun as the Creator and Protector. It provides the vital energy that sustains all the lives on earth. Modern Science too recognizes this fact. The Sun radiates light and heat, which makes it possible for life to exist on Earth.

In Sanskrit, Surya means the Sun, and namaskar refers to greeting or salutation. Hence, Surya Namaskar is the greeting to the Sun, the



ultimate energy source. It's an ancient ritual, paying obeisance to the Sun in a sequence of 13 steps that also warms up the body, preparing it for exercise. It's also the base of all Yoga postures. A Yoga disciple is first introduced to Surya Namaskar before moving to the advanced, varied, and modified postures. It's usually done in the morning with the rising sun in sight.

The Sun creates, sustains, and destroys the world. But there is nothing to worry about. They are mutually complementary. Sun triggers the seed to sprout. The plant grows. It gives fruit to others. When the tree is matured enough, it is cut and used for making houses.

Rishi (sage) Agastya in his 'Aaditya Hridaya Mantra' says the Sun alleviates negative thoughts and miseries and enhances lifespan. (chintaa soka prasamanam, ayur vardhanam).

According to Hindu mythology, all other Gods can be pleased merely by chanting 'namah'. But Surya should be greeted through saashtaanga namaskar, eight limbs of the body touching the earth.

Aarogyam bhaskaraat icchet.

We have to seek health from the Sun. We already know some of the benefits of the 'divine light'. The sunlight can destroy the germs causing diseases. We keep things in sunlight to make them bacteria-free. Sunbath is favourite among Europeans. Vitamin D is produced only in the presence of sunlight. So, Surya Namaskar becomes quite meaningful when done in the sunlight.

The people living in places not much exposed to sunlight are affected by a disease called 'Seasonal Affective Disorder.' Sleeplessness, laziness, over-eating, depression, and anxiety are the symptoms. The same will also trouble those who shut themselves in their dwellings for a long time. Bright light therapy is the remedy.

Urasaa sirasaa drishtyaa

Vachasaa manasaa tathaa

Padbhyaam karaabhyaam jaanubhyaam

Pranaamo'shtaanga uchyate

(Chest, head, look, word, mind, hands, feet, knees - these are the eight limbs used to bow down before the Sun God. This is called saashtaanga namaskar.

This is a kind of surrendering to God. Two palms, two feet, two knees, chest and forehead are the eight limbs that touch the ground - the physical namaskar. The look, the words, and the mind should be turned towards the God for the namaskar to become spiritual and yogic. You should be able to see the deity; chant mantras and meditate. All the three - thoughts, words, and deeds — should be in unison.

The root word 'nama' means to bow down, surrender, or recognize the superiority of others. When the spelling of the word mana (egoistic mind) is reversed, it becomes nama.

According to Indian philosophy, everything in the macrocosm is there in the microcosm. Man is a replica of the Universe. So, the Sun and the Moon are inside us too. The Sun is Pingala Naadi. It is prana. Moon is Ida Nadi. It is mind. Surya Namaskar triggers and balances the prana. That's why such high prominence is given to the practice in Yoga classes.

When the ghee is poured into a hot pot, it will melt. When the hot ghee is poured into a pot, the pot becomes hot. When the hot ghee is poured into a hot pot, that heat will sustain for a long time. The body is the pot for the soul. It is the basement.

When the body is suitable and qualified for the soul, the atma can achieve its goal, i.e. atma sakshaatkar. That is why the saying, sareeramaadyam khalu dharmasaadhanam. Body is instrumental in attaining the goal of life. To make the body fit, three things are required - food, exercise, and rest.

What is expected out of exercises? Ashtaanga hridaya, the authentic text of Ayurveda, says: -

Laaghavam karma saamarthyam

Deeptognir medasah kshayah

Vibhakta Ghana gaatratwam

Vyaayaamaat upajaayate

(From exercise, we get so many benefits, like the lightness of the body, dexterity in action, digestive power, absence of obesity, and flexibility.)

Aadityasya namaskaraan

Ye kurvanti dine dine

Aayuh prajna balam veeryam

Thejেষteshaam cha jaayate

(One who practices Surya Namaskar every day gets a long life, intelligence, strength, concentration and brilliance, and many more benefits. He won't meet an untimely death. No diseases will harm him.)

Surya Namaskar is not merely an exercise, but a sound combination of many yoga asanas (postures). The rhythmic and deep breath is part of the practice. It balances prana in the body. It makes the backbone flexible. The mind becomes calm and focused. Intellect turns sharp.

The Surya Namaskar will be more effective if done with the chanting of mantras. Twelve mantras generally chanted are given here.

*Om Mitraaya namah, Om Rav-
aye namah, Om suryaaya namah
, Om bhaanave namah, Om
khagaaya namah, Om pushne
namah, Om hiranyagarbhaaya
namah, Om mareechaye namah,
Om aadityaaya namah, Om sav-
itre namah, Om arkaaya namah,
Om bhaskaraaya namah.*

The Sun God appears in the sky every day, with a pleasant look, and embraces us, his children, with his life-giving hands of rays. Let us bow down before him. Let us praise him. Let us pray to him for success in life ■

SURYA NAMASKAR

Position - 1

Pranaama asana - prayer pose



Stand upright with the feet together.

Look straight or eyes closed.

Slowly bend the elbows and place the palms together in front of the chest in prayer position. Mentally offer homage to the Sun, the source of all life.

Normal breath. Be calm and mentally prepare for the practice.

Position - 2

Hasta Uthana asana - raised arm pose



Separate the hands, raise and stretch both arms above the head. It can be in prayer position or separated. Bend the head, arms and upper trunk slightly backward. Inhale fully while going to the position.

Position - 3

Padahasta asana - hand to foot pose

Bend forward from the hips until the fingers or palms touch the floor on ei-

ther side of the feet. Bring the forehead as close to the knees as possible. Knees straight. In some traditions knees are



allowed to bend. Anyway don't strain. Exhale while bending.

Position - 4

Aswasanchalana asana - equestrian pose



Place the palms on the floor beside the feet. Keep the right leg back and stretch putting the toes and knee on the floor. Left knee is bent, without moving the foot. Look straight or a little upward. Inhale while taking the position.

Position - 5

Chatushpada asana - four legged pose



While holding the breath, take the left back and place the toes on the floor. both the legs are together. The whole body is in a straight slant line. Look on the floor, one and a half feet away, so that the head also fall in line with body.

Position - 6

Saashtaanga namaskara - salute with eight parts or points touching the floor.



While exhaling, slowly put the knees on the floor, then chest and then forehead. The toes and palms are not moved.

Position - 7

Bhujanga asana - cobra pose



Keep the hands and feet in the same place.while inhaling, slide the chest forward, raise the head and shoulders and straighten the elbows. Arch back or look forward. Buttocks and lower part of the body touches the ground.

Position - 8

Parvata asana - mountain pose



While exhaling, raise the buttocks up keeping the palms and feet flat no the floor. Lower the head between the arms to form two sides of a triangle. Heels should touch the ground.

Position - 9

Sasanka asana - hare pose



While holding the breath out, sit back in sasankasana. Forehead and hands rest on the floor in the front.

Position - 10

Aswasanchalana asana - equestrian pose



While inhaling, get up from the pose and keep the right leg between the arms and come to aswasanchalana asana as in the 4th position.

Position - 11

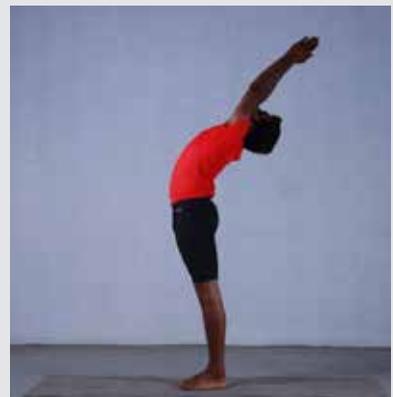
Padahasta asana - Hand and foot pose



While exhaling, Take the left leg also forward, and lift the buttocks up. Come to the pose as in 3 rd position.

Position - 12

Hasta Utthana asana - raised arm pose



While inhaling, come up to the 2 nd position.

Position - 13

Pranaama asana - prayer pose

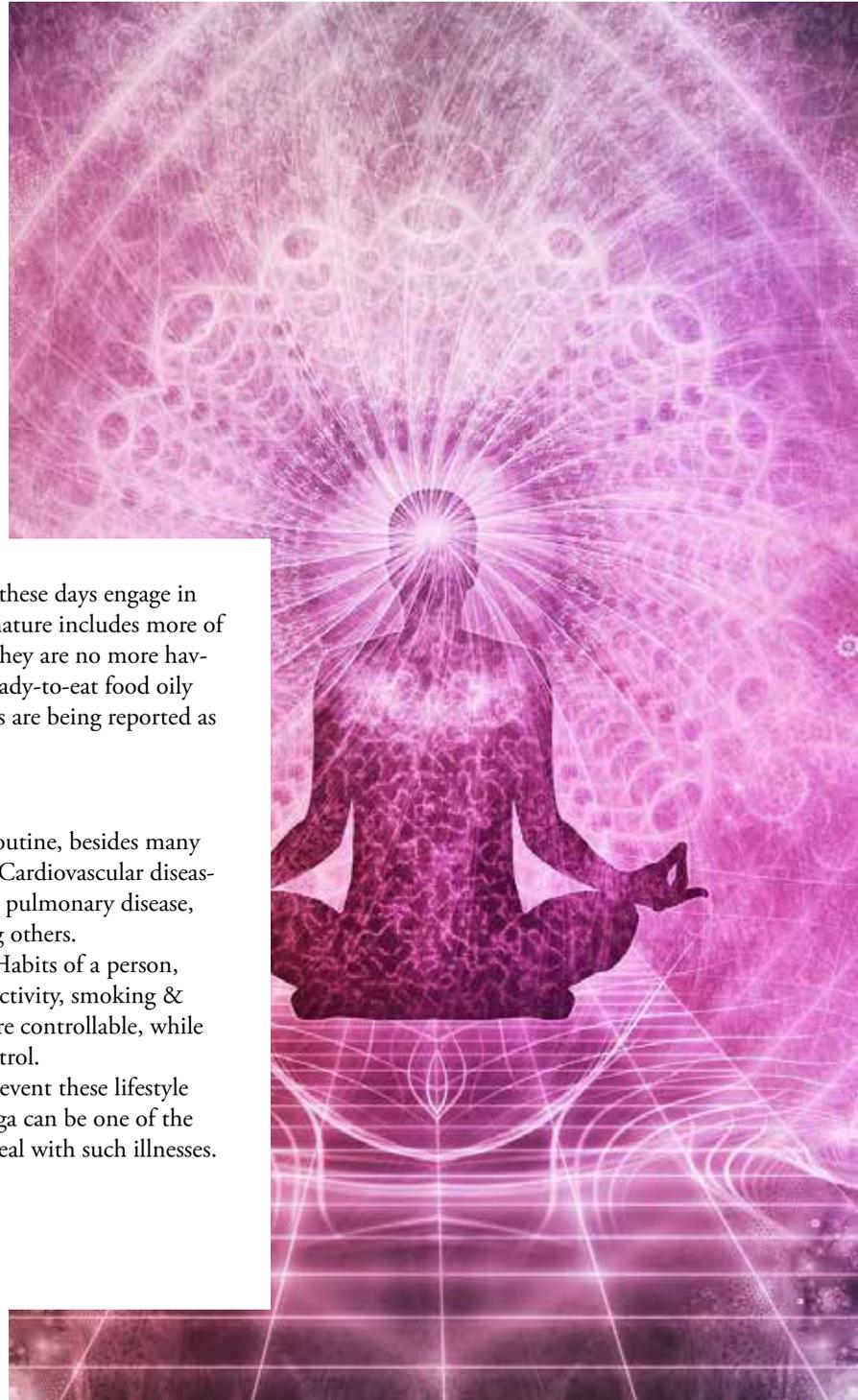


While exhaling, come to the 1st position.

YOGA AS A REMEDY TO LIFESTYLE DISORDERS



Kavya K K
Yoga Teacher: PNNM Ayurveda
College: Shoranur



Life is moving on at a hectic pace. People these days engage in fewer physical activities and their work nature includes more of sitting in a place and glued to gadgets. They are no more having healthy food and instead binge on ready-to-eat food oily and spicy food items. No wonder lifestyle diseases are being reported as a global scourge now.

Lifestyle diseases

Lifestyle diseases are those caused by unhealthy routine, besides many other factors. Common lifestyle illnesses include Cardiovascular diseases, Diabetes, Stroke, Cancer, Chronic obstructive pulmonary disease, Depression, and Musculoskeletal disorder, among others.

There are many factors leading to such diseases. Habits of a person, behaviors, practices, diet, body weight, physical activity, smoking & alcohol abuse, and level of exposure to sunlight are controllable, while age, race, gender, and heredity are all beyond control.

Prevention is always better than cure. One can prevent these lifestyle diseases by bringing some changes in lifestyle. Yoga can be one of the effective tools that help you avoid or effectively deal with such illnesses.

Yogic Principles

The five yogic principles are:

- Proper exercise.



Sitaram
Beach Retreat

Divine healing happens here

Nambikadavu Road, Near
Snehatheeram Beach, Thalikulam
P.O, Thrissur, Kerala India - 680569

+91 813 8888 912
retreat@sitaramayurveda.com
www.sitaramretreat.com

- Proper breathing.
- Proper relaxation.
- Proper diet.
- Positive thinking and meditation.

Proper exercise

As per sage Patanjali's Yogasutra, an asana should be steady and comfortable. The exercise done this way gives strength to your body and mind. Moreover, physical exercises act as the lubricating agent for joints, muscles, ligaments, tendons, and other body parts by increasing blood circulation, enhancing the digestive process, and creating a strong and flexible spine.

Proper breathing

Practicing proper breathing comfortably is always more helpful. Regular practice increases breathing capacity and respiration rate. While breathing, the energy stored in the solar plexus is released for physical and mental rejuvenation.

Proper relaxation

Yoga will make one's sleep better. When the mind and the body are continuously working, one feels fatigued. Proper relaxation is nature's way to overcome this and ensures a healthy body.

Proper diet

One should take in food by properly chewing it. The food we consume should be comfortable for our body as well as our mind. It should be digested properly. A proper diet provides the right fuel to the body. Optimum utilization of food, air, water, and the sunlight is essential.

Positive thinking and meditation Peaceful mind and body make the thoughts positive. Meditation aids in strengthening the body and sharpening the mind. It develops positive emotions, such as courage, love, and contentment.

Yogic exercise

Each and every yogic exercise is a remedy for lifestyle disorders. Important among them are:

- Meditation

- Pranayama – Nadishudhi pranayama, Vibhageeya pranayama, Sadkriya kapalabhati, Surya namskara and Savasana.

Here's how to do Meditation

- Sit on a mat in any comfortable posture.
- Keep chin mudra in both the hands.
- Keep your spine and neck straight.
- Relax your shoulders and all other body parts.
- Concentrate on your breathing. Gradually, your mind gets calmer.
- Enjoy your calmness.
- Try to remain in this calm state of mind for about 10 minutes.
- On completion, bring a positive affirmation to your mind.
- Slowly bring back your consciousness to your surroundings.
- Rub your palms and massage your face.

Pranayama

Nadishudhi pranayama/ anuloma villoma pranayama:

- Sit on a mat in any comfortable meditative posture.

- Keep the spine and the neck straight.
- Relax the shoulders and all other parts.
- Fold the index finger and middle finger of the right hand. Keep other three fingers straight. This is Vishnu mudra or nasikagramudra.
- Adopt chin mudra in the right hand.
- Close your right nostril with the thumb finger.
- Start the inhalation through the left nostril.
- After the completion of the inhalation, close the left nostril with the ring finger. Both nostrils are closed. Now hold your breath for a while.
- Open the right nostril and then exhale through the right.
- After the exhalation, inhale through the right nostril.
- Close both nostrils and hold your breath.
- Open the left and then exhale.

This is the one round of nadishudhi pranayama. Continue the practice for another six rounds. Keep 1:4:2 ratio for inhalation to holding and then exhalation.



ماوريا Maurya

مركز العلاج الطبيعي والأيورفيدا
CENTER FOR PHYSIOTHERAPY & AYURVEDA



INTEGRATED ORTHO NEURO REHABILITATION TREATMENTS IN KERALA, INDIA

0091 7736665566

AYURVEDA
PHYSIOTHERAPY
SPEECH THERAPY
SWALLOWING THERAPY
YOGA
MEDITATION
NATUROPATHY
DIET
ACUPUNCTURE

4 STAR FACILITY
SUITE ROOMS
DELUXE ROOMS

ALSO
WELLNESS RESORT
BUDGET CENTER
AVAILABLE



www.mauryaayurveda.com



Vibhageeya pranaya-

ma (sectional breathing):

1. Diaphragmatic breathing
2. Thoracic breathing
3. Abdominal breathing
4. Yogic breathing

Diaphragmatic breathing:

- Sit on the mat in any comfortable meditative posture.
- Keep the spine and neck straight but not stiff.
- Relax the shoulders.
- Adopt chin mudra in both hands and place the hand on the knee.
- Inhale and bulge your abdomen like a balloon.
- Exhale slowly, suck your abdomen in to the maximum extent.
- Repeat the practice seven times.
- Relax

Thoracic breathing:

- Inhale and fill the air in your chest.
- Slowly exhale and relax your chest.
- Repeat the practice seven times and relax.

Clavicular breathing:

- Inhale & fill the air in the upper part of the chest, shoulders upwards.
- Slowly exhale while relaxing your shoulders.
- Repeat the practice seven times and relax.

Yogic breathing:

- Inhale and fill the air in your abdomen, chest, the upper part of the chest, and shoulders simultaneously.
- Exhale by relaxing your shoulders, chest, and abdomen inwards.
- Repeat the practice seven times.
- Relax in shavasana for 10 minutes.

Shadkriya- kapalabhati:

Yogic practices, especially shadkriyas, should be practiced under the guidance of an authentic person.

- Sit in any comfortable meditative posture. Relax shoulders and every part of the body.
- Before starting the practice, try taking three long and deep inhalations and exhalations.
- Take another deep inhalation and exhalation in a forceful manner.
- The inhalations thereafter should be passive (without knowing), but repeated forceful exhalations should be done ■



RAMAIAH
Indic Specialty Ayurveda
RESTORATION HOSPITAL

BEST OF AYURVEDA - THE AUTHENTIC WAY



EXPERIENCE BEST-IN-CLASS CARE AT OUR RENOVATED **70 BEDDED** AYURVEDA HEALING DESTINATION



LIFESTYLE METABOLIC DISORDERS

OBESITY | DIABETES | PCOD | HYPERTENSION |
ALTERED THYROID FUNCTIONS ETC

SKIN DISEASES

PSORIASIS | ACNE | ECZEMA | DERMATITIS |
URTICARIA | ALLERGIES ETC.

NEUROLOGICAL DISORDERS

STROKE | SCIATICA | MIGRAINE | DIABETIC
NEUROPATHY | PARKINSON'S DISEASE &
OTHER RELATED AILMENTS

GYNECOLOGICAL DISORDERS

MENSTRUAL IRREGULARITIES | PELVIC INFLAMMATORY
DISEASE | PCOD | ANTENATAL, POSTNATAL CARE

EYE & ENT CARE

REFRACTIVE ERRORS | RETINOPATHY | GLAUCOMA |
TONSILLITIS ETC

INFERTILITY

MALE & FEMALE INFERTILITY

MUSCULOSKELETAL DISORDERS

SPONDYLOSIS | SPONDYLITIS | ARTHRITIS |
FROZEN SHOULDER & OTHER RELATED AILMENTS

RESPIRATORY DISORDERS

SINUSITIS | ALLERGIC RHINITIS | ASTHMA |
ALLERGIC BRONCHITIS

WELLNESS

DETOX | DE-STRESS | WEIGHT LOSS | BEAUTY & SKIN CARE
| HAIR CARE | OTHER RELATED AILMENTS

GASTROINTESTINAL DISORDERS

ACIDITY | GASTRITIS | COLITIS | IBS ETC

WOUND MANAGEMENT

DIABETIC FOOT | VARICOSE ULCER ETC

THERAPEUTIC - YOGA

KSHARA SUTRA SERVICES FOR PILES & FISTULA-IN-ANO

Experience Authentic Ayurveda care led by Ayurvedacharya

Prof Dr. G G Gangadharan (Ayurvedacharya, FAIP (USA), MoM (McGill, Canada), Ph.D (Ind))

Fellow of Rashtriya Ayurveda Vidyapeeth, Ministry of AYUSH, GOI

Consultations : Monday - Saturday | Best-in-class team of 15+ Qualified Doctors & 50+ Therapists

Ramaiah Indic Specialty Ayurveda (RISA)

Hospital

☎ 080 - 23606545 | 22183456 | 40503456 |
+ 91 63641 31347 | 96321 28544

Clinics

☎ Yelahanka : + 91 70905 33000
☎ Hebbal : + 91 80952 57357

Bengaluru | Madhya Pradesh | Malaysia | www.ramaiahayurveda.com

BOOST IMMUNITY WITH YOGA



Kamlesh Barwal
CEO at the Sri Sri
School of Yoga

We often notice that most of us before falling sick with a running nose or sneezing would have a recent history of sleeping at odd hours, working late nights, having official deadlines, continuous travels, irregular food habits or an increased stress level due to personal or professional situations. It is only right then to focus on preventive practices and practices that will help keep our immunity boosted and support the body's natural ability to fight any kind of illness.

Maharishi Patanjali says "Heyam Dukham Annagattam". Yes, the purpose of Yoga is to get rid of misery even before it comes. Normally until the body shows signs of sickness, we do not consider the person sick; whereas in Yoga, we believe that the sickness begins much earlier at the level of our Bliss (Anandamaya Kosha) and then affects the state of Mind (Manomaya Kosha) and eventually appears as symptoms in the Body (Annamaya Kosha). So the first sign of sickness is actually the reduction in joy, enthusiasm, positive energy and our ability to relax. Hence these are early signals to restore the lost balance in the body, mind and soul. This is the time when we must increase the flow of prana (life force energy) in the body while relaxing the mind through Asana, Pranayama and Meditation.

Yoga is known to be one of the most effective natural immunity boosters. Recent research published in the Journal of Behavioural Medicine suggests that Yoga can be helpful in boosting our immune system and decreasing inflammation in the body.

Regular Yoga practice can effectively lower stress hormones, strengthen the nervous system, and stimulate the lymphatic system while removing toxins from the body. Some kind of daily Yoga practice can reduce anxiety and calm the mind, thereby enhancing the quality of sleep. A night of good sleep is healing and is the biggest contributor to maintaining a healthy immune system.



Below are a few Yoga practices for boosting immunity to ward off Covid-19 also.

This Sri Sri Yoga protocol consists of Asanas, Pranayama and Meditation. The Asanas (Yoga poses) listed in this protocol can be divided into categories of inversions, twists, and chest expanders.

Any inversion asana will help the blood flow and stimulate better functioning of the lymphatic system leading to the draining of toxins, thereby strengthening immunity. The primary function of the lymphatic system is to transport lymph, a fluid containing infection-fighting white blood cells, throughout the body. Inversions also

help release congestion in our sinuses and lungs, making them less susceptible to infections. Due to improved blood flow to the brain, there is a natural sense of relaxation and calmness in the mind that follows all such practices. However, people with hypertension may avoid inversions and practice under expert supervision.

Asanas like Hastapadasana or Ardha-uttanasana (Standing forward bend), Adho Mukha Svanasana (Downward Dog), Sarvangasana (Shoulder Stand) or Viparita Karani (Leg Lifts) will help in blood flow throughout the body.

The digestive system has an important role to play in strengthening our immunity. According to Ayurveda, poor digestion and an ill-maintained digestive tract lead to building of mucus (ama) and phlegm (kaph) that eventually affects the mind and also congests the lungs. By including some tummy compressing poses and twists in our asana practice, we can increase circulation to the stomach, intestines, kidneys and other internal organs to stimulate better digestion and release of built-up toxins there.

Vakrasana or Ardha Matsyendrasana (Sitting spinal twist), Natrajasana (Supine spinal twist), Shishuasana (Child pose), Pawanmuktasana (Wind release pose) and Paschimottanasana (Seated forward bend) will all help you achieve these benefits.

Those asanas that help expand the chest are good for increasing the volume in the thoracic cavity and blood flow around the lungs, thereby protecting the lungs against infections. Asanas like Matsyasana (Fish Pose), Bhujangasana (Cobra), Dhanurasana (Bow Pose), ArdhaChakrasana (Standing Backbend) and Setubandhasana (Bridge Pose) are great chest expanders to be added to your daily Yoga practice.

While Asanas play a very important role in the prevention of sickness in



the body, Yoga's benefits are far wider and extend to all dimensions of our being. Breathing exercises directly impact the health of our lungs and related organs of breath, and they are a vital practice for the prevention of diseases and fostering overall well-being. Pranayamas not only train our lungs to maximize its breathing capacity but also fills our mind with calm, positive, and uplifting energy.

Practices like Three-Stage Pranyama and Bhastrika taught in the Art of Living's Happiness Course can benefit the respiratory tract and strengthen the respiratory system, while Nadi Shodhan Pranayama (alternate nostril breathing) helps decongest the sinuses and clear nasal passages. Sinuses are known as the body's first line of defense against any infection, so keeping them drained and healthy will protect us from external attacks.

Here we must mention the importance of Jal-Neti (saline nasal wash). A recent study suggested that those who irrigated their nasal passage with salt water daily experienced a significant reduction in colds and allergies.

Finally, in order to remain healthy, not just in our body but also in our mind and spirit, we have to keep our stress levels down. Stress leads to the weakening of the immune system and the body's natural ability to defend itself. Meditation is the easiest and most effective way to help ease anxiety and reduce stress. There are numerous studies that show that just twenty minutes of daily meditation can decrease blood cortisol levels and increase endorphins, which lead to a positive and happy state of mind.

As Gurudev Sri Sri Ravi Shankar says, "A strong mind can carry even a weak body, but a weak mind cannot carry even a strong body."

Make asana, pranayama and meditation the most important part of your daily life to keep your immunity up against viruses that the world today is attacked by.

Here is a daily sequence of home practice for all:

Deep Sectional Breathing (5 to 7 breaths each)

Bhastrika (Bellows Breath)

(2 rounds of 20 breaths)

Guided "Panch Kosh" Meditation by Gurudev Sri Sri Ravi Shankar available on YouTube.

Yog Nidra (Relaxation)

Nadishodhan Pranayama

(Alternate Nostril Breathing) – 5 mins

Note: A regular yoga practice can result in better health. Know that it is not a substitute for medical treatment. In the case of a medical condition, practice yoga postures after consulting a doctor and under the supervision of a trained Sri Sri Yoga Teacher ■

(The author is also Secretary General of the Indian Yoga Association and was recently appointed as advisor of Yoga to the Department of Ayurveda, Himachal Pradesh.)



TRIKONASANA (Triangle Pose)



- Stand erect with the feet hip-width apart and arms by the sides of the body.
- Now keep your feet 3 feet apart in a straight line.
- Turn the right foot outside 90 degree and left foot inside at an angle of 5-15 degree
- Breathing in, raise your arm to shoulder level.
- Slide your upper body to the right side, as much as possible. Ensure that the torso does not bend forward and the pelvic faces forward.
- Breathe in and as you breathe out bend towards the right with pelvis facing front.
- Place the right hand wherever it reaches in front to the right leg – calf, ankle, foot or thigh. The left arm goes straight in line with the other arm.
- As you breathe in come up and repeat in the opposite side.

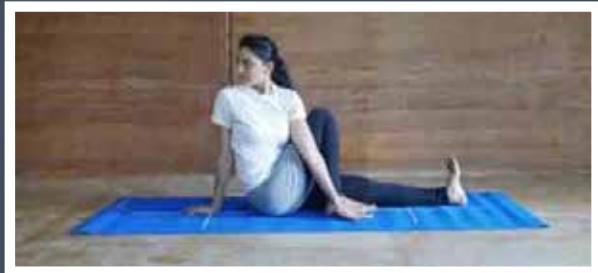
ARDHA MATSYENDRASANA OR VAKRASANA (Seated half spinal twist)



- Sit in dandasana
- Bend your left knee and place the heel of the left foot on the outside of the right buttock and place the right foot on the outside of the left knee
- Breathing in raise your right arm up and as you exhale place the right hand behind the back closer to the spine
- Breathing in raise the other arm up and place the left elbow on the outside edge of the right knee and push it to the other side

- As you breathe in, lengthen the spine and as you exhale twist your body to the right side looking backwards
- As you breathe in, come back to the starting position
- Repeat on the other side

SARVANGASANA OR VIPRITKARNI (Shoulder stand or simple leg lift)

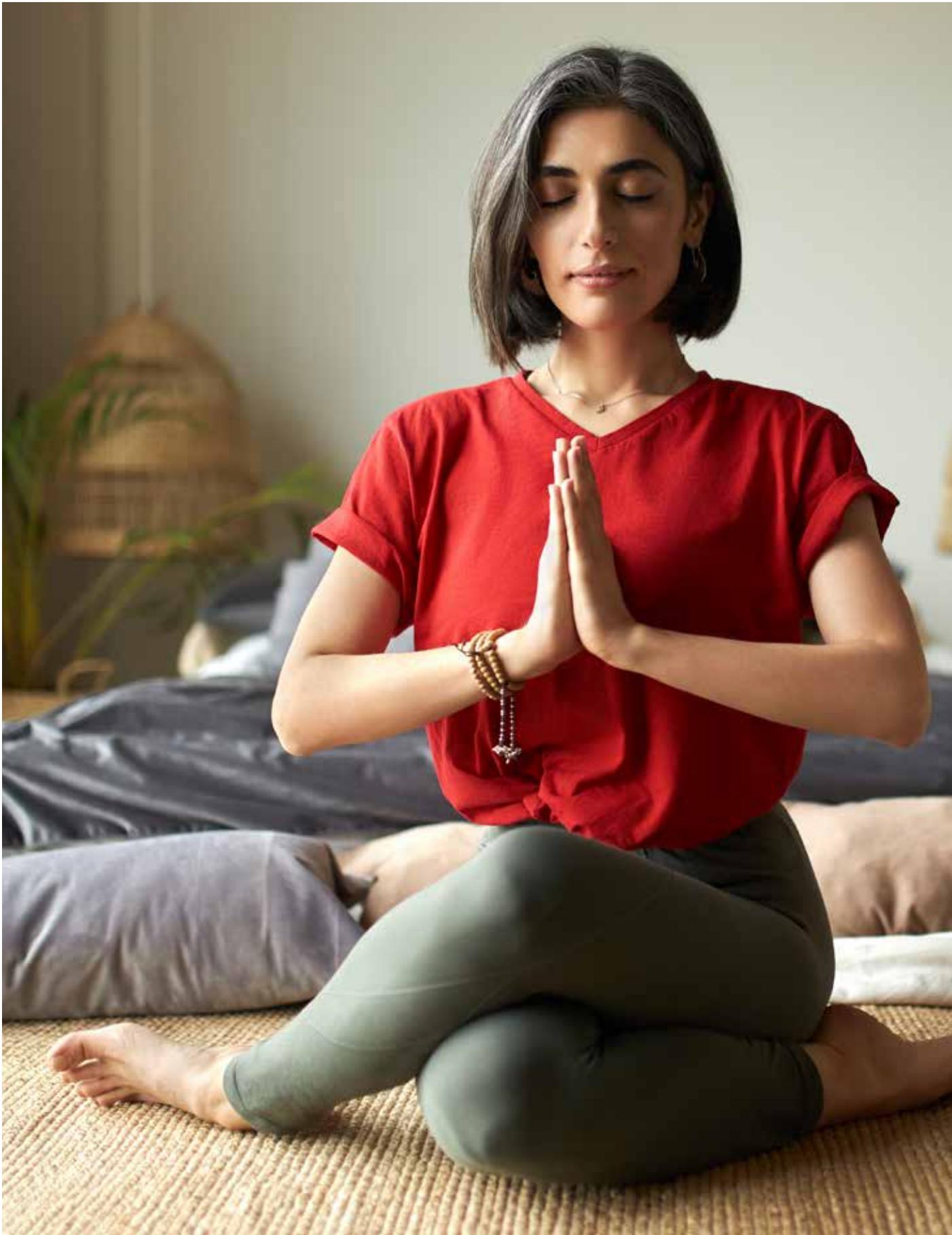


- Lie supine on a mat.
- Place the hands beside the body, palms facing down.
- Now take a breath in, and as you breathe out, contract your abdomen and raise the leg over your body so that the knee is directly over your head by supporting your back with hands and elbows close to each other
- Once again, as you breathe in, raise your legs up towards the ceiling and your weight on your shoulder
- Ensure that your feet are in line with the eyes
- To return, exhale slowly and bring the knees back over your head and slowly, taking support from your hands, bring your legs down on the floor.
- Relax in lying down position.

PAWANMUKTASANA (Wind-release Pose)



- Lie down on your back.
- Breathe in and as you breathe out, bring both knees towards your chest and wrap your arms around your knees or interlace the hands together.
- Exhale, tighten your abdomen and lift your head and chest off the floor and try to touch knees with nose.
- Hold the position and try to tighten the grip of the hand on knees
- If you wish you can rock the body forward and backward
- Inhale, bring the head down and as you exhale straighten the leg.



YOGA & HEART HEALTH



Asha G

Yoga Consultant for COPD Rehabilitation Programme,
Government Medical College, Kottayam

The heart is among the most important organs in our body, which is responsible for sustaining our life in this nature. The heart is an amazing, wonderful organ that starts its work around 5-6 weeks of pregnancy. The heart includes our circulatory system with vessels and blood. This system is very important for our immunity, thermostasis and PH balance of the body. This cardiovascular system is supported by the body's hardest organ, the heart. Every day our heart beats around 1,00,000 times, sending around 7,570 litres of blood throughout the body.

According to Yoga, the heart is at the position of Anahata, the fourth chakra. It serves as the centre of all the emotions that can be felt in our life. All our positive (love, compassion, kindness, contentment, etc) and negative feelings (fear, doubt, anger, jealousy, hatred

etc.) originate from Anahata. This is the source of all our feelings that cannot be expressed by our words.

Cardiovascular problems (heart-related diseases) are the leading cause of death globally. It represents around 32% of all global deaths. Of these deaths, 85% are due to heart attack and stroke.

Coronary heart disease is the most common heart problem, and it occurs when the arteries supplying blood to the heart become narrow or hard due to plaque. This plaque is either fat, cholesterol or other substances in the blood.

High BP, High Cholesterol, tobacco use, Type -2 Diabetes, hereditary problems, sedentary lifestyle, obesity, unhealthy diet, etc are the main cause of heart diseases. Here stress and a sedentary lifestyle are the major risks that lead to cardiovascular problems. In Yogic concept, all our 'athies' start

from Manomaya kosha and it finally manifest as 'Vyadhi' in Annamaya kosha or our physical body. If we can realise and heal the problems at Manomaya kosha, most of our problems will disappear and we can live a happy life. The cardiovascular system is the main sufferer here because stress and strain easily affect the circulatory system that comprises the heart. This emotional stress will trigger the release of hormones like cortisol and adrenalin, which narrow our arteries and increase blood pressure. Here the daily practice of Yoga helps you to improve your physical health and also take care of your mental well-being contributing to a healthier heart.

Five simple asanas help to improve heart health.

1) Vajrasana



This is a sitting pose. Kneel down and place your buttocks on your heels. Straighten your back and close your eyes. Place your palms on your knees facing upward. Concentrate your breath and be in this position for a few minutes.

Benefits:

- Helps to calm our mind.
- Reduce high BP
- Improves sleep.

2) Gomukhasana

Gomukhasana is a sitting pose.

This is also called the cow face posture. Sit down comfortably on the ground and bend your knees. Place your left leg gently under the right buttock and your right leg over the left thigh. Place both knees closely over one another. Now raise your left arm and bring it to the back over the shoulders. Stretch your right hand to the right behind the back and try to lock both hands with fingers interlocking behind the back. Keep your spine straight and stay in this pose for a few minutes and come back to the normal posi-



tion. Repeat it with the other leg. After the practice, sit in a relaxed position for a few minutes.

Note: Do not apply too much strain on your hands. Try it patiently and give enough time to the body for maximum edge.

Benefits:

- Treats High BP
- Reduces anxiety and stress
- Stimulates kidney
- Strengthens the muscle of the back, hips, ankles, shoulders, thighs, inner armpits, triceps, and chest

All these benefits contribute to a healthy heart



3) Tadasana

Tadasana is a standing posture. It is a balancing pose also. Stand straight on the ground and allow a small gap between your feet. Inhale and raise your arms upward and interlock your fingers. Raise your heel simultaneously and stand on your toes. Try to maintain the pose with deep breathing. After a few minutes, get back to your normal position and relax. Repeat 2-3 rounds at your convenience.

Benefits of Tadasana.

- Deep breathing provides strength and expands the lungs.
- It gives strength to the vertebral column and heart.
- Helps to get rid of lethargy.



4) Makarasana

This is a relaxation pose.

Lie down straight on your stomach. Place your right palm over the left palm and then put your cheek on your palms. Stretch your legs as far as possible, with the toes facing outward. Breathe normally and slowly and relax your muscles. After a few minutes, come back to the normal position.

Benefits of Makarasana:

- Makarasana treats hypertension, heart diseases, and mental disorders.
- Relaxes the circulatory and respiratory systems.
- Reduces BP
- Makarasana opens up your chest and shoulders.

5) Vrikshasana (Tree pose)

This is one of the easiest standing yoga postures that anyone can do. This is also the simplest heart-boosting yoga pose.

Stand straight and place your arms on the side of your body. Bend your right knee and place it on the inner thigh of your left leg. Then raise your arms above the head and place them into a 'namaste'. Hold this pose and do a few breaths and return to the normal position. Repeat the same process with your left leg.

Benefits of Vrikshasana:

Vrikshasana increases stamina and the balance of the body. It also stretches the chest muscles and helps to improve heart health.





Three breathing exercises for heart health.

1) Anuloma Viloma breathing:

Sit in a comfortable position. Keep your back and head straight. Fold your index and middle fingers on the right hand, and it is called 'nasikagra mudra'. Then close your right nostril with your right thumb and take breath through the left nostril. After inhalation, close your left nostril with your ring finger and exhale through the right nostril. Repeat this alternate nostril breathing for several rounds (6-12 times). Then relax through normal breathing.

Benefits of Anuloma Viloma breathing:

- Practice 'Anuloma Viloma' for 30 minutes daily. It clears heart blocks. (Practice it for a long time under the guidance of a yoga therapist.)
- Positive impact on cardiovascular functions.
- It helps to relieve depression, stress, and anxiety.
- Balances the 3 doshas of the body.(Vatha, Pitta and Kapha).

2) Bhramari breathing:

Sit in a comfortable pose. Close your eyes and close your ears using your index fingers. Inhale deeply and exhale with the humming sound of bees. Repeat the breathing 5 times and relax. You can feel the vibration in your hands, jaws, throats, and face.

Benefits of Bhramari breathing:

- Concentration increases
- Beneficial in relieving hypertension.
- Relaxes the mind and lowers stress.

3) Chandra Bhedana breathing:

Sit in a comfortable posture. Fold your index finger and middle finger. Then close your right nostril with your thumb and inhale through the left nostril. Close your left nostril with your ring finger and exhale through right nose. Then again, inhale through the left nose. Here, inhalation is always through the left and exhalation through the right nostril. Try to exhale slowly. Repeat this for 6-12 rounds. Relax through normal breathing.

Benefits of Chandra Bhedana breathing.

- It activates the parasympathetic nerves and calms down the nervous system.
- Reduces stress and anxiety.
- Left nose breathing gives instant relief from stressful thoughts.
- All these benefits are good for improving our heart health.

Meditation:

Daily chanting or hearing 'OM' is good for heart health.

The most important point is to try to be an optimist. Each and every night, we should be thankful to mother nature for our existence. Go to bed with a tranquil mind and always think about beautiful morning of the next day ■

(The author is also Yoga Consultant for COPD Rehabilitation Programme, Government Medical College, Kottayam)



Established in 2004 by Dr P K Lathika, an accomplished Ayurvedic physician with a rich and varied experience, Sarathy Ayurvedic Hospital specializes in spinedisorders female health problems, while also offering a wide range of general curative and rejuvenation therapies. Supported by a team of qualified and experienced doctors, therapists and nursing staff, Sarathy Ayurvedic Hospital proudly displays an accomplished panel of doctors specialized in various disciplines. Dr. Valsaladevi K, Dr. Karthik Nandakumar, Dr. Gayathri S. Sarathy Ayurveda hospital is Situated on the banks of the Periyar, this 30 – bedded Ayurvedic hospital provides a congenial ambience that is conducive to healing and embodies the very best of what the Indian system of medicine has to offer.



Sarathy Ayurvedic Hospital

Elanjichuvadu, Elookkara
Muppathadam PO Aluva, PIN-683110
Ph: 0484-2605309
Mob: +91-9895142321, +91-9895767321

Dr Lathika - Ph: +91-9847997321,
Dr. Karthik - Ph:+91 - 9961419947
Dr. Gayathri - Ph:+91 - 9400199947

✉ Email: drlathika@yahoo.co.uk

🌐 www.sarathyayurveda.com



Our Accreditation



THE VILLAGE NOOK

By Sarathy Ayurveda
Aluva, Ernakulam, Kerala, India
✉ Malis2ayurvillage@gmail.com
Ph: +91 8281341321



Janani by Sarathy
Dr. Gayathri S

Ph:+91 - 9400199947

✉ jananibysarathyayurveda@gmail.com

Sarathy Ayurvedic Clinic

VII/ 104, Opp. Palace, Palace Road, Aluva - 683101
Tel : + 91- 484 3294132, 2628516

AYURVEDA & GLOBAL WELLNESS



Shahnaz Husain
www.shahbnaz.in

Over the last few years, India has become one of the fastest-growing economies. The country is witnessing a productivity revolution in the face of fierce global competition. The beauty and wellness industry, based on the holistic system of Ayurveda, is one such business that has seen steady growth over the last few years. According to ASSOCHAM, the size of the beauty products business in India was around Rs. 5000 crores. If we take the beauty salon services industry into consideration, it was said to be much higher, over Rs. 10,000 crores, before the pandemic. The business has been picking up very well, with the “total well-being” concept continuing to gain ground.

An aspect that has seen a surge in growth is e-commerce and the online beauty business after the pandemic. Beauty companies started giving more information about products online, as well as improving product images and descriptions. Globally, online sales, post-Covid, are said to be twice as much as pre-Covid sales. Experts feel there should be an increase of about 35% in e-commerce sales. During the lockdown, we kept in touch with our customers through improved content marketing, on our website, on social media, and in our online regular columns.

India is also the second-largest consumer market in the world. Today, awareness of beauty products and treatments is at an all-time high in India. This is attributed to exposure to global trends, rising disposable incomes, changing lifestyles, increasing number of women in the workforce, and so on. In fact, the retail sector is booming. No wonder foreign companies are targeting the Indian market. Over the last few years, the beauty business in India has also moved from unorganized to more organized retail sectors, with the growth of shopping malls in the metro cities and even the Tier 2 cities. The regular FMCG retail system of stores in local markets, both in organized and unorganized sectors, is also witnessing an upward trend.

Indeed, the beauty business in India is not only booming but is expected to treble in the next five years. The herbal and Ayurvedic beauty business is driving the growth of the beauty industry. There is also a growing international market for alternative medicine and Ayurvedic / herbal beauty care. Therefore, Ayurvedic beauty care can play

an important role in our economy, not only in terms of economic growth but also in achieving social stability, generating employment, creating wealth, and preserving culture. Considering India's immense empirical knowledge of the healing power of plants, Ayurvedic health and beauty care products and services have tremendous potential for growth internationally. In the present scenario of globalization, the challenge is to develop our cultural industries to compete in the international market.

Currently, the cosmetic industry comes under the purview of the Drug & Cosmetic Act of 1940. The licensing body has also laid down the rules and regulations for the manufacture of cosmetics. An important challenge is a need for standardization of cosmetic products manufactured in India. We have bodies for certification, like GMP and ISO, but there is a greater need to see that international standards and manufacturing guidelines are met in the beauty industry. Quality assurance can only be done by the testing of

manufactured products, for which the guidelines should also be set.

Another key challenge is the need for professionally qualified personnel. The Government's projects for skill development can help to train people for the beauty and spa sector. Ayurvedic beauty care as a service sector also offers great scope for employment and entrepreneurship for women. Marketing of Ayurvedic products is another important challenge, especially for the entrepreneur. This is one area where Government direction, assistance, and encouragement are needed. It is so necessary to learn about the market and make use of changing conditions, like the internet, commercial advertising methods, e-commerce, different business models, etc.

Products and services are needed for the global market and this requires effort at various levels, from the Government, research institutions, vocational training institutions, export development, and trade agencies. Markets need to be explored. Presenting the products in a globally attractive manner is also essential, along with knowledge of the demands of the global market. Government can provide support in identifying markets, trade, and promotions. Public Sector Banks and Government Finance Schemes can increase awareness of the avenues of finance available.

Skill development and vocational training in beauty and wellness need to be geared, not only for the international market but also to compete with international brands in the Indian market. Our traditional knowledge of herbal healing is a real boon, but it needs to be related to modern demands and techniques. That is why a great deal of attention has to be directed towards research and development, product innovation, improvement in quality, in keeping with international standards and also combining our traditional Ayurvedic knowledge with advanced scientific techniques ■



AYURVEDA IN MODERN-DAY SKIN CARE



Nidhi Pandya

Ayurvedic Health and Lifestyle consultant

5 000 years before the rapid rise of the skincare industry, Ayurveda enumerated the science of skincare in tremendous detail. This was then condensed into daily beauty rituals and household ingredients that were passed down from mother to daughter for generations. In the 1980s came the advent of modern cosmetology and dermatology, which popularized chemical and eventually laser-based treatments; treatments that showed quick results but not without side effects.

However, as we continued to become more health conscious and aware of the limitations of chemical-based products and their potential long-term harm, once again the demand for natural skin care products arose. This has now led to the convergence of the two eras, with herbal Ayurvedic ingredients finding a place in modern skincare products. Forest Essentials and Kama Ayurveda are Ayurveda-inspired beauty brands that are pioneers in this movement. Even internationally, Ayurveda-inspired brands like Fable and Mane, Ranavat, and Inde Wild have gone mainstream.

According to Ayurvedic science, skin is not just skin deep. Twak or skin is





the sub-formation of Rasa dhatu. Rasa dhatu is the essential tissue that first gets nourished from the foods we consume and can be loosely translated to mean plasma and lymph. This means that the foods that we eat are primarily responsible for the generation and repair of skin cells.

Beyond that, Ayurveda recognizes that topical care for the skin can be quite different from person to person, depending on specific requirements. While one could be looking for an enhanced glow, another could be struggling to reduce redness and inflammation. Therefore, skincare ingredients have been classified into these various categories.

Varnya -

Substances that bring a glow to the skin.

These are widely used in skin care products today and are safely used by almost anyone. Saffron, vetiver, manjishtha, licorice, sandalwood, and lotus make it to the top of this list. One extremely effective Ayurvedic Varnya

formulation is kumkumadi taila. I often recommend testing the quality of this product by smelling it. If you can smell the kumkum (saffron), then go for it!

Vayasthapana -

Substances that restore youth.

As one hits the dry Vata stage of life, signs of overall aging first show up on the skin, making anti-aging skin care a huge industry. Ayurveda identified certain ingredients that particularly slow down the deterioration of the skin. If you see gotu kola, ashwagandha, amalaki, bakuchi, or even carrot oil in your skincare product, know that they are present to keep your skin looking younger. Bakuchiol, the active ingredient in Bakuchi is now widely being used as a natural substitute for retinol, as retinol is harmful to pregnant women.

Vranaropan - Healing

As the skin is exposed to external pollutants and even internal metabolic processes, minor and major abrasions

can happen on its surface. Vranaropan herbs work to heal the surface of the skin and generate new cells quickly. Some commonly used Vranaropan ingredients are neem, daruharidra, aloe vera, and turmeric. Shatadhuata Ghruta, a ghee that is washed and processed 100 times is my favorite Vranaropan formulation.

Tvachya -

Promote overall health of the skin

These substances mainly work on the texture of the skin by moisturizing and gently evening out the outermost layer of the skin and promoting new cell generation. Aloe vera, cow's ghee, raw milk, and sariva make it to this list.

Sandhaniya -

Keeping the pores bound

As the surface of the skin goes through regular wear and tear, the pores aren't held as tightly together. Sandhaniya substances work on keeping the surface of the skin well-bound. Jasmine, rose, manjishtha, sariva, aloe vera, and cow's milk are well-known sandhaniya substances.

Shothahara -

Anti-inflammatory

A puffy face to wake up never leaves one feeling good. The causes for this could range from indigestion to systemic inflammation, to even lack of sleep. Ayurveda lists certain substances that help to soothe the skin and reduce puffiness. These include turmeric, nagakesar, aloe vera, rose, and thermal sulphuric water.

Skillful formulation of an effective Ayurvedic skincare product would mean understanding the individual properties of each ingredient to bring them together in a balanced formulation. The one substance that is highly underutilized in Ayurvedic skin care products is ghruta or ghee, probably owing to its peculiar odor and perishability. That being said, the range of Ayurvedic products and ingredients in skin care continues to expand and grow ■

MAKE EVERY MOMENT OF YOUR LIFE COUNT



Lovina Gidwani
Lifestyle Coach

It was 16 years ago on a hot April afternoon at work. Suddenly, everything seemed to cave in around me. I felt like I was suffocating with my head starting to spin. I rushed to the washroom in panic. With the door shut behind me, I collapsed on the floor and started sobbing uncontrollably. I could not understand what was happening to me. All I knew was that I felt exhausted, fearful, and wanted to run away.

I left work instantly. Once I got home, I spoke with a close friend, who felt I was possibly heading to burnout. She said only one thing to me, “Please take a break and undergo Vipassana!”

I had heard her sharing Vipassana experience earlier, but never bothered to heed any serious attention. When I reflect on that moment, it always reminds me of Victor Hugo's words, “Nothing is more powerful than an idea whose time has come.”

The time had, in fact, come. It was time to shake off the past, stop churning over past decisions, and drop all fears about the future. It was time for only being in the ‘now’.

I was lucky to get a booking at the Igatpuri Vipassana centre within a week to immerse myself in a life-changing experience. Vipassana, which literally means to see things as they are, is an ancient meditation technique taught by Shakyamuni Buddha over 2500 years ago. Much of the process is in the public domain now. What I must share is how it transformed my perspective on life. It taught me how to accept all the curve balls that life throws at us. I realized I have to accept that challenges were part of life, but what I could change was

my reaction to them. I could evoke my wisdom to respond to each challenge with more grace and calm.

A philosophy that further brought it all together for me as a way of life was my encounter with Nichiren Daishonin's Buddhism, the essence of which is — my life is the effect of the causes I create. And I can change everything starting now! It is all about summoning a pearl of inner wisdom and the courage to take the correct action.

Thereafter, began my journey to understand what it takes to be happy. After all, all humans are universally bound by one quest - to be happy. Our desires for riches, love, and material possessions are all ultimately aimed at only being happy.

But what can make us truly happy?

A chance yet profound encounter with His Holiness, the Dalai Lama, brought me an insightful answer. At a global wellness conference, where His Holiness was on stage, taking questions, I jumped up at the opportunity to ask, "Your Holiness, what is the path to happiness?"

He answered with the characteristic twinkle in his eye, "Happiness is in this moment." This reminded me of the words also attributed to him: "A man sacrifices his health to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present nor the future; he lives as if he is never going to die, and then dies, having never really lived."

For weeks, I pondered over my brief yet profound interaction with his holiness. Suddenly, it was crystal clear that taking charge of my health 'now' had to become my priority. Without health, all else is of no use. I come from a family of health-conscious, yoga practitioners and I believed I had done all that I needed to do, to live healthily. Yet, I had been on the verge of burnout! While outwardly, I had always been trim and fit, inwardly, I hadn't felt well. The realization struck me about how powerful the mind is over the body and that to be whole and truly healthy, my mind, my body, and my spirit had to be healthy. To be healthy is to be happy, and being happy helps to be healthy.

From the beautiful, calming environs of Chiva-Som Spa in Hua Hin, Thailand, where I trained and worked to master treatments that heal the mind and body - to the Jindal Naturopathy Ayurvedic centre in Bangalore, India, where I experienced a rejuvenation so intense that I was bursting with energy and healthfulness - to the gourmet nutrition training at the Natural Gourmet Institute New York, where I learned how the right ingredients, cooked the right way could reverse specific lifestyle diseases; I can attribute my life journey from then onwards to both serendipity and a conscious journey of discovery.

As I learned about gourmet nutrition, I also learned about the importance of gut and digestive health and that the origin of diseases begins with the stomach. I was convinced that we are indeed what we eat. I began to go deeper to learn more about Ayurvedic practices. The more I have immersed myself, the more pride I have felt. In a world that is collapsing with poor health, stress, and strife, I am extremely proud of my Indian heritage, which is gifting the natural science of health and healing to the world in the form of Ayurveda and Yoga.

Today, I want to share a few practices that have had a profound impact on my overall health and well-being. From June 2006 to now, I truly feel like a different person—more energetic, positive, resilient, and joyful, and I have a lot to be grateful for.

I have been able to translate my experiences into some powerful habits that people can easily implement every day to enhance their health, well-being and life spans. I'm delighted to share three habits here:

Brahma Muhurta—

Waking up early



According to Ayurveda, waking up one and a half hours before sunrise is ideal. This time falls between 4 - 5:30 am and is called Brahma Muhurta, meaning the time of the creator. It is the time when everything is still. I have experienced that the serenity, freshness, and purity of this moment, help me connect with my purest self.

In the hustle-bustle, noise, and deadlines of our day-to-day lives, our purest self gets buried deep. Typically, we are anxious as soon as we get up, rushing to get on with the chores of the day, many times not very efficiently or joyfully.

Yet, in the stillness of the early morning hour, we can pause to listen to our mind, our inner voice, and our bodies. Knowing when a dull knot or pain speaks to us, never without a reason, is what this pause enables.

If confused about which course of action to take on an important matter, I am able to get that clarity. This is the time I have an appointment with myself and I make sure I meet it. And trust me, this little extra investment of time is never wasted. It makes the day more focused, less wasteful, and my actions more productive. I am able to bring my best self to all that I do.

Surya Namaskar –

Gratitude sun salutations



Surya Namaskar is a Sanskrit word that means offering homage to the Sun. It is a combination of twelve asanas (postures) performed in a sequence. The sequence of gracefully linked poses, performed in gratitude and dedication to the Sun, can set the tone for a day full of positivity, benevolence, and inner calm. Also, the solar plexus is a system of radiating nerves and is found in the pit of the stomach. This is connected to the Sun. Regular practice of Surya Namaskar activates the solar plexus and keeps us feeling optimistic, grounded, and confident.

Gratitude is a wonderful way to begin the day, count blessings, and focus on all that's good with our lives, with people, and with the world around us. One feels optimistic, thinks positively, and takes actions that bring an equal effect of positivity.

Pranayama –

Conscious Breath Regulation

Prana means life and Yama means to control in Sanskrit. I recall the words of my yoga instructor reminding me that our life is not defined by years but by the breaths we take.

The right techniques of breathing impact our strength, energy, and ability to handle stress. The aim is to expand the life force (prana) by utilizing the breath. Pranayama regulates the process of breathing and brings a runaway mind to the present. This is important to bring balance and harmony to our mind and body. Studies have proved pranayama expels



carbon dioxide and raises oxygen levels fuelling brain cells, thus improving appreciation of the present moment.

I am truly awestruck by how Yoga and Ayurveda work in complete complementarity. With Ayurvedic practices, I have healed my body. With Yoga, I have strengthened my bodily functions and improved my concentration. Both practices have brought me back closer to nature. After all, our bodies are one with the elements of nature - Vata (air + space), Pitta (fire + water), and Kapha (earth + water). When we embrace nature, salute nature, and listen to nature - therefore listening to our own minds and bodies, we can truly be in brimming health and harmony with ourselves and the world.

I share this with you, my readers, as I would love for you to embrace the power of now, love yourself, heal yourself and pack life into each moment as that moment is now ■

About the Author

www.agelesswithlovina.com

Lovina is a noted Lifestyle Coach and has been in the wellness space for over two decades.

As the founder of Spa Guide-n-Light & a Wellpreneur®, she helps set up spas and wellness projects globally to empower people with knowledge, awareness, and simple tips that can be pro-actively implemented every day to fortify their health, well-being and life spans. Her corporate workshops specialize in preventive wellness for employees and women's hormonal challenges, even more, relevant in this new world scenario.



The Amala Cancer Hospital and Research Centre, Thrissur, founded by the late Padma Bhushan Fr. Gabriel Chiramel CMI in 1978, stands as a rare institution where Modern Medicine, Ayurveda and Homoeopathy converge on the same campus. We have a dedicated team of Ayurveda doctors, therapists, nurses and other service staff with remarkable experience who are knowledgeable and effective in supporting the patients in every possible way.

No doubt, every individual yearns for a long, healthy life, but pollution of air, water and earth, fatiguing lifestyle, and rapid urbanization have made us prone to many diseases and immune disorders. In this scenario, Panchakarma therapy in Ayurveda, which primarily aims at eliminating bodily impurities [detoxification] followed by rejuvenation therapies, helps to strengthen the immune system and restore the body back to its normal state. Treatments like body massage, oil bath, bolus massage, rice-bag massage, powder massage, shirodhara and body purification treatments like emesis, purgation, medicated enema, nasal instillations are done by expert therapists. Come and experience the difference!

SALIENT FEATURES OF AMALA AYURVEDIC HOSPITAL:

- Peaceful and holistic atmosphere
- Eco - friendly ambience
- 65 bedded hospital
- Super deluxe and Deluxe A/C & Non A/C rooms
- Cottages (Ayurveda Bhavan)
- Ward facility
- Yoga and meditation
- Physiotherapy unit
- GMP certified Medicine preparation unit
- Herbal garden
- Roof garden
- Ayurveda Canteen
- Chapel
- Library
- Insurance reimbursement facility

CERTIFICATIONS

- NABH accredited
- ISO certified
- Ayur diamond Certified
- GMP certified

CLINICAL SERVICES

- Neuromuscular disorders
- Respiratory disorders
- General Medicine
- Dermatology
- Gynecology (Infertility, Antenatal & Postnatal care)
- Gastroenterology
- Eye & ENT diseases
- Pediatrics
- Urology
- Psychiatry
- Aphrodisiac
- Preventive and social medicine
- Yoga



AMALA AYURVEDIC HOSPITAL & RESEARCH CENTRE

Amala Nagar, Thrissur-680 555, Kerala, India

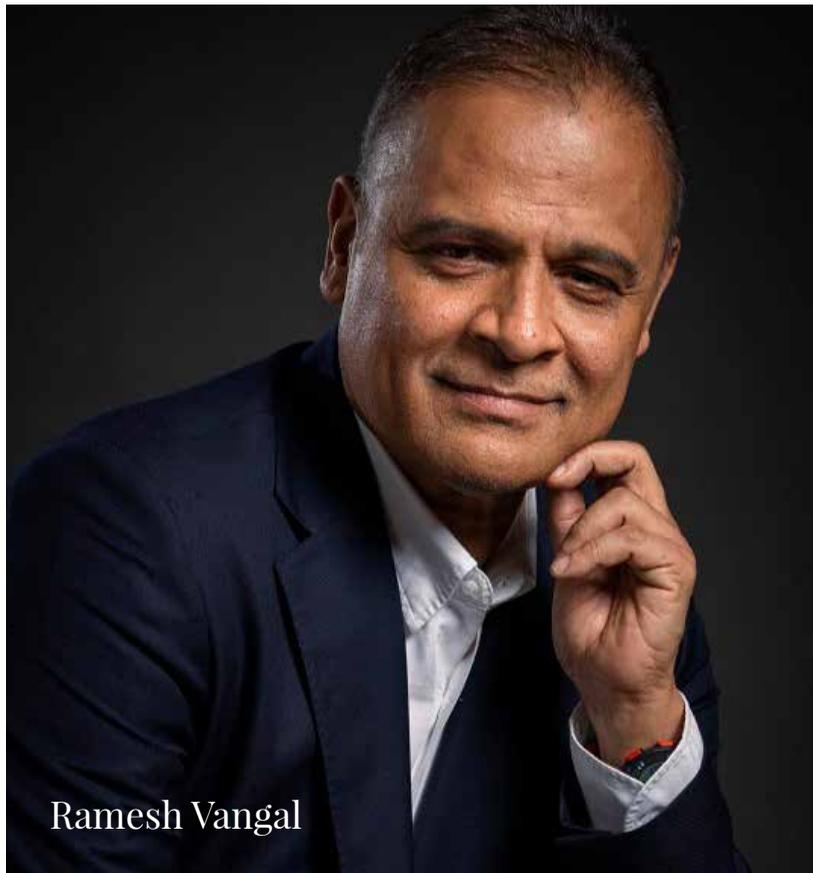
E-mail: amala@amalaayurveda.org

Ph: +91 487 2303000 | Whatsapp: +91 9188303000

www.amalaayurveda.org

MAN ON A MISSION

His goal: To make Ayurveda part of the \$ 4.5 trillion global wellness industry



Ramesh Vangal

Every business has a Unique Selling Point. Nations do as well. The Taiwanese economy's umbilical link with its semiconductor industry is a case in point here. Unquestionably, two of India's USPs are Ayurveda and Yoga. They are unparalleled in the entire world, as both brands and products.

The world today recognises their enormous potential to ensure the health and welfare of the entire human race. The solution to the majority of humanity's ills is as simple as an adage: 'Prevention is better than cure.'

Ramesh Vangal is the Founder and Chairman of Katra Group, including subsidiaries Kerala Ayurveda India and USA. He has also established 'The Asha Foundation', to help children with cerebral palsy, autism, and children with special needs.

His career began in 1980 with marketing assignments in Europe, the Middle East, Central America, the Caribbean and West Africa at Procter & Gamble. As President, Asia Pacific, he led PepsiCo's landmark entry into India, in early 1990s, widely considered a pioneering step for India's opening to foreign direct investment. At PepsiCo Global HQ in New York, his name is engraved on the 'Walk of Achievement.'

Having spent a successful career at multinational companies such as Procter & Gamble, PepsiCo and Seagram, he now deeply believes in the power of nature, Ayurveda, and Yoga. With modern science's validation, he aims to build a global consciousness-advancing institution that integrates the ancient healing science of India, Ayurveda and Yoga. **Vinod Nedumudy** catches up with **Ramesh Vangal** to find out his vision and mission on Ayurveda.

Q) From Pepsico to Seagrams and more to wellness - what has the path been like?

My time with large consumer multi-national companies gave me a deep consumer insight in terms of what aspirations people have. For example, why do people buy a soft drink like Pepsi? It is because it represents glamour and fun and youth. With Seagrams, I helped create a business like in the case of Pepsi, except that it was into alcohol. And while it comes with a strong brand identity like Johnny Walker and Chivas Regal, alcohol comes with its share of controversies.

The move to wellness is not connected to business or my interest in consumer insights. It is more to do with going into MYSELF. And finding out what it is that I wanted to do. And it is very clear to me that it is WELLNESS.

Q) Would you mind sharing what your biggest wellness-related discovery was?

It was AYURVEDA. I've been involved with consumer goods all my life. But you know, something strange happened to me about fifteen years ago. I went to a place which helped me deal with my health issues and it was a magical transformation! This was through AYURVEDA at AYURVEDAGRAM, one of India's most awarded wellness centres.

There is enormous wisdom in Ayurveda, particularly in the Kerala variety, because Kerala carries an unbroken tradition of Authentic Ayurveda.

Through my journey with Kerala Ayurveda Limited (KAL), I got deeply involved with a great degree of interest to know that Ayurveda can make me feel so much better. It could improve my health because I was borderline diabetic, I was borderline blood pressure, I was borderline cholesterol, and today I'm perfect. My health is excellent. Ayurveda has transformed my life, and I believe it can do the same for you!

Q) Why Kerala?

If you look at the history of Ayurveda, you will see that there are thousands of years of tradition, but in the history of India, a lot of invasions happened and whoever came brought their own ideas, their own sciences. So there was a period when the system was disrupted, but that small strip of land known as Kerala was completely protected by nature and people and was able to continue the unbroken tradition of Ayurveda. That is why the Kerala tradition became identified as the authentic Ayurvedic practice across the globe.

Kerala is very diversified, a land very rich with dif-

ferent types of climates. There are mountain ranges, serene backwaters and there are beautiful beaches and plenty of herbs. Ayurveda from Kerala is a science that harnesses the goodness and the healing benefits of this nature.

Q) How would you describe the global scene of Ayurveda?

The pandemic has given 'Ayurveda' the opportunity to dominate the 'natural healthcare revolution' which has already begun.

The global wellness industry alone is worth \$ 4.5 trillion. The global Ayurvedic market is expected to reach US\$ 16230 million by 2028, up from US\$ 7273.3 million in 2021, at a 12.0% CAGR between 2022 and 2028. With a market share of approximately 80%, India is the largest Ayurvedic market.

India has the potential to be a world leader in providing affordable, holistic health care, and "our government is fully committed to the promotion of Ayurveda and traditional systems of medicine," says our Hon'ble Prime Minister, Shri Narendra Modi. The International Day of Yoga, led by him, has certainly connected the world with us, resulting in a significant increase in people practicing Yoga. As a result, there is a growing interest in the Ayurvedic healing system as well.

The study of current market scenario & marketing prospects of Ayurvedic medicines, particularly considering the COVID pandemic, reveals that, Ayurveda can be seen as one of the most visible faces of alternative medicines practiced throughout the world and a recognized valuable alternative to allopathic medicines.

Q) What are the challenges you see for your company and India as a country in popularising Ayurveda in a world dominated by the Allopathic Medical System?

Inadequate scientific scrutiny and concerns regarding standards and quality are of major concern. Complex herbal formulations in Ayurveda are not accepted because there is no clear evidence of rationale or mechanism of action. Also, there is a perception of heavy metal contamination of Ayurveda products. So, the major challenge we, at KAL, are addressing is to establish the three basic pillars of SAFETY, PURITY, and EFFICACY.

To establish unimpeachable globally accepted validation of 'Efficacy', we have the strongest scientific network complement of research globally. Strategic alliances with leading universities such as Banaras Hindu University (BHU), India and Renovel Discoveries Inc.,

USA have helped us substantiate the therapeutic efficacy of Ayurvedic products through extensive pre-clinical studies in the US and pharma rigor double-blind placebo-controlled clinical study in India.

As a result of our efforts, we recently made a significant breakthrough. We have been awarded a US patent for our unique proprietary polyherbal formulation.

We ensure that pharma-level rigor testing protocols and globally accepted standardization benchmarks are followed at all stages. Our US products are USFDA and California Prop 65 compliant. Prop 65 standards for heavy metals are difficult to achieve, while Indian standards are less stringent. If Ayurveda can target Prop 65, we believe it will boost our credibility enormously not only in the US but in Japan, Europe and Korea.

Q) How do you think we can position Ayurveda as a global mega-brand?

The Best of Nature is at the Core of Ayurveda. Rightly called the 'Science of Life', Ayurveda restores 'True Balance'. Ayurveda not only has enormous potential as a natural source of curative and preventive therapeutic aid, but it has also attained a significant role in healthcare system worldwide for wellbeing, not only in diseased conditions, but also as potential material for maintaining optimal health.

Even though Ayurveda is not recognized, trained counsellors can operate in 11 'Health Freedom' states of the USA. KAL has the foremost Ayurveda Education School in the USA with a branch in Kerala, India. Over the past few years, we have launched over 300 Ayurvedic products in the US, which have been widely accepted. The US centre has trained approximately 3000 professionals in Ayurveda and we recently made an inroad in Norway, where we launched Kerala Ayurveda Academy in 2021 and the first group graduated last month. On the digital front, we have started to build a powerful digital community platform combining e-commerce, doctor support and consumer outreach.

As a global wellness ambassador, I believe that strategic growth/expansion plans are necessary to ensure that Ayurveda is promoted globally in an authentic manner for the benefit and wellness of humanity.

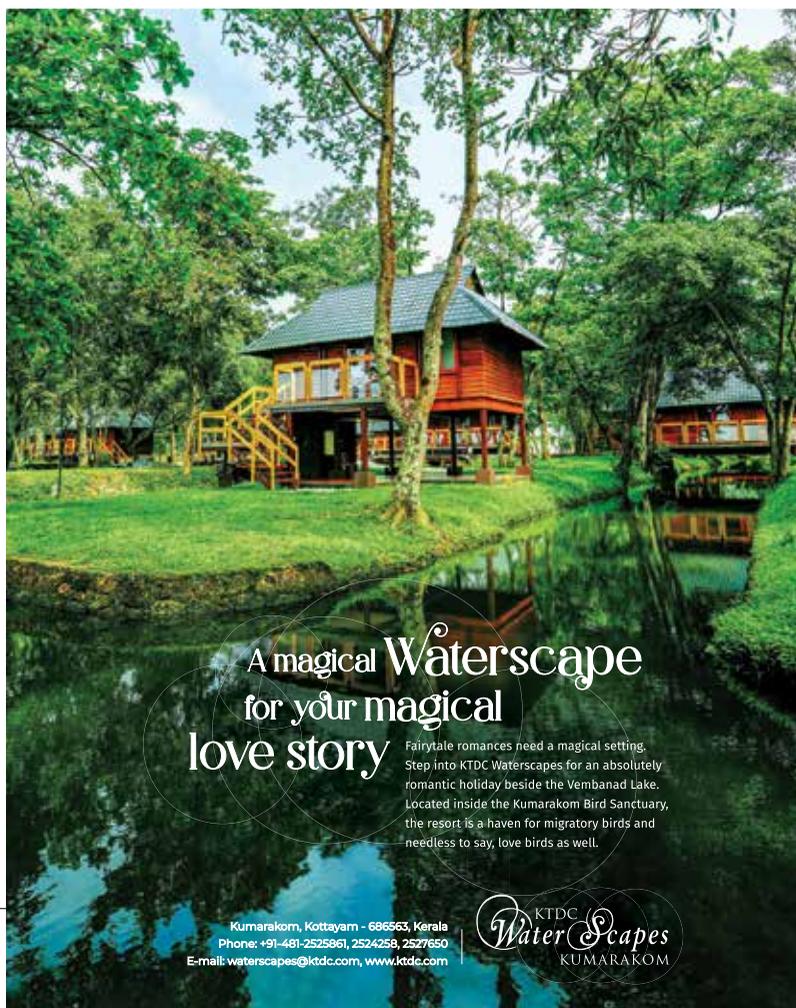
Q) Going forward what is your strategy to tap into the \$ 4.5 trillion global wellness market?

We are Inspired by Ayurveda, Powered by Science, Propelled by Education and Fueled by Digital Revolution.

Our efforts are focused on product innovation, continued medical education, strategic research alliances, improved product availability and outreach through digital community commerce platform and strategic implementation of growth/expansion plans. With a well-trained sales team, a large network of clinicians, a well-established distribution network, and a digital channel to ensure fast and timely product delivery, KAL will continue to meet the needs of both healthcare professionals and customers by providing high-quality, safe, and efficacious products and specialized treatment for a variety of ailments.

KAL is well positioned to expand the reach of Ayurveda, given its vast scientific knowledge and practical experience in treating over a million people each year, through its network of clinics, hospitals, and resorts in India and abroad. We are all set to capitalize on the growing medical tourism potential in India and become a major player by providing authentic Ayurvedic treatments from Kerala.

We are committed to 'Globalizing Ayurveda' and leveraging the India arbitrage 'From India' and 'For India'.



A magical Waterscape
for your magical
love story

Fairytale romances need a magical setting. Step into KTDC Waterscapes for an absolutely romantic holiday beside the Vembanad Lake. Located inside the Kumarakom Bird Sanctuary, the resort is a haven for migratory birds and needless to say, love birds as well.



SUDARSHANAM

Ayurvedic Eye Hospital & Panchakarma Centre

Thiruvalla-5, Kerala, India

Phone: 0469 2630 718, 807 515 0603

Email: info@netrafoundation.com | www.netrafoundation.com

Spectacles Improves Vision

Ayurveda Strengthens Eyes & Improves Vision !!!

◆◆ ————— ◆◆
30 years of Better Vision ...Sudarshanam...
◆◆ ————— ◆◆

Estd. 1993

AYURVEDA IN HEALTHCARE TOURISM



Dr. Narendra Bhatt

M. D. Ayu. & B. Sc.
Director for Research,
College of Ayurveda,
Bharati Vidyapeeth University, Pune.

Global Opportunities for Ayurveda

Increasing lifestyle disorders, improved economic status of individuals, concerns of chronic and degenerative diseases, and focus on preventive health rather than treatment of illnesses have increased the number of health seekers in the world over the last few decades. Interest in complementary treatments for metabolic illnesses for a better quality of life has added to the momentum.

‘Medical Tourism,’ once driven mainly by economic solutions, has entered a new era of ‘Healthcare Tourism’ to cater to an individual’s search to prevent diseases and get respite from borderline disorders or even serious ailments.

Globally, Ayurveda has reasonably established itself as a sought-for constituent of complementary and alternative medicine – CAM as a system. It is now even being looked for a cure to provide therapeutic solutions rather than being only a source of dietary supplements or natural products. In the now common internet age, the awareness about Ayurveda, its principles and practices, and its offerings are much more profound than ever before. It is no more a mystified system; rather, the curiosity is about its working, how it benefits and whether it satisfies the specific needs of an individual.

The world is now ready to explore Ayurveda for its inclusive and yet explicit space in health care delivery. The time is now ripe for all three - preventive, promotive, and curative areas of health and medical care - to be exploited with Ayurveda. The inherent strengths of Ayurveda shall be translated into working modules as offerings to cater to a variety of these requirements.

Any sector in need of growth must clearly define what the opportunities are. What are the needs? What does a user or a patient want? These requirements are to be matched with what Ayurveda as a medical system can offer with assurance. Accordingly, the sector can plan, prepare and position itself to create and secure its own space. The strengths of the knowledge must be supported by systems and procedures to provide health benefits and medical solutions. Strategic thinking on part of the authorities and collective efforts by those in the



business of healthcare giving will help develop the viable edge which is so vital in the present-day competitive environment. In long run, such a strategic move will be beneficial to the sector as a whole. It will help identify and create relevant markers and methods to achieve them.

'Personalised Care' is looked for by both the provider and the seeker of health. The health-seeker, must be in



a position to have options to choose the one most suitable. As the whole healthcare delivery is getting more and more institutionalized, the challenge is to develop and establish markers for institutional performance that will help the consumer understand the benefits of the system. Reliability and standardization could be achieved only through skill development, training, equipment, and efficient and effective use of all. Rather than allowing diverse nonspecific haphazard growth, the need for the Ayurveda sector is to develop itself as a reliable sector for specific health and medical gains.

Reliability and Delivery

The two foremost criteria in health and or medical care are reliability to satisfy the trust of the seeker and to deliver what is promised. Gaining the trust of the client and health seeker

must be the main purpose of attracting and getting accepted. Therefore, it is necessary that the system clearly defines its strengths and develops methods to deliver them. At present, the growth though remarkable has been ad hoc and identified with very few institutions; most of the others being ambiguous and variable. And few of those well-established are either not so easy to reach or are suitable for the most elite only. The sector, therefore, as a whole, need to take steps to raise the bar to be more inclusive and expansive

A simple mismatch of offering a pan-chakarma in the name of five therapy solutions against simple massages and others will not help since information is now available on the internet and the consumer is quite educated. To cite an example, a traveling individual at the airport will opt to avail known service for reflexology or a 10-minute neck and back manipulation where the obvious benefits to tired muscles are known. The healthcare wellness industry, in the form of spas and saloons, has grown substantially. Integrated modalities of such care with effective use of efficient systems and equipment are most desirable. The need is to develop a range of perceivable solutions. Standardization of therapy modules with clearly defined benefits or developing such modalities for targeted groups, say a traveler, an IT worker, or a shift worker, or such, will be appreciated better. In short, clearly defined and stated benefits, even though less in number, will be chosen against the ambiguity of benefits. The need is to provide clarity, communicate regularly and avoid anything that could be perceived as a false promise.

Adopting and Complementing with the New

Mechanical devices for automated massages or water jet massages should be defined or re-engineered to suit Ayurvedic methods. Modified equipment based on principles for abhyanga

or massage and sweda or steam / sauna and such others will generate major interest. The use of newly-devised complementary tools or solutions in the form of medicated drinks, aromas, food and such or external applications in different forms will add to the curiosity and acceptance.

Collectively achieved, 'self-regulation' and standardization of offerings based on inherent strengths of Ayurveda is a must for the sustainable long-term growth of the sector.

As suggested in one of my hospitality messages – 'Keep Smiling, Keep Walking' the motto here could be 'Care with Commitment'. The three influencing factors are (1) Care – the solution, (2) Clarity – the benefits and (3) Cost – the affordability. Commitment to care should be the main one and only purpose.

An effort would be to create an 'AYUSH from India' brand that could be implemented with strategic thinking, stringent training, skill development and clearly stated health benefit offerings added with communication and behavioral factors ■

About the Author

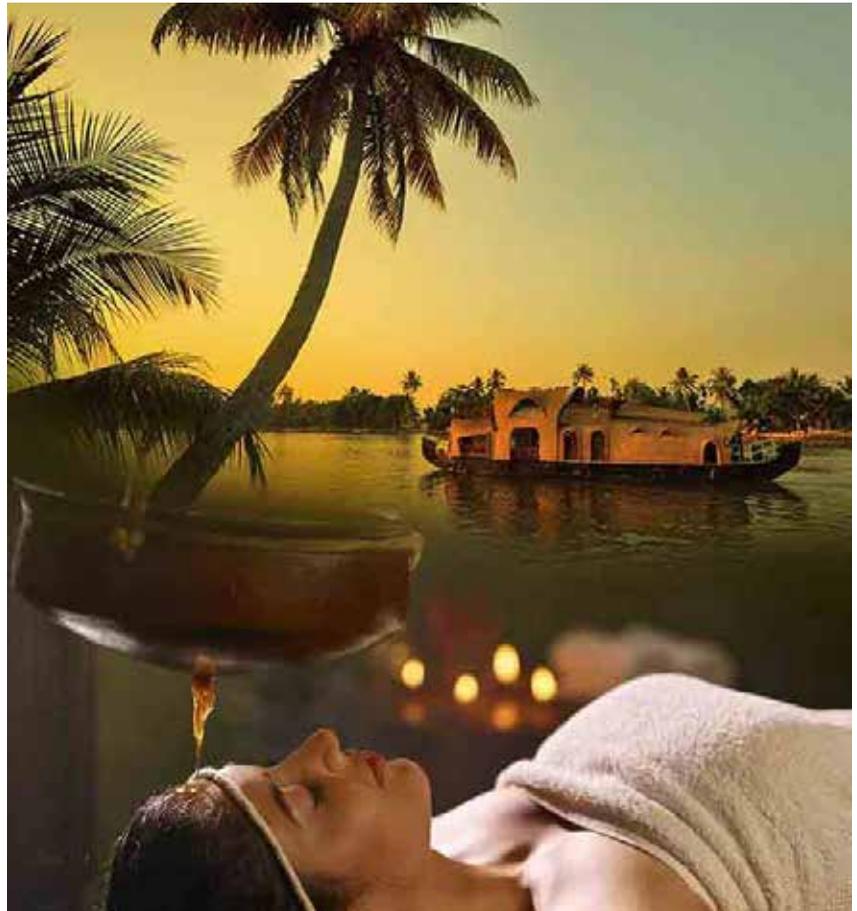
Dr. Narendra Bhatt having nearly five decades of industry, research, academic and clinical experience in the field of Ayurved has extensively travelled both in India and abroad. He has been a keen observer of changing needs of healthcare and medical issues. Dr. Bhatt has held senior most positions in Ayurveda industry. A passionate researcher and pioneer of innovative thoughts and products he has also been an advisor to corporates in healthcare delivery. His observations, remarks and views are appreciated equally by the hospitality industry. He offers corporate consultancy through CRIA Consultants Pvt. Ltd..

www.drnarendrabhatt.in; www.cria.in

AYURVEDA TOURISM SECTOR THE WAY FORWARD



Ashtavaidyan
Vaidyamadham
Dr. Subin Nambudiri,
M.D.(Ay)



Introduction

India has always been known for its hospitality, uniqueness, and charm – attributes that have been attracting foreign travellers. Being a country with tremendous diversity, India has a lot to offer in terms of tourism and related activities. Today, tourism is the largest service industry in India, with a contribution of 6.23% to the national GDP and providing 8.78% of the total employment. However, tourism in India needs to be developed so that it accommodates and entertains visitors in a way that is minimally intrusive or destructive to the environment and sustains and supports the native cultures in the locations it is operating in.

Background

The ethnographic study of Ayurveda practitioners of Kerala reports a diversity that is unique in many ways. Significant contributions to popularizing Ayurveda knowledge have been made in Kerala by a parallel textual tradition developed here in the vernacular ranging from commentaries on classic compendiums to drug recipe books.

The creation of a consumer culture unique to Kerala is attributed to its historically diffused practice. Classical mode of medicine consumption had become habitual to the masses. Tourism generated new categories of consumers who had expectations which mostly did not match with conventional ideas of Ayurveda treatment. The new wave of commodification might prima facie appear to have created a major deviation from the way Ayurveda is practised and consumed (Brand Kerala: Commodification of Open-Source Ayurveda: Chithprabha Kudlu, 2013). This has led to intended and unintended misinterpretations. At the same time, it has also brought attention back to Ayurveda in its holistic integrity. Traditional consumers are caught in a bind between a new form and the old; here, the consumer must decide what is authentic without having any knowledge to fall back on.

Aim

Ayurveda is one of the categories explored by tourists from all over the world. Their needs are different. Some come to experience the Ayurveda treatment, some come to learn the science, whereas another group comes to explore the possibilities of expanding the network to their countries or so.

Here, this concept proposal is being put forward to develop a strategy to manage tourists exploring Ayurveda and give them the experience of real Ayurveda.

Mezhathur –

An ethno-medicine model

One should know the history of Mezhathur, a small village located in Palakkad district to envision this concept. Located close to the Bharathapuzha river, which is usually identified with the cultural heritage of Kerala, it is known locally as “Nilatheerathe Vaidya-grama” (Village of physicians on the bank of river Nila). Reasons are worthy knowing.

Primarily, this village has a long history of Vedic rituals. Due to this long period of rituals, those who couldn't move away had to be attended to for



medical needs. One of the Ashtavaidya persons/families was entrusted to carry out this duty and was given the title “saala-vaidya”. They offered medical services based on the treatment principles laid down in Ashtangahridaya, Chikitsamanjari, Sahasrayoga etc. This family is known as Vaidyamadham.

Not far from this place is CNS Vaidyasala, where another facet of Ayurveda is preached and practised. Bala-chikitsa in Kerala was enriched by the addition of Arogyarakshakalpadrumam, a text written by Kaikkulangara Rama Varier, a renowned scholar. Another branch of Ayurveda, Shalakyas, is practised in the traditional way by a group of physicians belonging to the Puliappata and Mukkadekkatt families. Dagdha-vrana management, a part of Shalya-tantra is dealt by Kalladath Valappil family physicians. Not so far away is located the Peringode Kalari (Poomulli Mana) where the traditional Kalari (Marma-chikitsa) is being taught and practised (Aaram Thampuram's Ayurveda Mana). Within a perimeter of fifty kilometres, one can explore other branches of Ayurveda like Rasa-sastra, Rasayana, Agada-tantra, Graha-chikitsa at different centres. And finally, one may consolidate all these experiences and nourish them at Kottakkal, the home of Vaidyaratnam PS Varier's Aryavaidiasala and Ayurveda College.

If guided in this circuit, a tourist gets a need-based exposure which ensures services that have value. All the service points can be defined prior, and service delivery can be made easy. Besides, the

tourist can also explore eco, cultural and heritage tourism on the banks of River Bharathapuzha and at places like Kerala Kalamandalam (Deemed University) which lie nearby. The only requirement for this is that the stakeholders need to be sensitised and standards need to be set by an agency which coordinates, monitors and evaluates the whole event.

This is just a narrative of a real-life model which is already practised to an extent. Other regions of the country, or Kerala itself, need to be encouraged to identify such models and such efforts need to be supported. AYUSH may conduct a workshop inviting the key players to work out the details of such ventures.

Expected outcome:

- Tourists exploring Ayurveda will be directed in the right way, thereby negating chances of fraud of any kind
- Central and State Governments can control the whole mechanism by entrusting the responsibility with regulatory authorities like AYUSH, NAM etc.
- Genuine and real Ayurveda and its stakeholders will be benefited from the support provided ■

(The author is Assistant Professor, Dept. of Panchakarma, Vaidyaratnam PS Varier Ayurveda College, Kottakkal, Kerala-676501.

Email: vaidyamadham.dr@gmail.com

Mob: +919961732125)

Acknowledgements:

1. Ashtavaidyan Vaidyamadham Dr.V.N.Vasudevan Nambudiri, Physician & Partner, Vaidyamadham Vaidyasala & Nursing Home, Mezhathur.
2. Chithprabha Kudlu. Brand Kerala: Commodification of Open-Source Ayurveda, 2013.
3. Harilal Madhavan. Globalising an Alternative Medical Knowledge: Modern and Transnational Ayurveda in Perspective, 2009.

VALIDATING AYURVEDA: The challenges



Bhaswati Bhattacharya

MD (Medicine),
PhD (Ayurveda-BHU)

Physician-Scientist-Teacher-Author,
Weill Cornell Med, US
Fulbright Specialist 2018-2023
Public Health

In the past 2 decades, several campaigns have successfully changed the opinions and buying patterns of the common people toward items that promote Indian values. For instance, Patanjali/Divya and Fabindia have made inroads into the hearts of the Indian people and stolen market share, huge revenues, status, and popularity. Instead of foreign cars, clothes, cosmetics, and watches, the ‘Make In India’ call has evoked much response.

However, Ayurveda as a brand has been unable to penetrate the market in this way, either with products, its soft power as an Indian traditional science, or through its services. Most of its stakeholders are not considered professional due to their low modern skill sets, while most vaidyas do not behave by the professional standards of other respected professions in society.

While everyone is a stakeholder in health and would love to be abundant in strength (bala), disease resistance (vyadhi-ksamatva) and vitality (ojas), only a few in the mainstream truly believe Ayurveda is the path to get there.

Modern scientists continue to deny clinical practice-based research that proves Ayurveda works better than allopathic interventions. Health policy experts demand evidence. Allopaths challenge that there are no published studies. Government experts clamor for evidence that will please the other experts. Laypersons look around and see what everyone else is using; their best evidence is a relative or neighbor who was miraculously aided by Ayurveda, but they do not know how or where to access similar care.

Without accurate standards to convey the practices, services, principles, and products of Ayurveda as a systematic science, today’s regulations and policies are nonsensical in regulating the field. Thus, the standards and protocols created by

regulators who are usually ignorant of Ayurvedic science are ignored by most of the authentic Ayurvedic vaidya population. Accurate standards are based on simple Ayurvedic principles that honor the power of subtle energies, of perception and mind, of the power of living energy in plants, animals, and centered humans, and in the power of concentrated light and sound. When these are used to help a patient heal successfully, the alignment is honored as authentic Ayurveda.

As funding increases today for Ayurveda without a concomitant increase in competence, 'nonsense' standards are on the rise. One example is the increased use of food products that are not tracked from seed to soil, cultivation to harvest, to packaging; these are not foods grown in traditional medicinal protocols of Ayurveda. Another example is the dominant presence of non-practicing vaidyas and scientists on authoritative national committees; their decisions do not reflect clinical Ayurveda accurately. A third example: Ayurvedic products are manufactured on modern pharmacy principles. A fourth example: Education guidelines are based on templates of Allopathic medical education. A fifth example: Clinical practice registration and licensing is also a copy-paste of Allopathic practice, which is drug-centered, not patient-centered.

Poor translations of textbooks lacking peer review are permitted by publishers with an eye on profit. Who will ensure that the concepts are translated accurately? Agni is translated as fire, and not as that which consumes. Sheeta is translated as cold, and not as that which is cooling and contracting. Students reading those texts become confused and cannot interpret the wisdom usefully. Publishers do not know which peers are truly knowledgeable as the credentialing system does not convey who is a good vaidya.

As wellness trends and investors line up to fund projects, the sprouting of Ayurveda training courses, taught

but never assessed for accuracy, allows anyone and everyone to be an Ayurvedic practitioner. These "experts" advise triphala at night, meditation, hot water in the morning, and a host of food plans such as yogurt with fruit that are not aligned with the principles of Ayurveda. Startups focusing on wellness and Ayurveda use financial investment as a metric, but do not demonstrate sensibility or alignment with clinical Ayurveda services or traditional-and-accurate-production of formulations. Few have smart vaidyas on their scientific advisory board, and when they do, they simply listen but do not understand what the vaidya suggests, because it is often not practical or profitable.

In the quiet of a small clinic in a home of a town, city, or forest, the authentic vaidyas silently cope by doing their science secretly. To find one, you must sit in complete quiet and feel the vibration of a healer. You cannot find one online, or by the loudest self-promoter. You can search via modern methods and find modern self-promoting credentialed BAMS doctors, but they are mostly unable to teach, convey, and transmit authentic knowledge. Those authentic vaidyas send signals to the true seekers.

People want to find Ayurveda the way they find a status-branded handbag, to fit into their current lifestyles like a puzzle piece that can be swapped out for an allopathic drug that had side effects, like a better car, a healthier food ingredient, or a new house. They want spa comfort, low cost, and no change to their values or routines.

Ayurveda whispers that its truth is ever-present if only we would see the logic of Nature. Currently, we have distorted views about man's role in nature, how he takes in his environment, known as āhāra, and how he digests or processes what he has allowed to enter his being. The modern medical interpretation is about food and ingestion, and it is assumed by their doctors that whatever is eaten will be digested unless it is resistant starch, artificial sugar, or non-nutritive food additive. This gross misunderstanding of āhāra is a symbol of ignorance of the way the humans function. If you want to find a true vaidya, sit and listen to their explanation of the gut and their ability to tailor a prescription to each patient based on the dasha-vidha pariksha, ten factors for personalizing a treatment protocol. You are not what you eat; you are what you digest, and the nutri-



ent reaching the cell is different from it floating around in the blood and measured as f, bioavailability.

Why not just ignore Ayurveda and use modern medicine? The increasing side effects, soaring costs, profiteering by non-physicians, multi-drug antibiotic resistance, and the lack of ability to address the cause of disease make people hunt for another system of medicine. Anyone who has been able to rid chronic, difficult, and incurable conditions using authentic Ayurvedic principles is immediately an example for all. Hundreds of stories of incurable blindness, intractable skin diseases, stage 4 metastatic cancer, and incurable IBS being treated by Ayurveda are circulating today and have created a whisper of the efficacy of Ayurveda.

Similarly, people in the Dark Ages of Europe (450 CE-1450 CE) searched for India to avail of its miraculous spices, procedures, herbal formulations, bhasmas and oils, surgeries, and vaccinations. We must remind ourselves of true history and not the colonial narrative that predominates! Columbus was searching for spices and gold in India. Europe had heard that Akhand Bharat, the land of the Indus, had medicines that cured or prevented diseases that were plaguing Europe.

Another problem today is understanding where to find those well-made spices and medicinal products; trade secrets abound in the name of modern medical patents, and only the quiet network of vaidyas knows where to find the plants and how to make them into medicines. Furthermore, today they must hide the formulations, in order to prevent exploitation by superficial profiteers and pirates, who are now Indians and not just Europeans.

The path to validation of Ayurveda is similar to a branding campaign for a new product that addresses a problem or gap in society. The campaign, however, must be led by people with the important skill set of understanding authentic Ayurveda, not just a stakeholder in the healthcare system or an enthusiastic entrepreneur. The modern vaidya today needs to demonstrate the basic principles of Ayurveda with replicability, predictability, and accuracy of communication.

Research Studies to Validate Ayurveda

Evidence from research studies is only relevant once people believe that the results are valid. Today's researchers in Ayurveda are mostly lacking a proper understanding of subtle energies, botanical medicines, and clinical practice. They fail to connect the dots and thus cannot believe the research results they get. Biomedical scien-



tists distort Ayurvedic principles as they translate them through their filters of understanding. Ayurvedic scientists often do not understand the methods and algorithms of scientific research, and lack the skill sets of background research, how to ask research questions and set up a protocol, publication writing, and clinical data intake.

Before a research method can be selected, researchers must learn how to ask questions to research and the types of research that can best capture the data that answer that question. There are 20+ types of research studies that use different ways of structuring the capturing of data. These must be studied and

understood deeply; a true scholar will find they will easily adapt to Ayurvedic processes when the investigator can detail the ways in which they work.

The infamous RCT, randomized, double-blind clinical trial, is appropriate for pharmaceutical drugs, but not for Ayurveda. Why? Interventions in Ayurveda require the patient to know the treatment they are getting to participate, thus they cannot be randomly assigned to a treatment, given a placebo, or blinded. The scientist will protest that bias and placebo will occur.

If a placebo is the power of the mind to accept treatment and make it work regardless of its chemical basis, then the power of the mind is denigrated by modern medicine, and yet Ayurveda promotes it. Subtle energies that are positive and align with the bioelectricity of the human mind, heart, and body are encouraged.

Modern research approaches for understanding a formulation's mechanism are different from research approaches for understanding the formulation's mechanism when used

in a particular patient with a particular condition. The formulation does not work on the disease; it works on the patient! Based on the logic of the formulation, two different patients with different environments but with the same condition cannot benefit from the formula because their cellular mechanisms work differently. These cellular mechanisms sometimes are understood best by the concept of doshas.

Before-after studies, often used in consumer products research and whole systems research, are often easier, cheaper, and faster. Learning how to set up the study before gathering data makes all the difference. But this is not taught methodically by most scientists because pragmatic issues are not respected and incorporated into the study. Subtle energies are also not taught or respected. And most scientists want to study a minor component and then generalize it to the whole body; it is simply not accurate. Getting a cell culture or mouse to elicit a reaction does not mean it would elicit the same reaction in a living human body. Watch how a single man acts when alone, and how he acts when he is surrounded by others; the actions are different, and the same is true for cells and animals. Yet we demand these kinds of evidence because they are the norm of modern medical research.

The Example of Diabetes

The example of diabetes is a robust one. Diabetes mellitus is understood in modern science as high blood sugar, but the cause is thought to be the pancreas and insulin function problems. New molecules are discovered, and studies are done on rat models that artificially destroy a portion of pancreas cells. If the drug or formulation works on the rat, it is then validated and sent to be tested in humans. Modern medicine fully admits that often these drugs do not then work on humans as they did in cloned rats. A slight improvement in blood sugar is heralded

as a great drug and is heavily marketed. Clinicians remain quietly wary.

Ayurvedic wisdom knows that many conditions in the body can result in high sugar, especially in the urine, but high sugar is a signal and does not mean diabetes. A host of symptoms is examined. Infections can cause high sugar. Inflammation can cause high sugar. Stress with its release of cortisol can cause high sugar. Hemorrhoids can cause high sugar. Anemia can cause high sugar. IBS can cause high sugar. When we treat the underlying cause and the high sugar resolves, what does it mean? Many people are committed to diabetes drugs and never discover that they never had diabetes because they were diagnosed based on a transient symptom.

Ayurveda's research must validate the concepts of Ayurveda, not the concepts of modern science. To examine the proof that Ayurveda works, different designs than the RCT must be used. Background research of published papers must be done. Investigators must learn critical thinking and then develop new models that fit Ayurvedic logic well. Few MD or Ph.D. specialists of Ayurveda are able to complete robust literature searches of previously published research. And they move forward blindly, with outdated theories, outdated science, and an incomplete understanding of clinical phenomena.

To move forward with the question of which research studies will validate Ayurveda, we must have researchers who are able to understand the basic tools and methods of research, but also the basic tools and concepts of Ayurveda, basic abilities as a clinician, basic understanding of Sanskrit as a worldview, basic understanding of the 14 vidyas and some of the 64 kalaas, and deep self-knowledge. It is unlikely that man will let go of power and prestige and pause in order to serve the goddess of truth, who is ready to show the way to all who want to learn vidya ■



AYURVEDA FOR WEIGHT MANAGEMENT



Dr Nita Sharma Das
Associate Professor,
Lingaya's Vidyapeeth,
Faridabad

Worldwide, obesity is one of the biggest health challenges today. People all over the globe are experiencing stressful life, missing balance in their professional and personal life, and leading a sedentary lifestyle. In 2016, World Health Organization (WHO) declared that the rate of obesity doubled globally compared with 1980. According to the WHO (2016), 1.9 billion global adult populations had either overweight or were obese. This indicates that the challenge has become enormous with each passing day.

Why Ayurveda a safe option for weight management?

Now, weight management is only one way to reduce this health burden. Different conventional medicines are available to suppress central appetite, inhibit digestion and absorption rate, promote metabolic functioning and suppress obesity-inducing genetic elements. Synthetic medicines alter all these physiological phenomena artificially and produce multiple side effects. Neurological symptoms, insomnia, thrombus formation, dry mouth, constipation, and anorexia are common complaints of patients who use synthetic anti-obesity drugs. Conventional treatment also induces dependence and drug abuse. Apart from medicinal treatment, surgical intervention may be recommended for some obese patients with associated co-morbidities. But surgical

intervention can cause infection, deep vein thrombosis as postoperative complications. Anemia and malnutrition can also develop as long-term complications.

Benefits of Ayurvedic treatment in weight management

- Self-healing
- Identification and treatment of the underlying cause of the condition
- Ayurveda involves non-invasive procedures. The risk of complication is negligible
- Ayurveda teaches the right lifestyle measures to reduce overweight

These make Ayurveda a natural choice for weight management. People are well aware of obesity and related health issues like cardiac disorders, metabolic diseases, bone, and joint problems, etc. Moreover, everybody is concerned about their looks and wishes to have a toned, slim body.



Ayurveda treatment approaches for weight management

Ayurveda involves multi-target therapy, including dietary and lifestyle management, yoga, and exercise, herbal therapy, oil massage, sleep cycle regularization, detoxification, metabolic rehabilitation, self-awareness, etc. The Ayurveda treatment protocol is designed to modify eating and activity habits to improve self-efficacy, quality of life/well-being, vitality, stress management, self-awareness around food choices, and best manage barriers to weight loss.

- The dietary regimen suggested by Ayurveda physicians can eliminate or reduce the foods that provoke the weight-increasing elements in the body. The Ayurvedic diet promotes freshly prepared, herb-loaded recipes to boost metabolic rate and excrete toxins from the digestive tract.
- Experienced Ayurvedic physicians or Ayurvedic Yoga therapists can teach specific yoga postures, breathing techniques, and meditation that support improving muscle tone, reducing fat, regulating the nervous system and psychoemotional states, and detoxifying tissues/improving metabolism. Ayurvedic Yoga techniques also counteract obesity by stabilizing the slow, static, cold, heavy, and dense qualities.
- Yoga-naïve participants can increase their endurance by implementation of sequential Ayurvedic Yoga therapy taught by trained Ayurvedic yoga instructors. Yoga instruction is tailored to the participant's functionality, using well-established props and modifications.
- Ayurvedic physicians provide tailored advice during Ayurvedic consultations depending upon the individual patient's requirements. They provide therapeutic suggestions to normalize the sleep cycle, reduction of food cravings, healthy daily routine, sensory input, relationships, and self-awareness for long-term benefits.
- An Ayurveda-conforming cognitive-behavioral therapy approach is a novel introduction to rectifying the maladaptive emotions, behaviors, and perceptions associated with weight gain. This novel therapeutic approach also ritualizes self-awareness practices with an alternative diet.

Ayurvedic herbal remedy for weight management

Herbs are an integral part of Ayurvedic treatment. Ayurveda mentions certain herbs like Chakramardha, Devadaru, Twak, Guggulu, Kebuka, Jeeraka, Haridra, Vidanga, Amalaki, Snuhi, etc. for weight management.

Ayurveda physician prescribes different herbal formulations for reducing weight. The prescribed herbal formulations can make their effects by reducing calorie absorption in the gastrointestinal system or by affecting metabolic functioning. Intake of these formulations can reduce energy intake through gastrointestinal mechanisms such as nutrient digestion and absorption. Ayurvedic formulations can also act on the receptor present in the CNS and develop a sense of satiety within the body. Ayurvedic practitioners can thus provide a tailored treatment plan for individual patients to reduce their overweight ■

References

- <http://www.lidsen.com/journals/icm/icm-03-01-002>
<https://www.ncbi.nlm.nih.gov/labs/pmc/articles/PMC4386228/>
<https://www.ncbi.nlm.nih.gov/labs/pmc/articles/PMC6446167/>
https://www.scirp.org/html/2-2600389_21050.htm



LOKA
CNC ENGRAVING

**SPECIALIST IN 2D & 3D
ARTISTIC METAL
ENGRAVERS**

**MANUFACTURE OF
CORPORATE MEMENTOS &
MEDALLIONS**

LOGO STAMPING DIES

LEATHER EMBOSsing DIES

3D ROTARY ENGRAVING

**CONTACT US -
09790856515 |
09840438074**

www.lokacncengraving.com
design@lokacncengraving.com



**NO 22, PLOT NO 50, Sathya Nagar
1st main road, PADI,
CHENNAI - 600050
INDIA**

ONE HEALTH AND AYURVEDA – An Indian perspective



Prof. Dr. G. G. Gangadharan

Ayurvedacharya,

FAIP (USA), Mstr of Mgmt

(McGill, Canada), PhD

Fellow of Rashtriya Ayurveda

Vidyapeeth

(Ministry of AYUSH, GoI)

Director,

Ramaiah Indic Specialty Ayurveda -

Restoration Hospital

Professor,

Allied Health Sciences, Ramaiah

University of Applied Sciences,

MSR Nagar, MSRIT (P.O),

Mathikere, Bengaluru - 560 054.

Mob: +91-9448278900



The term "One Health" first appeared in 2003-2004 and was linked to the emergence of severe acute respiratory syndrome (SARS) in early 2003, the subsequent spread of highly pathogenic avian influenza H5N1, and a set of strategic objectives known as the "Manhattan Principles" that were developed at a meeting of the Wildlife Conservation Society in 2004. They acknowledged the connection between human and animal health and the threats that diseases pose to global food supply. These principles were a critical first step in recognising the great relevance of collaborative, cross-disciplinary approaches for responding to emerging and resurgent diseases, and in particular, for the inclusion of wildlife health as a crucial component of global disease prevention, surveillance, control, and mitigation.

The idea of One Health has been around for at least 200 years, first as One Medicine, then as One World-Medicine, and finally as One Health. There are numerous definitions of one health, but there isn't a single one that is universally accepted. The US Centres for Disease Control and Prevention and the One Health Commission both use the same definition: "One Health is defined as a collaborative, multisectoral, and transdisciplinary approach—working at the local, regional, national, and global levels—with the goal of achieving optimal health

outcomes while recognising the inter-connection between people, animals, plants, and their shared environment."

The One Health Global Network offers the following definition: "One Health recognises the interconnectedness of human, animal, and environment health." In order to manage prospective or current dangers that occur from the animal-human-ecosystems interface, a coordinated, collaborative, interdisciplinary, and cross-sectoral strategy must be used. The One Health Institute of the University of California at Davis offers a much shorter explanation of these two concepts, stating that "One Health is an approach to ensure the well-being of people, animals, and the environment through collaborative problem solving—locally, nationally, and globally."



The 'One Health Umbrella' developed by the networks 'One Health Sweden' and 'One Health Initiative' to illustrate the scope of the 'One Health concept'.

Ayurveda can play a significant role in the future of health care as the world struggles with an increase in chronic, psychosomatic, stress-related, and lifestyle-related problems. This is because of its unique understanding of the human body and method. Medical researchers are starting to grasp that it is challenging to comprehend health in its entirety by comprehending its constituent elements as in a mechanical system. The knowledge of the human body obtained from structural and biochemical study is only a small portion of the overall picture. Since there are numerous levels of contact that combine to ensure the normal operation of the entire organism, health cannot be confined to individual parts.

Ayurveda provides a systematic framework to handle various interactions at many levels based on doshas and use them to build and adapt therapeutic programmes. Doshas constitute a significant departure from the functionalist approach to comprehending the human body that is commonly applied in modern biology. It is clearly a nonlinear method of looking at the complicated human system, which is unquestionably not linear. It's vital to keep in mind that the three doshas do not exist separately and are not segmented within the body. This is but one point of view that can assist us in managing the extensive data found in the human body and using it to comprehend issues related to health and sickness.

Ayurveda can be a system to reckon with due to its holistic viewpoint, alternative approach to health and disease, and emphasis on nutrition and lifestyle choices. It should make use of the experience and knowledge it has gathered over many centuries to help those in need.

Hence, human health cannot be considered in isolation, for it depends highly on the quality of the environment in which people live: for people to be healthy, they need healthy environments. People depend on biodiversity in their daily lives, in ways that are not always apparent or appreciated. Human health ultimately depends upon ecosystem products and services (such as availability of fresh water, food and fuel sources) which are requisite for good human health and productive livelihoods.

There is a gross relation between the macrocosm (the universe - brahmanda) and the microcosm (the individual - pindanda) but the subtleties are innumerable.

**पुरुषोऽयं लोकसम्पत्तिः' इत्युवाच
भगवान् पुनर्वसुरात्रेयः।
यावन्तो हि लोके (मूर्तमिन्तो)
भाववशिषास्तावन्तः पुरुषे, यावन्तः
पुरुषे तावन्तो लोके॥अपरसिद्धयया
लोकावयववशिषाः, पुरुषावयववशिषा
अप्यपरसिद्धययाः॥ CS.Sh.5/3-4)**

Ayurveda has always considered that human beings have a capacity to influence the ecosystem. This is reflected in



the descriptions of Janapadodhwamsa, where the wrongdoing of humans inevitably harms the environment, e.g. COVID-19.

**वाय्वादीनां यद्वैगुण्यमुत्पद्यते
तस्य मूलमधर्मः, तन्मूलं
वासत्कर्म [१] पूर्वकृत; तयोऽयोनिः
प्रज्जापराध एव। C.S.Su.3**

Ayurveda cognizes that respect towards all life is important for humans. E.g., special prayers for forgiveness before cutting a tree for medicinal purpose indicating that the work being done is not for personal benefit but for the alleviation of suffering. Ayurveda literature includes extensive information of the environment around us including water, soil, air, animals and birds. Ayurveda incorporates a remarkably broad definition of medicinal substances and considers all bio-entities to be potential source of medicinal substances.

**“---जगत्वेवमनौषधम्।
न कञ्चिद्विद्वियते द्रव्यं
वशान्नानार्थयोगयोः॥१०॥”**

Ayurveda utilizes three forms of material which are of biological origin Viz., Audbhida – Plant origin – 80%; Jangama – Animal origin – 12% and Sthavara – Mineral origin – 8%.

A keen observation of nature was inherent to the early proponents of Ayurveda. It is interesting to note that not much has been added to possibly the earliest classification of

plant species based on taxonomical variation: Vanaspathi – Trees that bear fruits without flowers, Vanaspathya or vriksha – Trees bear flowers and fruits, Oushadhi – Wither away after fructification, and Virudh – Creepers and shrubs.

Vrikshayurveda – a special treatise on plant species

Vrikshayurveda written by Salihotra in 400 BC deals with diverse aspects of plant species, including seed germination, irrigation, fertilization, protecting plants from natural calamities, cultivation and maintenance of gardens, plant propagation etc.

Pashu Ayurveda – a specialised branch

Nucleus of veterinary science (Pashu Ayurveda) existed in Atharvaveda; Section VI, that deals with human medicine, also deals with veterinary science (Atharvaveda, VI, 59; 11, 26,1,11,14).

In the post vedic literature came up Asva-Ayurveda - about horses; Hasti – Ayurveda- about elephants; Gau-Ayurveda- about cows and Shyenka-Ayurveda- about hawks. Veterinary science does find mention in Charaka samhita and Sushruta samhita. It has further been elaborated in Harita samhita.

Biodiversity based on geo-climatic characteristics

Jangala desha (Dry forest land): Jangala Desha , predominant in Akasha Mahabhoota, is dry land with sand, rocks and has vegetation that includes trees like Khadira (Acacia catechu), Asana (Bridella retusa Spreng), Shalaki (Boswellia serrata Triana and Planch, Saala (Shorea robusta Roth), adara (Ziziphus mauritiana Lam.) ,

Ashwatha (Ficus religiosa L.), Vata (Ficus bengalensis L.), Amalaki (Phyllanthus emblica L.), Kakubha (Terminalia arjuna [Roxb.] Wight and Arn.)

Birds include Lava, Tittira, Chakora, etc

Anupa desha (Marshy land): Anupa is moist and humid; predominant with Jala mahabhuta, has plenty of mountains, lakes, rivers etc., has a rich vegetation of trees like Tamaala (Garcinia Morella Gaertn), Narikela (Cocus nucifera L.), Kadali (Musa paradisica L.), and various angiosperms. Birds include Hamsa, Chakravaka, Balaaka

Sadharana desha (Normal land): mix of both the above
Seasonal biodiversity



Seasonal biodiversity cognizes how changes in the external milieu can affect the internal milieu. Understanding the qualities of each season can help you reduce any adverse health effects.

Biodiversity of water

| Orgin of River | Susruta Samhita | Astanga Samgraha & Hridaya |
|---|--|---|
| Pashchim Abhimukha (Flowing towards the west) | River which flows through Jangala Deshas of west and meets western sea having water of Laghu, Pathya (Wholesome) | Swift and have clean water, such water is good for health |
| Purva Abhimukha (Flowing towards the eastern) | Guru, Apathy, River flows through Anupa Deshas of east and meets eastern sea. | Opposite qualities to Paschim Abhimukaha not good for health |
| Dakshina Abhimukha (Flowing towards the south) | Sadharana, Pathya (Wholesome) Rivers flow through Madya Deshas to meet different sea | - |
| Sahya Prabhava & Vindhya Prabhava (Orgin from Malaya & Vindhya) | Produce Kushta roaga (skin disease) | Produce leprosy (and other skin diseases). anaemia and diseases of the head |

Grow local eat local

“----जगत्येवमनौषधम्।
न कञ्चिद्विद्यते द्रव्यं
वशान्नानास्थयोगयोः॥१०॥”

Ayurveda incorporates a remarkably broad definition of medicinal plants and considers ‘all’ plant entities to be potential source of medicinal substances.

यस्य देशस्य यो जन्तुः तज्जं तज्जौषधं हतिं।B.N.5/8. The most suited food for a person is that which grows in his geographic area. Local food is genetically compliant and environmentally sustainable. E.g. Kiwi fruit vs Pomegranate or Amla

Vasudhaiva kutumbakam – a healthy symbiotic relation among all entities.

Ayurveda has always been holistic in the sense it recognizes the connectivity from subtle to gross, the micro to macro and life is seen as part of whole universe. Any imbalances in any of the components affect the other one and vice versa.

As told elsewhere “the energy released by a butterfly by swinging its feather in one corner of the world can cascade to a tsumani in another part of the earth” ■

ANTIDOTE FOR INFERTILITY

THE AYURVEDA WAY

The MVR Ayurveda Medical College and Hospital at Parassinikadavu, Kannur, specialises in infertility treatment, and lots of couples make use of the avenues that Ayurveda offers in infertility treatment at the expert hands manning the MVR Ayurveda Medical College Hospital and the excellent facilities the hospital offer. Outside, still, there are many couples who travel in the wrong direction without getting the right information and guidance on infertility and its treatment in Ayurveda. Let's look at the problems and possibilities in this article.

THE WORLD OF INFERTILITY

Infertility affects many people and causes mental agony to them. But it is important to understand that infertility is not a disease but a stressful stage faced by married couples in life that causes social insecurity as well. According to WHO, one in seven couples faces this problem. Studies show that globally 55% is the male infertility and 45% is the female infertility rate.

Unfortunately, infertility is mired in many misconceptions. In most cases, especially in India, females are blamed for the same, even though both partners are responsible for it.

Infertility is defined as the inability to achieve pregnancy after one year of unprotected sex. It may be primary or secondary. Primary infertility refers to the condition where the female partner fails to conceive even a single time, whereas secondary infertility refers to the condition where the female partner fails to conceive after the first pregnancy.

As per Ayurveda, the proper association of four factors is responsible for a healthy pregnancy. They are Kshetra, Ambu, Beeja and Ritu. They refer to a healthy uterus, nutrition, quality of sperm and ovum, and the time of coitus.

CAUSES OF INFERTILITY

Any factor that impedes the quality of the above four leads to infertility. The most common causes in females are PCOD, uterine fibroids, endometriosis, adenomyosis, ob-



struction in the fallopian tube or tract, any PH changes in the tract, decrease in AMH, thyroid-related problems, psychological problems, obesity and lack of exercise.

In males, the reasons include swelling of the testis, varicocele, lower sperm count, morphological defect of sperm, erectile dysfunction, smoking, use of drugs, and psychological problems.

AYURVEDA TREATMENTS

Both physical and psychological factors are taken into consideration for treatment. Treatment is done for both male and female partners. The treatment modalities include

- (a) Diagnosis and correction of the problems with proper recordings of menstruation from the very beginning.
- (b) Counselling & pre-conceiving care through lifestyle corrections and purificatory procedures.
- (c) Panchakarma procedures, including all shodhanas and samana procedures aiming at detoxification.
- (d) Purificatory therapies like shodhana chikitsa (Vamanam, Virechanam, Vasthi, Nasyam, Utharavasthi) are performed for patients with severe difficulties
- (e) Shamana chikitsa is carried out in OP daily
- (f) Dietary regulations such as introducing fertility-enhancing diet modules, according to the body's constitution and the severity of the ailment.
- (g) Introducing proper exercises. Proper Yoga and meditation can calm both body and mind to a great extent.

(h) Avoiding false hopes. A well-set and happy mind is required for a healthy child. Be a happy couple and stay positive always.

GREAT THINGS TAKE TIME!

'Soumanasyam Garbhadharanam'

Not only pregnancy but the complete regimens to be followed up to the delivery and after are very well defined in the treatise. It includes Antenatal Care - Garbhini Paricharya - and Postnatal care - Soothika Paricharya.

GARBHINI PARICHARYA OR ANTENATAL CARE

The diet and regimens to be followed every month and the dos & don'ts are explained. The proper following of these regimens is required for the healthy growth of the baby as well as the health of the mother.

SOOTHIKA PARICHARYA OR POST-DELIVERY CARE

As per Ayurveda, the Soothika Kala, that is post-natal care, is advised for about 45 days. This is followed by the mother to regain proper health, increase the strength of muscles, for the production of milk, proper involution of the uterus, and to prevent excessive bleeding.

Postpartum depression is also a major area of concern. Counseling and proper care and support from family members is essential in this phase.



Dr. SARITHA SATHEESH
MD (Ayu.)
Deputy Medical Superintendent

MVR AYURVEDA MEDICAL COLLEGE
PARASSINIKKADAVU,
PARASSINIKKADAVU.P.O,
KANNUR, KERALA, INDIA,
PIN - 670 563

Ph : +91 94477 04403
+91 7034933933

Email : mvrामckannur@gmail.com
mail@mvrामc.in

FIGHT PATHOGENS WITH WATERMELON

Scientific name: Citrullus lanatus

Family: A flowering plant species of the Cucurbitaceae family

Native: Southern Africa



Who wouldn't like to have a bite into the deep-red, sweet-tasting, juicy flesh of the delicious watermelon on a hot sunny day? A couple of bites are enough to quench your thirst for watermelon is approximately 92 % water. The fruit is often made into juice or a smoothie and served as a refreshing dessert. The whole fruit is edible, though the red flesh is the tastiest. The dried or roasted watermelon rind or seeds make for a good light snack!

Health benefits

The delicious fruit is a storehouse of vitamins, minerals, antioxidants, and amino acids, while the seeds are rich in fat and protein. A one-cup serving of watermelon will realize 48 calories.

Watermelon contains the highest lycopene levels of any type of fruit. This explains the red colour of the flesh of the ripe fruit. The redder your watermelon gets, the higher is the concentration of lycopene.



Lycopene is a powerful antioxidant that helps protect cells from damage. The substance can help remove free radicals from the human body. If too many free radicals stay in the body, oxidative stress can occur, which can in turn lead to cell damage. Lycopene also aids in the immunity-building abilities of the body and fends off attacks by bacteria, fungi, or viruses.

Choline is another antioxidant found in watermelon, which helps in muscle movement, early brain development, the transmission of nerve impulses, and the like. That's why a glass of watermelon juice could reduce muscle soreness. Studies found that L-citrulline, a natural substance found in the white part of the rind, can enhance artery function and lower blood pressure.

Consuming watermelon helps one to enjoy proper digestion as the fruit contains a lot of fluid and prebiotics, a type of fiber that stimulates the growth of beneficial bacteria in the large intestine.

Here are ten interesting facts about watermelon:

- It's classified as both a fruit and a vegetable.
- There are some 1200 varieties of watermelons.
- Watermelons have only about 40 calories per cup.
- Seedless watermelons are made by cross-breeding two watermelons with different chromosomes.
- Watermelons usually weigh 5 to 50 pounds. However, the largest watermelon weighed 350.5 pounds, according to Guinness World Records. The number of fruits per vine varies from 2 to 15.
- Unlike bananas, watermelons don't continue to ripen after they are harvested. You can store the melon uncut, in a cool place, for up to two weeks.
- It takes a watermelon 80 to 95 days to become fully grown. They are ready to harvest when the part of the rind touching the ground changes from white to pale yellow.
- Watermelon is naturally cholesterol-free, gluten-free, virtually fat-free, and low in sodium.
- Watermelon has been known as a natural Viagra due to its citrulline content.
- Watermelon is the official state vegetable of Oklahoma ■



Corporate Office

356-F/8, 1st Floor, Maithri Complex
Chemmaniyode PO, Kerala
India - 679325

Phone: +91- 9526653333

E-mail: hello@mcsconsultancy.in
www.mcsconsultancy.in



Sivaprasad P. V.
Chief Executive Officer

MCS Consultancy Services offers a wide range of consultancy services to grow your business. We specialise in the healthcare domain and undertake

Medical Tourism Facilitation

MCS Medical Tourism, a top medical tourism firm, facilitates high-quality treatment, from health check-ups to complicated transplant surgery, to patients across the world.

Quality and Accreditation Consultancy

Help healthcare organizations improve their quality of service. We not only focus on getting accreditation but help you in organically improve your process. This will help to increase your organizational productivity and profitability.

Strategic Marketing Consultancy

MCS Consultancy Services equip you to solve the most complex issues of your organization. We advise organizations in taking high-level decisions in an unbiased fashion.

Hospital Project Management Consultancy

We help hospitals to do their market survey & feasibility study, equipment planning, guidance & facilitation studies, hospital planning, design & architecture. Our services will enable you in designing and establishing your hospital to be very safe for the patients, their relatives, and the hospital staff.

HR Capital Development

Our training and development team comprising domain experts, will impart the necessary skills to excel in your work. We make sure you get the right talent at right time.



**Kerala's first
NABH Accreditation
in medical tourism**

THOPPUKARANAM!

A punishment that uplifts!



Do you recollect your good old days when your grandmother gets peeved at you for your naughtiness and decides to punish you? She would ask you to hold your earlobes between your thumb and forefinger with your hands crossed in front of your chest and order you to do repetitive squats.

But those punishments are actually aimed at uplifting you rather than demoting you. The practice, locally known as Thoppukaranam, has many health benefits — improves focus, enhances grasping power, and results in better memory. The findings of a study held on Super Brain Yoga, a similar practice using the thumb and a finger to apply pressure to each earlobe while doing knee bents and taking breaths, were quite interesting. The exercise helped improve the mood of the participants, reduced stress, improved concentration, and enhanced memory.

A similar study on Thoppukaranam published in the National Library of Medicine found that the posture resulted in an enhancement of cognitive functioning and psychological states. The pose is such that the practitioner stimulates specific acupressure points in his or her earlobes. It will send electrical signals to the brain and stimulate it, resulting in health benefits. As per Ayurveda, the earlobe is believed to contain energy meridians which correspond to the head.

Many of the grannies themselves used to do Thoppukaranam as it also has some connections to Hindu beliefs. It is done to please the elephant-headed deity Ganapati, worshipped as the remover of obstacles and bestower of knowledge and success. Here it's usually done 18 or 108 or 1008 times. Now that you are aware of the health benefits, try Thoppukaranam daily to start performing at your optimum levels. After all, it only takes a few minutes!

Largest show on **Medical Value Travel** in South East Asia



**ADVANTAGE
HEALTH CARE - INDIA 2023**
6th International Summit on Medical Value Travel
20th - 22nd February 2023
Pragati Maidan, New Delhi

**BOOK
YOUR SPACE
TODAY!**



- Exhibition to present and promote exclusive medical services and expertise.
- Reverse Buyer-Seller Meet for tie-ups with hospitals and healthcare centers.
- International Conference on Medical Value Travel.
- Hospital Visits to provide utmost exposure of the Indian hospital infrastructure.
- Medical Value Travel Awards.

600 delegates from 70 countries of Africa, Middle East, CIS, Asia (including SAARC & ASEAN) and other emerging markets including USA and UK.

ADVANTAGE HEALTH CARE INDIA 2019 - HIGHLIGHTS

213
TOTAL
EXHIBITORS

72
COUNTRIES

45+
SPEAKERS

511
FOREIGN
HOSTED
BUYERS

5000+
BUSINESS
VISITORS

10,000+
B2B
MEETINGS

Media Partner

**MEDICAL
TOURISM**

Ayurveda
& Health Tourism

CONTACT:

Exhibition Sales & Sponsorships

Mr. Jishan Khan
Project Manager - Medical Value Travel
M: +91 9953304562 • E: jishan.khan@ficci.com

Conference

Ms. Anshu Varshney
Senior Assistant Director
M: 8447417262 • E: anshu.varshney@ficci.com

Follow us on:



AHClofficial



ahcindia



ahcindia

www.ahcindia.in

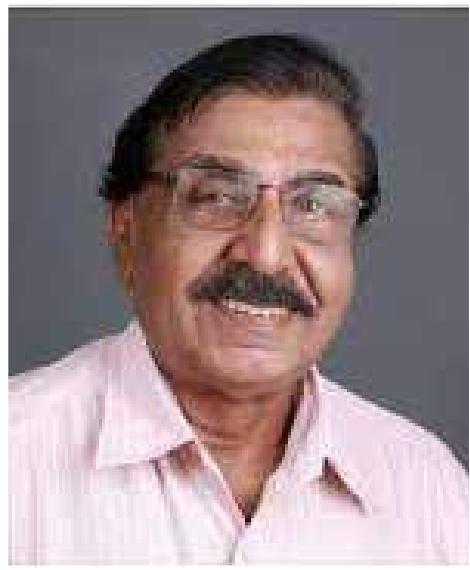
Ask Your Doctor

Dr. K. Muralidharan Pillai

Chief Consultant, Ayuryogasramam,
Vadakkancherry.

Former Senior Consultant, Oushadhi
Panchakarma Hospital & Research
Institute, Thrissur.

(Former Principal, Vaidyaratnam &
Vishnu Ayurveda Medical College & Former
Medical Director, Vaidyaratnam Ayurveda
Foundation & Research Center.)



1) I'm frequently being inflicted with cold and fever. Kindly advise me Ayurvedic ways or medicines to boost my immunity. Also, please advise an Ayurvedic diet that provides nutrition. I am lean and am concerned about my weight (45 kgs) too.

■ **Binuraj Raghavan**, 42 years, Padanilam

Ans: Mix 15 ml of Vidaryadikashayam among with 60 ml of boiled water. Have it along with one Hinguvachadi tablet both in the morning and evening before food. Have one tablespoon of Dasamoolaharithaki lehyam at bedtime. Consume vegetables moderately.

2) My child is an aspiring footballer and very much loves the game. However, the game requires much stamina and physical strength. The instructor has advised to take in eggs and fish. But we are strict vegetarians. Can we administer chavanaprasyam or any other Ayurvedic remedy to increase his fitness?

■ **Vishweshwar R**, 35 years, Kakkanad

Ans: Mix Asvagandharishtam with Punarnavasavam. Take 30 ml of the same and have it after food both in the morning and evening.

3) I'm constantly suffering from abdominal bloating. I have been avoiding oily and fried foods for some time following the indigestion problem. Blisters too are forming inside my mouth and the elders say it's connected with digestive issues. Kindly suggest me a remedy.

■ **Stella Ann John**, Thiruvalla

Ans: Take morning and evening a mix of Mahathikthakam Kashayam and Vaisvanaram Powder. When going to bed, have a tablespoon of Manibhadra Lehyam.



Media Partner

**MEDICAL
TOURISM**

INDIA Value+HEALTH



Your Reliable High Value
Medical Travel Partner

www.indiavaluehealth.org

Your health is your most precious asset.
And we value your health.

Allow us to hold hands with you to ease your way through Visa clearances, transport arrangements, hospitalisation, recuperation and rejuvenation and timely follow-up at the best medical facilities in India.

Reach out to us for quality treatment that stays within your budget.

We have lined up top-of-the-line treatment facilities, comparable with the best in the West.

Our Partners:

Reputed Hospitals, Resorts,
Travel Agents & Tour Operators.

We Offer:

**CLINICAL AND SURGICAL
MEDICAL TREATMENT**

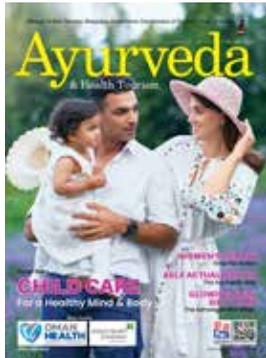
**AYURVEDIC TREATMENT AND
REJUVENATION THERAPIES**

Contact us for further details at
info@indiavaluehealth.org

**Phone: + 91 90740 16297
+ 91 98461 21715**



FM Media Group Publications



SANGHAMAM

A popular tabloid in Malayalam, Published from New York, Chicago, Texas & Toronto

Ayurveda & Health Tourism

• ENGLISH • HINDI • GERMAN • ARABIC • RUSSIAN • SPANISH • ITALIAN
www.ayurvedamagazine.org | marketing@ayurvedamagazine.org

MEDICAL TOURISM

www.asianmeditour.com

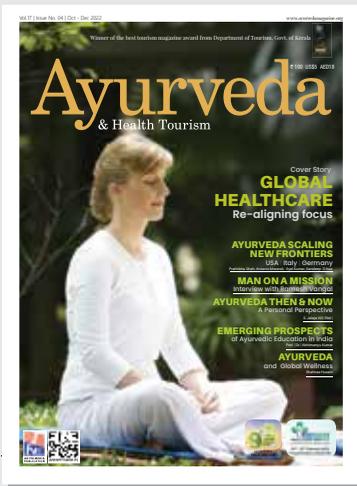
സംഗമം

SANGHAMAM.COM
CHICAGO | NEW YORK | TEXAS | TORONTO



FM MEDIA TECHNOLOGIES PVT. LTD.

Penta Square, Opp. Kavitha Theatre, M.G Road, Kochi-35, Kerala, India, Tel: +91 484 4034055
Email: marketing@ayurvedamagazine.org
www.ayurvedamagazine.org



SUBSCRIPTION FORM

| Period | India | Overseas |
|-------------|---------------------------------|-------------------------------------|
| One Year | ₹ 360 <input type="checkbox"/> | |
| Three Years | ₹ 960 <input type="checkbox"/> | US\$ 60/- <input type="checkbox"/> |
| Five Years | ₹ 1400 <input type="checkbox"/> | US\$ 100/- <input type="checkbox"/> |

Including postal / courier charges

Name: Mr. / Ms.

Address:

City:

Pin: State:

Email:

Tel:

Payment Details: DD/MO:

Ayurveda & Health Tourism

• ENGLISH • HINDI • GERMAN • ARABIC • RUSSIAN • SPANISH • ITALIAN
www.ayurvedamagazine.org | marketing@ayurvedamagazine.org



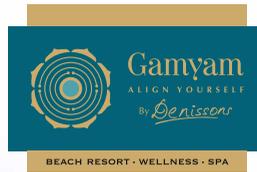
FM MEDIA TECHNOLOGIES PVT. LTD.

Penta Square, Opp. Kavitha Theatre, M.G Road, Kochi-35, Kerala, India, Tel: +91 484 4034055
Email: marketing@ayurvedamagazine.org
www.ayurvedamagazine.org

To believe in fearless minds
and tireless feet,
to brave the raging seas every day
and walk side by side
with hearts that beat in time
with the waves.

HUMAN *by* NATURE





Align Yourself

at Gamyam, a classical Ayurveda and Yoga Retreat set in the potent naturescape of the western ghats for an ultimate experience, to harmonize your life.



Nestled on the untouched beachfront of Kumta, experience wellness in a luxurious setting, in the lap of pristine nature. Gamyam, a classical ayurveda and yoga retreat is an idyllic setting for an ultimate rejuvenation program that is custom designed to balance your needs, beat the stress & strains of the contemporary lifestyle and take you beyond the physical realm for a soulistic™ experience.

IT'S TIME FOR REJUVENATION

+91 6360755787 gamyamretreat.com

GAMYAM RETREAT

DRN Hospitalities Pvt. Ltd. Aghanashini Road, Baada, Kumta, Karnataka - 581351