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Ayurveda

& Health Tourism

The Secret to Being Healthy

Dr. Vignesh Devraj

Ayurveda for animals

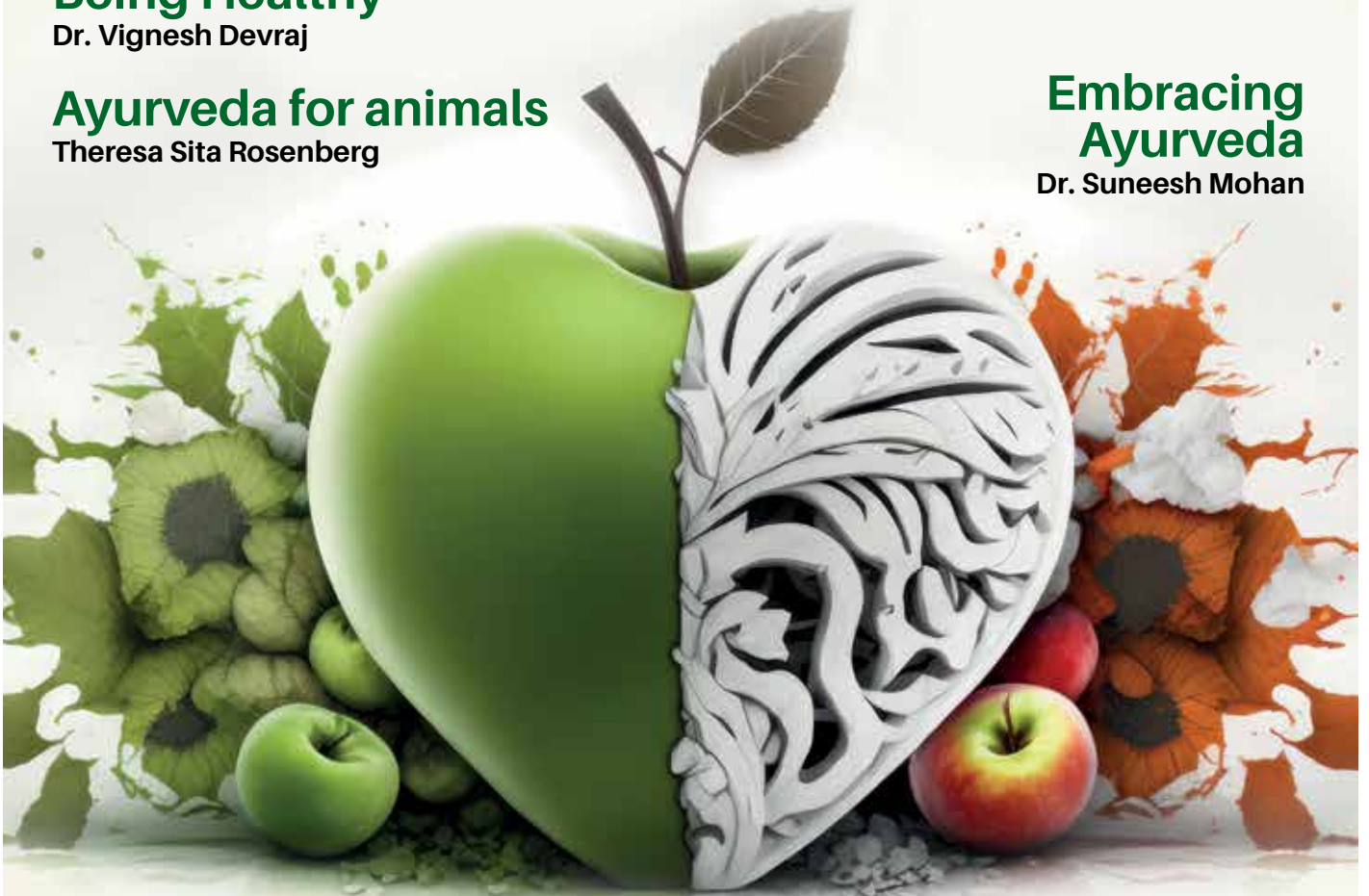
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Embracing Ayurveda

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AYUSH-life and AYUSH-living in the "GLOBAL VILLAGE"

Dr. Madan Thangavelu (Cambridge University)



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Vasudhaiva kutumbakam - The Direct Route To Well-Being And Contentment

In the *Sutrasthana* of the Ashtanga Hridayam, which elucidates daily routines, there exists a sloka that clearly articulates the sole objective that Ayurveda, or the Veda of Life, has for humanity. It states: "*Atmavat satatam pasyedapi keetapipeelikam.*" This phrase emphasizes the importance of perceiving all living beings, including ants and insects, as equals. Ayurveda, the ancient Indian medical science, enlightens us about the fact that the world is not exclusively meant for humans; rather, all animals and plants possess the same rights on this planet as we do. It is only through love and respect towards them that we can lead a harmonious and tranquil existence.

Ayurveda emphasizes the importance of understanding the nature and seasons in order to lead a healthy lifestyle. By following the daily and seasonal routines that align with our body's *prakriti*, Ayurveda provides detailed guidance on maintaining well-being. Additionally, Ayurveda introduces the concept of *Prajnaparadha*, which refers to the mistake of knowing what is beneficial for us but failing to act upon it. When we disregard our own inner voice and neglect our desires, we are prone to mental and physical ailments. Ultimately, it is crucial to acknowledge and honor our innate nature in order to achieve optimal health.

All the ailments that we currently label as lifestyle diseases are, to some degree, a consequence of our negligence. Additionally, certain illnesses are referred to as non-communicable diseases. In the present day, we also categorize them as lifestyle diseases, and recent studies have suggested that poverty and mental stress are the primary factors contributing to lifestyle diseases in numerous nations. Regardless of the terminology used, disease is a state that arises when our natural disposition is disrupted. Those who lead solitary and wretched lives will inevitably experience poor health. As a society, as a family, it is imperative that we choose the path of righteousness and collaboration, adhering to the principle of *Vasudhaiva kutumbakam* advocated by our ancient sages, as it is the direct route to well-being and contentment.

The ongoing epidemics and the environmental destruction we are responsible for pose a grave danger to mankind. The phenomenon of global warming leads to shifts in climate patterns, putting all living beings on Earth at risk, humans included. In today's world, microscopic plastic particles have infiltrated drinking water, food supplies, and even the bodies of unborn babies. Ignoring the threats that surround us will only lead human society down the path of *prajnaparadha* once more.

In this edition of Ayurveda & Health Tourism magazine, the focus is on tackling the diseases that are rapidly spreading in our surroundings. We are delighted to present a collection of compelling articles that guide us towards embracing natural health, as recommended by Ayurveda. In today's world, there is also a prevailing fear of war. Recognizing that all fears can lead to illness, it is imperative that we choose the path of love and coexistence. By blending the wisdom imparted by the ancient masters with the wonders of modern science, we can strive for ultimate harmony and well-being. Together, let us embark on this journey towards complete peace and good health.

AP Jayadevan,
Editorial Coordinator



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Ms. Bhavna Saxena is the new Joint Secretary in Ministry of AYUSH



Ms. Bhavna Saxena, an IPS officer from the 1996 batch of the Andhra Pradesh cadre, has been appointed as the Joint Secretary in the Ministry of AYUSH. Prior to this appointment, Ms. Bhavna Saxena served as Joint Secretary in the G20 Secretariat under the Ministry of External Affairs.

During the last 25 years, Ms. Bhavna Saxena has held various roles within the Police department, including leading the specialized anti-Naxal operations unit, GreyHounds, serving as the District Police Chief of West Godavari, Khammam, and Vijayanagaram districts, as Joint Director in the Vigilance and Anti-Corruption Department, and as the Foreigners Regional Registration Officer in the Ministry of Home Affairs, New Delhi.

Throughout this journey, she has gained extensive experience in Law & Order enforcement, Vigilance and Anti-corruption work, as well as in managing foreigners' visa registration and immigration-related functions.

During her tenure as Director of Counter Terrorism and Cyber Diplomacy at the Ministry of External Affairs, Ms. Saxena organized and led Joint Working Group meetings on Counter Terrorism and bilateral cyber dialogues with various countries such as Egypt, USA, UK, EU, Japan, Germany, and New Zealand.

She also actively participated in meetings of the United Nations Group of Government Experts (UNGGE), ICANN, London Process, Commonwealth, ASEAN, and Global Forum on Cyber Expertise. Additionally, she led Inter-ministerial delegations to SCO Meeting on the ICT Group of Experts, Working Group meeting on Enhanced Cooperation in Geneva, and the Meeting of the United Nations on Drugs and Crime-International Group of Cyber Experts in Vienna.

Awards and Medals:

President's Police Medal for Distinguished Service, 2022

President's Police Medal for Meritorious Service, 2012

Education

- Graduate In Economics (Hons.) from St John's College, Agra, Uttar Pradesh (1988b -1991)
- Postgraduate in History from St John's College, Agra, Uttar Pradesh (1991- 1993)
- Post Graduate Diploma in Cyber Law, Indian Law Institute, New Delhi (2019- 2020)

Two luxury resorts under the Taj brand; Tata with huge investment in Lakshadweep



In the midst of the Lakshadweep-Maldives controversy, Tata Group, an Indian company, has unveiled a new endeavor in Lakshadweep. Indian Hotels Company, a subsidiary of Tata's hospitality division, has recently announced the forthcoming launch of two luxury hotels under the renowned Taj brand. According to Business Today, the Indian Hotels Company has confirmed that the Taj brand hotels, situated on Suheli and Kadmat islands, will commence operations by 2026.

The Taj Suheli resort on Suheli Island will have 110 rooms, including 60 beach villas and 50 water villas. The Taj Kadmat Resort on Kadmat Island will consist of 75 beach villas and 35 water villas. Both hotels will be ready by 2026, according to the Indian Hotels Company's website. The hotels will offer beach activities like scuba diving, snorkeling, and sea plane rides. They will also have facilities for destination weddings and corporate events. The Indian Hotels

Company is the largest hotel brand in India, offering a range of accommodations from luxury Taj hotels to budget-friendly options. With a 120-year legacy, the company has numerous hotels across India, including the iconic Taj Palace in Mumbai. Taj Hotels have also expanded to around 10 foreign countries. The company includes other brands like Taj Selections, Vivanta, Ginger, Ama, Seven Rivers, Golden Dragon, Taj Sat, and more.

The Maldives is known for its luxurious beach resorts, attracting Indian tourists and celebrities seeking indulgent vacations. The introduction of Taj hotels in Lakshadweep is expected to bring in a significant number of tourists. Despite controversies, Tata's decision to establish hotels in Lakshadweep has received praise on social media platforms.

Honoring Four French Nationals with Padma Shri

In a significant development in India-France relations, four French nationals have been honored with the Padma Shri, the highest recognition given to individuals from any foreign country. This notable acknowledgment further underscores the depth and resilience of the bond between the two nations.

Among the distinguished recipients from France are a 100-year-old yoga expert, Charlotte Chopin, and Kiran Vyas (79), a renowned practitioner of yoga and Ayurveda on a global scale. Additionally, Pierre Sylvain Filliozat (87), a Sanskrit scholar dedicated to promoting Indian culture studies, and Fred Negrit, an Indologist fostering greater awareness and appreciation of Indian culture, were also honored with Padma awards.

The Padma Awards are conferred based on recommendations put forth by a committee chaired by the Prime Minister. In a post on X, Prime Minister Narendra Modi extended his congratulations to all the Padma awardees, expressing his admiration for their diverse contributions.



This year's Padma awards include five Padma Vibhushan, 17 Padma Bhushan, and 110 Padma Shri recipients, with 30 of them being women.

Ayurveda Research Goes Mainstream: 'SMART 2.0' Program Launched

The Central Council for Research in Ayurvedic Sciences (CCRAS) and the National Commission for Indian System of Medicine (NCISM) have launched the 'SMART 2.0' program on January 3. This program aims to promote comprehensive clinical studies in priority areas of Ayurveda by collaborating with Ayurveda academic institutions and hospitals across the country.

CCRAS, which operates under the Ministry of Ayush, is the leading organization responsible for formulating, coordinating, developing, and promoting

research in Ayurveda based on scientific principles. The main objective of the 'SMART 2.0' program is to generate concrete evidence that demonstrates the effectiveness and safety of Ayurvedic interventions through interdisciplinary research methods, and to apply this knowledge to public healthcare.

The previous version of this program, 'SMART 1.0', successfully covered around 10 diseases with the active involvement of teaching professionals from 38 colleges.

Ayurveda academic institutions that are interested in participating in collaborative research activities are encouraged to submit an 'Expression of Interest', as stated in a release issued by the Ministry.

CCRAS and NCISM Launch the SMART 2.0 Program



2nd International AYUSH Conference & Expo - Dubai



Dubai, UAE – From January 13 to 15, 2024, the Sheikh Maktoum Hall in the Dubai World Trade Centre hosted the 2nd International AYUSH Conference & Expo. This significant event, organized jointly by the Ministry of AYUSH and the Government of UAE, brought together 75 companies, government bodies, and small-scale organizations, making it the largest gathering in the region dedicated to AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy).

The primary aim of this expo was to promote AYUSH and provide a platform for companies to enter the UAE/Dubai markets. Serving as a B2B platform, this international trade show allowed companies to exhibit and source products, establish connections with potential partners, and explore business opportunities in the UAE region. The inauguration of the event was graced by Shri. Sarbananda Sonowal, the

Honorable Minister for AYUSH, Government of India, and Shri V. Muraleedharan, the Honorable Minister of State for External Affairs, Government of India.

At the expo, numerous research papers were showcased, captivating the interest of the audience. The hall, which was split into two sections on the lower level, accommodated more than 500 doctors during the Inauguration Ceremony.

The 2nd International AYUSH Conference & Expo was a great success, providing a vibrant platform for sharing knowledge, displaying products, and networking among the AYUSH community. The diverse group of attendees, including numerous doctors and practitioners from different parts of the world, highlighted the international importance of AYUSH practices.

Bridging the Gap: Healthcare Services for Maldivian Nationals in Kochi



According to the Kerala Medical Tourism Facilitators Forum and the Association of Medical Facilitators, Kerala, around 600 individuals from Maldives receive medical treatment in Kochi every month through hospitals that are part of the 'Aasandha' scheme. This number represents nearly 20% of the total monthly average of approximately 3,000 foreign nationals seeking medical care in the city. Oman nationals were reported as the largest group of medical tourists in Kochi, with individuals from Maldives, Africa, and Gulf Cooperation Council countries following closely behind.

Ayush Holistic Wellness at Supreme Court of India

The inauguration of the 'Ayush Holistic Wellness Centre' at the Supreme Court of India was led by Chief Justice of India Justice DY Chandrachud today, in the esteemed presence of Companion Judges of the Supreme Court of India. Minister of Ayush and Ports, Shipping and Waterways Shri Sarbananda Sonowal and Minister of State for Ayush Dr. Munjpara Mahendrabhai also graced the occasion.

During the event, a Memorandum of Understanding was signed between the Supreme Court and the All-India Institute of Ayurveda to establish, operationalize, and provide expert services at the Ayush Holistic Wellness Centre.

Chief Justice Chandrachud expressed his satisfaction, stating, "This is a significant moment for me. I have been advocating for this since assuming the role of CJI. I strongly believe in Ayurveda and a holistic lifestyle. With over 2000 staff members, we need to adopt a holistic approach to living, not only for the judges and their



families but also for the staff. I extend my heartfelt gratitude to all the doctors at the All India Institute of Ayurveda."

Secretary of the Ministry of Ayush Vaidya Rajesh Kotecha, Director Secretary, and other senior officials of the Ministry of Ayush, along with Prof. Tanuja Nesari, Director of the All India Institute of Ayurveda, were also in attendance.

The Ayush Holistic Wellness Centre at the Supreme Court premises is a cutting-edge facility that offers comprehensive care for physical, mental, and emotional well-being, promoting the overall health of the Judges and staff of the Supreme Court of India. The establishment of this facility was made possible through the collaborative efforts of the All India Institute of Ayurveda under the Ministry of Ayush.

The 3rd Edition of International Arogya 2024



The 3rd Edition of International Arogya 2024, a four-day event on Traditional Systems of Medicines and Wellness, was organized by the Ministry of AYUSH, the Government of India, and the Federation of Indian Chambers of Commerce and Industry (FICCI). The event took place from February 22nd to February 25th, 2024, at Indira Gandhi Pratishthan Lucknow in Uttar Pradesh. This significant event is sponsored by the Ministry of Commerce and Industry, the Government of India, and the Ayush Export Promotion Council (Ayushexcil).

The inauguration of International Arogya 2024 was conducted by Shri Sarbananda Sonowal, Hon'ble Union Minister of Ayush and Ports, Shipping & Waterways, along with Dr. Munjapara Mahendrabhai, Hon'ble Minister of State, Ministry of Ayush & Women & Child

Development, and other esteemed dignitaries.

During his speech at International Arogya 2024, Shri Sarbananda Sonowal, Hon'ble Union Minister of Ayush and Ports, Shipping & Waterways, emphasized the importance of integrating diverse healthcare systems in the face of global health challenges. He highlighted the Ministry of Ayush's commitment to promoting traditional systems as an integral part of comprehensive healthcare.



MoU Signed: NIA and Thailand's Traditional Medicine Department

The National Institute of Ayurveda in Jaipur, India, and the Department of Thai Traditional and Alternative Medicine in Thailand have signed a memorandum of understanding (MoU) to collaborate on Ayurveda and Thai traditional medicine. The MoU was finalized during a meeting in New Delhi and aims to promote academic collaboration in these fields. The agreement allows for the exchange of experts, research and training programs, and the sharing of information and best practices. Both parties will work together to facilitate academic and technical activities and conduct research for mutual benefit. This includes exchanging instructors,

practitioners, and students, providing scholarships, and promoting participation in conferences and events.

The MoU was finalized during the 10th India-Thailand Joint Commission Meeting at Hyderabad House, New Delhi on Tuesday, February 27th. BK Singh, Joint Secretary, Ministry of Ayush, Government of India, and Dr Taweessin Visanuyothin, Director General, Department of Thai Traditional and Alternative Medicine Thailand signed the MoU in the presence of other dignitaries during the event. This initiative aims to promote, facilitate, and develop academic collaboration in the field of



Ayurveda and Thai Traditional Medicine based on equality and mutual benefit of the participants. The MoU will enable the exchange of experts for research and training programs, academic and technical activities, and conducting research, exchange of information, technologies, and best practices of traditional medicine, AYUSH said in a press release.

The first edition of the Global Travel Market (GTM 23) Launched at Trivandrum



The inaugural edition of the Global Travel Market, organized by the South Kerala Hoteliers Forum (SKHF) and Trivandrum Chamber of Commerce and Industries (TCCI), took place at Kovalam, near Trivandrum on September 27. Kerala Governor Arif Mohammed Khan inaugurated the four-day event, with Tourism Minister P.A. Mohamed Riyas presiding over the opening ceremony. The keynote address was delivered by Chief Secretary V. Venu. The seminar sessions, focusing on the theme 'Experience the Essence of South India: Where Culture Meets Nature,' were inaugurated by Goa Governor P.S. Sreedharan Pillai.

Union Minister of State for External Affairs V. Muraleedharan inaugurated the travel and trade exhibition of GTM 2023 at the Greenfield International Stadium, Karyavattom, on September 28.

According to GTM CEO Siji Nair, the event brought together global stakeholders, with many new business partnerships expected to be formed. The expo specifically highlights the South Indian tourism sector.

Over 1,000 trade visitors, 600 domestic and 100 international tour operators, and 100 corporate buyers participated in the summit. GTM provided a platform for stakeholders to launch new products, connect with key decision-makers, enhance brand visibility, and gather market insights.

The event featured 200-plus stalls showcasing major hoteliers, resorts, tourism boards, airlines, travel agents, tour operators, and travel tech innovators

5th Global Ayurveda Festival inaugurated by Vice President Jagdeep Dhankhar at Thiruvananthapuram, Kerala

On December 1, 2023, Vice President Jagdeep Dhankhar opened the 5th Global Ayurveda Festival in Thiruvananthapuram, Kerala. The festival focused on the theme 'Emerging Challenges in Healthcare and a Resurgent Ayurveda' and brought together international practitioners, researchers, policymakers, and industry leaders. Notable attendees included Kerala Governor Arif Mohammed Khan, Chief Minister Pinarayi Vijayan, and various Union Ministers.

Representatives from more than 70 nations attended the event, emphasizing the increasing recognition of Ayurveda's significance in addressing global health concerns. The event featured expert-led scientific sessions that focused on the latest advancements in Ayurveda, as well as active participation from industry and institutions, showcasing innovative Ayurveda-based products, services, and research initiatives. Additionally, there were presentations of posters and papers, and all major Ayush institutions in the country had their stalls at the expo. The festival also included



pavilions from 20 Ayurveda colleges. Notably, GAF 2023 hosted India's inaugural Business-to-Business (B2B) meeting on Ayurveda medical tourism, facilitating connections between healthcare pioneers and international buyers while highlighting the country's abundant resources in Ayurvedic healthcare.

AYUSH-life and AYUSH-living in the "Global Village"



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

In his insightful article, **Dr. Madan Thangavelu** delves into the multifaceted realm of Ayurveda and Yoga, highlighting their widespread practice across different regions of the globe. He emphasizes that the pursuit of health and well-being is a prevailing theme in the ongoing global transformation. Numerous instances demonstrate how Yoga, Ayurveda, and AYUSH as a whole are instigating and shaping new dialogues in various arenas of the global community. Originating from India, this comprehensive tradition is now permeating throughout the world via continuous intercultural exchanges among societies.



Life in the "global village" is paradoxical; increasing simultaneously in the intimacies and also more acrimonious and contentious. Intercultural interactions and dialogues shaping the synergies, sympathies, tensions and animosities happen in unprecedented ways and at levels and intensities never experienced before. Like the Ps - Predictive, Preventive, Personalized, Participatory – that distils the spirit of P4 medicine, the global village is permeated by grades and shades of V's familiar to Big Data science: Volume, Velocity, Variety, Variability, Veracity, Visualization, Value. The art and science of health and wellbeing is a dominant theme in the on-going transformation. Many examples are now available of how Yoga and Ayurveda, and AYUSH in general, are catalysing and shaping new discourses in many "theatres" of the global village.

Federazione Italiana Yoga, FIY, the Italian Yoga Federation (<https://www.yogaitalia.org/>) is celebrating the 50th anniversary of its founding ([assisi/\); the National Conference marking the golden jubilee will be held in Assisi from 31 May to 2 June, 2024. Assisi town and commune of Italy in the Province of Perugia in the Umbria region, is the birthplace of St. Francis, the founder of the Franciscan religious order.](https://www.yogaitalia.org/convegno-fiy-2024-</p></div><div data-bbox=)

The letter of invitation from the secretariat announces that the Italian Yoga Federation is the first organisation in Italy engaged in the diffusion of Yoga and the training of qualified and internationally accredited teachers. Over the five decades the duo of Eros Selvanizza and Antonietta Rozzi of SARVA YOGA INTERNATIONAL have trained many hundreds of Italians from across Italy as Yoga teachers and yoga mentors. The letter goes on to read: "Fifty years is a prestigious achievement, which has seen our association safeguard and disseminate the authentic tradition of Yoga with seriousness and commitment. The theme of the Congress is: "The search for the essential in the FIY tradition: between science and conscience"; the common thread and basis of the FIY-tradition, will be explored in depth during this Congress through the different points of view of distinguished speakers and masters of the Indian tradition. This special occasion will retrace the stages of FIY together and rediscover the meaning of our life through the eyes of yoga."

Ayurveda and Yoga has a large and extensive presence in Portugal and one that continues to grow. 'Ayurveda for Integrative Health' (<https://iac.amayur.pt/>) is the theme for the 1st International Ayurveda Congress in Portugal. The event will be held in the Radhakrishna Temple (Templo Radha Krishna) in Lisbon from Friday 8 March to Sunday 10 March. The event is organised by AMAYUR, Associação Portuguesa de Medicina Ayurveda, The Portuguese Association of Ayurvedic Medicine (<https://amayur.pt/>), with the support of the Indian Embassy in Portugal, Portuguese Hindu Community, Portuguese Yoga Federation, Centre of Indian Studies FLUL and Casa da India. Other large organisations in Europe like The European Yoga Federation (<https://www.europeanyogafederation.net/board.html>), their membership and activities are also admirable.



CAAM "CAAM unites Ayurveda professionals, institutions, and enthusiasts across the entire state of California"

We live in very interesting times with even more set to unfold in the months, years and decades ahead. Information technology and ready and easy access through the Internet is another mark of the era that is unfolding. The recordings of the contributions at the World Health Congress 2023 Prague (<https://www.whc2023prague.com>) are now available online; the playlist with 120 videos is online at: https://www.youtube.com/playlist?list=PLhcrDNo_w6BSYmHKZtTqanNWMW9dN2J5. The World Health Congress 2023 Prague took place from the



The California Association of Ayurvedic Medicine (CAAM, <https://www.ayurveda-caam.org/about-caam/>) is holding their international conference on the theme 'Conscious Health'. From Friday March 15 to Sunday 17 March at the University of Silicon Andhra, Milpitas (<https://www.ayurveda-caam.org/caam2024/>). With over 20 speakers this event also has five focused conference specials: 'Pancha Karma and Chronic Diseases', a discussion between two cancer experts, Dr Jeff White MD and Dr. Dilip Gadgil BAMS, MD on Western Medical Oncology and Ayurveda, an "An Unusual Dialogue on The Golden Phase of the Feminine: Menopause", Treating Chronic Skin Diseases with Ayurvedic Psychosomatic Methods and a "must attend discussion on Herbs, Laws and Quality Care for the protection of the Patient and Practitioner". Founded in 1998

15th to the 17th of September 2023. The congress drew "nearly 2,000 participants from 55 countries, 370 of whom in person. More than 140 presentations were made in the field of TCIM (traditional, complementary, and integrative medicines) and EBM (evidence-based medicine). The Congress was held under the auspices of the City of Prague and Prof. Dr. Julius Špičák, Member of the Czech Parliament together with members and guests of the Presidium". The key points distilled in the Vision 2023 Prague document include: 1) optimum quality of health as a top priority, 2) creating a space of Traditional, Complementary and Integrative Medicine (TCIM) in national health systems, 3) protection of TCIM as intangible cultural heritage, 4) TCIM for reducing the costs of public healthcare 5) Health freedom as a basic human right, 6) The



connectedness of health and systems of health with ecological principles, 7) Promoting education in TCIM, 8) Increasing the quality and volume of TCIM media coverage, 9) Advancing and promoting TCIM and its needs and benefits in international political debates and discussions

There are many such players hoping to change the mood of the discussion and develop new opportunities in Europe. FARMWELL is a European Thematic Network project funded by Horizon 2020. The project aims to improve farmers' mental, physical and social wellbeing through social innovations. (<https://farmwell-h2020.eu/>). The FARMWELL partnership includes members from Belgium, Greece, Italy, Hungary, Poland and Romania. The European Smart Villages programme is another group exploring new approaches for villages and village life (<https://smart-villages.info/>). Large groups like RUMRA (<https://www.smart-rural-intergroup.eu/european-rural-agenda/>), who identify with "the European Rural Agenda, a holistic framework to define policies aiming to build a sustainable future for rural communities in Europe"

have an impressive number of Members of the European Parliament subscribing to the idea of the European Rural Agenda. Can they be convinced to become partners for adopting and advancing AYUSH ideas in Europe?

For the moment it is clear that there is no science, playbook or methods 'set in stone' for navigating the turbulent times ahead. But what is abundantly clear is the appearance of many more V's in this rapidly evolving global village ecosystem. The V's impacting the village are set to increase and perhaps new V's will be added to this long list. Vacuity, unfortunately, is one among these; but like in most villages this will be a temporary glitch in the grand scheme and this too will pass. The European Parliament elections scheduled for June this year will deliver new opportunities for Europe, opportunities for advancing AYUSH-Life and AYUSH-Living for Europe and from Europe to the rest of the Global Village. Common sense does not and cannot have battles for supremacy, instead supremacy is achievable by cooperation to enable a return to local, regional, seasonal and traditional and time-tested and sustainable ways.



The Secret To Being Healthy In Today's World With Ayurveda

In his enlightening article, **Dr. Vignesh Devraj** takes us on a profound exploration of health in the modern era. He reveals that true well-being extends far beyond mere physical fitness, encompassing the realms of mental, emotional, and spiritual harmony.



Dr Vignesh Devraj MD (Ay)

In Ayurveda, the foundation of all diseases is traced back to two fundamental causes: malnourishment and overconsumption. Diseases arising from malnourishment are generally regarded as more straightforward to address compared to those originating from overconsumption. The rationale behind this lies in the inherent nature of addressing deficiencies versus excesses within the body. When the body lacks essential nutrients, identifying and replenishing them is a relatively straightforward task. However, when the body is burdened with an excess of certain substances, detoxification and restoring balance become intricate and challenging processes.



In current times, the most prevalent health issues predominantly stemming from overconsumption rather than malnourishment. Instances of malnourishment are typically confined to specific conditions such as vitamin deficiencies or anemia. Thus, it can be summarized that the current condition of our collective health is characterized by being overfed and undernourished.

While it's crucial to acknowledge that pockets of the world still grapple with issues of food scarcity and inadequate access to clean water, these challenges are predominantly attributed to political and logistical factors

rather than being indicative of the overall progress of humanity. In essence, we inhabit a world abundant with resources where the true challenge lies not in acquiring more but in mastering the discipline of resisting temptation and curbing our consumption habits for the sake of our health and well-being.

Confronting Our Evolutionary Blueprint

The intricate workings of our brains have been meticulously shaped by millennia of evolution, finely tuned to prioritize the consumption of salt, sweetness, and fatty foods. This comes from our ancestors' struggle with scarcity, where the availability of these nutrient-rich foods was inconsistent and unpredictable. As a survival mechanism, our brains evolved to crave these essential nutrients to safeguard against potential famine. In the modern era, the food industry adeptly exploits this inherent predisposition, crafting products that cater to our innate cravings for salt, sweetness, and fat. These highly processed and readily

available foods capitalize on the addictive nature ingrained within our biological makeup. Consequently, we find ourselves caught in a cycle of overconsumption, falling prey to the allure of these rich flavors.

This predisposition to overindulge in foods rich in salt, sweetness, and fat has resulted in a pervasive global health crisis. The repercussions manifest in the form of heart diseases, obesity, diabetes, and a host of other diseases stemming from chronic overconsumption. In essence, we are grappling with the consequences of a biological blueprint ill-suited to the abundance of the modern food landscape.

Health In 21st Century Is The Art Of Saying No

The defining trait of being healthy in the 21st century is centered around mastery of the word "no." It is built on the choice to decline unhealthy foods, resist sedentary habits, and the commitment to set boundaries



that safeguard our holistic health. In essence, it is the ability to assertively prioritize our long-term wellness over momentary gratifications or societal pressures.

In today's fast-paced world, characterized by an abundance of conveniences and indulgences, prioritizing health is not merely a passive pursuit but an active choice that must be consciously made each day. It is a continuous process of evaluating our choices and actions, deliberately opting for those that promote physical, mental, and emotional well-being while saying no anything that does not align with our health.

Shifting Our Mindset - The True Secret To Being Healthy

In a world where everything is designed to indulge our desires, how do we find the strength and willpower to consistently make healthy choices? The key to wellness lies not just in taking the right actions, but in cultivating the right mindset to support those actions.

Each of us has an identity that shapes how we see ourselves – whether as a devoted family member, a hardworking professional, or a social butterfly. Similarly, we can create an identity centered around being healthy. When health becomes a priority in our identity, it influences all our decisions. Prioritizing health means aligning and supporting every choice with this core value. When being healthy becomes part of who we are, making decisions



that support our well-being becomes natural and effortless.

Understanding the Power of Ayurveda

Allopathy and Ayurveda represent two distinct approaches to healthcare: while Allopathy is humanity's answer to avoiding death, Ayurveda is the solution to improving the quality of our lives.

Over the years, scientific advancements in allopathic medicine have undoubtedly led to significant breakthroughs, enabling us to prolong human life and effectively manage once-deadly illnesses. However, amidst

this progress, we have fallen short in establishing a system that prioritizes not only longevity but also the quality of life.

The power of Ayurveda lies in its comprehensive approach that extends beyond mere symptom management, aiming to optimize physical, mental, and emotional well-being. By emphasizing lifestyle modifications, dietary habits, and preventive measures, Ayurveda seeks to elevate the overall quality of life, fostering balance and harmony within the individual.

Redefining The Meaning of Health



with Ayurveda

In Ayurveda, the word for health is called Swastha - 'Swa' means my purest self, and 'stha' means connected or embraced. The more you are connected with your purest self, the healthier you are. So, being healthy simply becomes a conscious practice of removing yourself from whatever disrupts this connection.

In today's world, the meaning of health has become the absence of disease. However, this narrow definition fails to capture the holistic essence of true well-being. Health transcends mere absence of illness; it is a state of vibrant vitality, where one experiences a deep sense of well-being, enjoys restorative sleep, has abundant energy, and approaches life with enthusiasm and contentment. In essence, being healthy is more than just physical wellness; it is about mental, emotional, and spiritual harmony.

While the Ayurvedic way of life helps in creating a lifestyle that helps you prioritize your health, the preventive nature of Ayurvedic treatments helps you regularly detox, promote well-being and prevent onset of illnesses. Ayurveda, with its ancient wisdom and holistic approach, offers a transformative path towards achieving this multidimensional state of health.

*Author: **Dr. Vignesh Devraj**, a 4th generation Ayurvedic physician and global speaker on holistic healing, is the founder of Sitaram Retreats in Kerala. He has shared his expertise at prestigious events worldwide and is dedicated to the ancient practice of Panchakarma. Dr. Devraj excels in bridging ancient wisdom with the modern world, making it accessible to all. A passionate traveler and lifelong learner, he continuously explores lesser-known healing methods to enhance his holistic approach to well-being.*

The Vata Era: Rethinking Health Regimens with Ayurvedic Wisdom



Dr. Simone Hunziker

Medical Doctor | Md | Nhp Ayurveda Medicine
Founding President, Indo-Swiss Ayurveda Foundation
Academic Chair, SwissMed School
WHO expert and Co-rapporteur for Ayurveda



Regrettably, the modern lifestyle practices lack the incorporation of Ayurveda's guidance on adopting a healthy lifestyle to prevent the adverse impacts of the three doshas, namely Vata, Pitta, and Kapha, which govern our well-being and existence. **Dr. Simone Hunziker**, in her insightful article, explores the implications of living in a vata-driven era and emphasizes the importance of slowing down. She cautions against the diseases that can arise from an excess of vata energy and urges us to take steps to protect ourselves.



When it comes to lifestyle as a path to health, many accepted ideas as well as widespread trends and practices, that are nowadays growing in health-conscious people around the world, appear to be questionable in the light of Ayurveda. Not only will they not support health, but many of them might challenge it, and this in individuals who are particular about and make special efforts to maintain and improve their health. The particularities of these practices are that they provide immediate and short-term effects that encourage people to introduce them as regular regimens. But what about their medium- and long-term effects?

Ayurveda explains that the universe's functioning is determined by three functional principles called dosha in Sanskrit. They are Vata, pitta and Kapha. They influence all

processes in the universe, in the environment and in the human organism. They determine the individual constitution, prakriti, that varies from person to person, defining the strengths, weaknesses, tendencies and needs according to the dominant dosha(s). They also determine the types of pathophysiological disorders (vikriti) that occur in an organism.

Thus, any lifestyle regimen has to take in account the individual constitution or disorder and only certain rules can be generally adopted. Others instead must be carefully adapted to the person's situation, in order to avoid negative effects. This concept is lacking in modern lifestyle practices.

Now, let us have a look at the particularities of the current scenario and how to avoid common mistakes in the first place. A majority of health-conscious individuals in the West would by now go for gluten and

lactose free diet, would privilege raw food and cook with a steamer, would undergo regular fasting, take cold showers. After a hectic day or week, in order to restore their balance and energy, they would run or walk or swim for rather long distances, independently of their age. Some of them would go to sleep late because they wish to have some fulfilling or inspiring activities after having completed all the daily obligations. Some would get up very early to practice yoga or sport before starting the day.

It is interesting to know that the doshas' dominance varies according to age, to time during the day, to seasons and to eras. Any excessive accumulation of a dosha in the organism will lead to disorders that may lead to diseases.

The current era is dominated by Vata dosha, although pitta is not far behind. Thus, let us focus here on the aspects and impacts of vata.

Vata presides over the concept of movement. Qualities of Vata are light, mobile, subtle, cold, dry, etc., and it is closely related to the sense organs and the mind. Its expressions are amongst others mobility, change, inconstancy, speed and acceleration, communication, intellectual and sensory stimuli. The domains of modern electronic technology, social media, marketing, the intensity and ever accelerating flow of information and sensory inputs are supreme expressions of Vata.

In such an environment Ayurveda advises to adopt lifestyle and health practices that have an effect to reduce Vata in order to

maintain the balance of the organism. In particular, any kind of overstrain and overexertion, be it physical or mental, is to be avoided if Vata dosha shall be balanced.

Yet, in a society made of nuclear families, in which extreme pressure at work is common (due to acceleration, continuous changes and quantity of information), in which women carry children and raise them from age 30 onwards, while being professionally active, overstrain for both parents is the rule.

This is both a consequence of a Vata driven era and an expression of increased Vata. In addition, Vata dosha becomes incrementally dominant from age 40 onwards. Therefore, the age group of 40 to 60 is particularly vulnerable, but more and more complaints of overstrain come from the age group of 20 to 40, due to excessive pressure in the studies or at work. This is again triggered by the impact of the Vata dominated environment.

Thus, the first rule in lifestyle nowadays is to reduce physical and mental overstrain by all means. The first step is to realize that one is overstrained and that this is not normal but needs to be taken seriously. Not easy in the midst of a collective “Vata-mania”! Sometimes it implies to reduce the rate of professional activity, or at least the intensity. Beyond that it requires optimization of daily duties within the group (family, neighbors, work and class mates, etc.). It often requires to reduce one’s physical activities meant for leisure and health.

According to Ayurveda, in order

to maintain health and physical condition, one should not exceed 50% of one’s capacity in terms of intensity. If your capacity is to run 5 km, you should not run more than 2,5 km. By doing so your capacity will increase and you will end up running for longer distances. But it should never be more than 50% of your capacity, if you wish to maintain your health and strengthen instead of weaken your organism in the long term. This avails for any kind of activity. Also, regular moderate efforts are healthier and bear better results than occasional heavy ones, and adapting them to your age, beyond the habit, is strongly recommended.

In any case, to counter the effects on the organism of the Vata-driven environment, certain rules are essential: slow down, take rest whenever required, sleep early and long enough to be rested when you wake up, observe your breathing, observe and slow down your mental activities, maintain regularity in the daily routine.

Eat cooked and warm food, have fresh and nourishing food, drink the water after steaming your food, as all the nutrients are in the water, or do cook the food with spices in little water. Milk and wheat are among the purest food items according to Ayurveda, and in the west they are the millennium old local sources of proteins. If you have difficulties in digesting them, it is mostly due to a weak digestive fire (agni) which Ayurveda medicines can help you restore.

Do not cook in advance.

According to Ayurveda, food should not be taken several hours





after it was cooked, as it loses its vitality and nutritive values and gets altered. Do not practice fasting without checking if your constitution and possible disorder allows it or not. Take a hot shower, not a cold one, in order to pacify Vata and enhance your digestive fire.

Ayurveda teaches us that the dominant dosha of the individual constitution or of an era will naturally draw everything in its own dynamics, and therefore needs to be controlled with vigilance and discipline in order to avoid disorders. It is understandable that the current collective tendencies are Vata driven, even those aiming at maintaining and restoring health. This is where the knowledge of life, Ayurveda, with the help of discrimination, buddhi, will make a difference in observing opposite, balancing regimens for the sake of health.

Note: The various advices mentioned can be fine-tuned with your Ayurveda practitioner as per your personal profile. Preventive medicine, svasthavrta, has a large range of individualized regimens and practices.

*Author: **Dr. Simone Hunziker**, a Swiss physician, introduced Ayurveda to Switzerland through the Indo-Swiss Ayurveda Foundation. In 1998, she founded an integrative medicine center and later co-founded the Med Vaidya Training Program. In 2021, she became Co-Founder and Academic Chair at the Swiss Med School, overseeing the Med Vaidya program.*

Embracing Ayurveda : The Pathway to wellness



Dr. Suneesh Mohan elucidates on preventive healthcare principles proposed by Ayurveda, the ancient science of life, in this article.



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Health is a term that covers a wide range of definitions, from the basic to the complex. The idea of health has sparked numerous studies, resulting in the creation of different theories and fields of science on both theoretical and applied levels. Among the various medical systems that have arisen from these investigations by humans, Ayurveda is distinguished as one of the most significant. What distinguishes Ayurveda is its long history, widespread popularity, and ability to adapt, all of which are rooted in its steadfast dedication to core principles.

Ayurveda promotes a comprehensive approach to healthcare, giving importance to overall well-being rather than just treating illnesses. The core of Ayurveda lies in its therapeutic methods, which heavily emphasize personal habits and lifestyle choices known as Swasthavritta. Ayurveda conveys the message that medical science should consider health as both an individual and societal responsibility, going beyond the perception of health as a mere commodity. Ayurveda offers straightforward and clear guidelines to achieve this through the concepts of Dinacharya (daily routine) and Ritucharya (seasonal regimen). The advantages of Ayurveda in today's society are numerous. Firstly, Ayurveda places great emphasis on preventive healthcare, focusing on maintaining good

health rather than solely addressing diseases. By embracing Ayurvedic principles, we can consciously make choices regarding our lifestyle, diet, sleep patterns, and overall well-being.

By following these guidelines, individuals can actively foster their health and overall well-being. Ayurveda acknowledges the interdependence of the mind, body, and spirit, and urges individuals to embrace habits that foster equilibrium and unity in every facet of life. Through embracing Ayurvedic principles, individuals can develop a profound comprehension of their distinct constitution and adjust their lifestyle decisions accordingly, thus enhancing their health and vitality to the fullest extent.

Ayurveda provides a comprehensive and timeless approach to healthcare, rooted in its foundational principles. By

acknowledging the importance of holistic health and taking personal and social responsibility, individuals can unlock the potential for a more fulfilling and balanced life.

When we analyze health indicators post-World War II, we can observe significant progress in global health. However, alongside these achievements, we have also identified several structural flaws within the healthcare sector. It is concerning that the root cause of health disparities, which is unequal resource distribution, has been deliberately concealed. Paradoxically, despite efforts to increase life expectancy, morbidity rates have risen. Instead of attributing this rise solely to selfish attitudes of powerful nations, there should be a collective recognition of our global interconnectedness. Even in regions such as Kerala,

known for their exemplary health sectors, morbidity rates are on the rise due to insufficient policy strategies. The emergence of lifestyle diseases has been swift, encompassing conditions like high blood pressure, diabetes, obesity, heart disease, stroke, and cancer. Ayurveda emphasizes that health is the balance of doshas, dhatus, agni, and dehabalas, reflecting overall physical, mental, and spiritual wellness.

The Lancet published a study in 2010 that underscored the significance of anxiety and depression in contributing to global morbidity. In the last fifteen years, multiple studies have shed light on the role of mental illnesses in the overall burden of morbidity. Health organizations, including the World Health Organization (WHO), have acknowledged that severe economic inequality, epidemics like COVID-19, wars



such as Ukraine-Russia and Taliban-Afghanistan conflicts, civil wars in African nations, occupation, increasing consumerism, and substance abuse are major social factors that contribute to mental illness. In response to these findings, the WHO has formulated a comprehensive mental health action plan spanning from 2013 to 2030.

1. Both physical and mental health require ongoing, precise, and thorough health education strategies. Relying solely on regular medication for maintaining health is a misconception. Ayurveda provides a straightforward yet comprehensive method for mental healthcare. Essential components for mental well-being include a proper diet, sufficient sleep, and a balanced sex life. Research has shown that lifestyle factors like inadequate sleep, unhealthy diet, and lack of

exercise play a role in the development of conditions such as anxiety, depression, and mania.

Ayurveda introduces the idea of Trayo upasthambha (diet, sleep, and celibacy/non-celibacy) as a pragmatic method for achieving overall well-being. Undoubtedly, by effectively incorporating Trayo upasthambha practices into our lives, particularly through careful planning, we can promote mental well-being among different groups in society, such as students, women, young individuals, and the elderly. Merely possessing knowledge about the ideal way of living is insufficient; it is imperative to prioritize its actual application within our communities.

The ancient wisdom of Ayurveda, with its timeless principles and comprehensive approach, offers great promise in enhancing health in the modern world. As a medical professional and

educator, I have personally witnessed the fluctuations in daily health scenarios, leading me to acknowledge the importance of incorporating Ayurvedic principles into our everyday routines for sustained well-being. Through the adoption of Ayurvedic principles, we can effectively tackle the underlying causes of health imbalances and strive towards achieving optimal health.

*The author, **Dr. Suneeshmon M S**, an Assistant Professor at Government Ayurveda College - Trivandrum, holds a BAMS and MD degree from Govt Ayurveda College TVM, as well as a PhD from SCSVMV University Kancheepuram, Tamil Nadu. With a teaching experience of 12 years, Dr. Suneesh guides PG scholars and serves as a member of the Ethics Committee at GAVC TVM.*





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What is NEW? SPINE SPECIALITY commenced at the Centre

The prevalence of various spine related ailments of varying intensity, seriously disabling work and life performance, has led Nagarjuna Ayurvedic Group to develop the concept of NAGARJUNA AYURVEDIC SPINE CLINIC, modelling a set of unique treatment protocols. While using modern diagnostic tools, the conventional Ayurvedic know-how connected with the management of spine disorders is also being suitably enriched with different speciality techniques in spine treatment. This includes manipulation and traction techniques from the 'Marma' and 'Kalari' treatments, which are a part of Kerala's martial arts system. The rehabilitation techniques of 'Yoga' along with suitable 'Yogasanas' are used during the convalescence stage, thereby helping to reduce the chances of relapse.



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SHAPING GEN ALPHA'S SUPERPOWERS THE ANCIENT WAY



Dr. Nimisha Narendran



The integration and modernization of Ayurvedic practices within the educational framework hold the potential to cultivate a profound familiarity with Ayurveda among the emerging Generation Alpha:
By **Dr. Nimisha Narendran**

In the enchanting realm where dreams intertwine with reality, a grand event unfolded, captivating the hearts and souls of millennial parents. As the sun cast its golden rays upon

a pristine morning, a miracle transpired - the birth of their Alpha Gen. As the Alpha Gen nestled softly in their parents' loving embrace, a sense of awe washed over them. Like a maestro conducting a symphony, they deftly navigated touchscreens, interacted with voice assistants, and adapted to the rapid pace of digital innovation illuminating the digital realm

with their innate brilliance. Born between 2010 and 2025, these digital natives are growing

up in a world where technology is seamlessly woven into the fabric of daily life. They quickly adapted to video conferencing tools, online

collaboration platforms, and digital resources, showcasing their resilience and ability to thrive in a rapidly changing educational environment.

In today's society, millennial parents are faced with a distinctive set of developmental milestones as they raise their children, which are closely intertwined with technology. The traditional physical milestones such as rolling over, crawling, walking, and fine motor skills development are now connected with the Gen Alpha's early proficiency in using touchscreens, handheld devices, swiping, tapping, and more. Similarly, language development has evolved to include advanced



vocabulary and linguistic skills, influenced by interactions with voice assistants, educational apps, and multimedia content. The ability of Gen Alpha to adapt to digital communication tools and platforms may even exceed that of previous generations. Cognitive milestones like object permanence and problem-solving are enhanced by their proficiency in navigating digital interfaces, solving puzzles in interactive applications, and grasping complex concepts at a young age. Social-emotional milestones, such as developing empathy, forming relationships, and understanding emotions, are also influenced by the Gen Alpha's engagement in virtual friendships and global connections, sometimes surpassing face-to-face interactions.

Amidst the backdrop of technological marvels and boundless innovation, the Alpha Gen, with their extraordinary potential, will confront a myriad of physical, mental, and social

health challenges. Physically, the Alpha Gen finds themselves in a world where convenience and sedentary lifestyles often prevail. Mental health, too, presents a formidable challenge for the Alpha Gen. Moreover, the Alpha Gen faces the paradox of connectivity in an increasingly fragmented social landscape. While technology affords them the ability to forge connections across borders and cultures, it also exposes them to the pitfalls of cyberbullying, social isolation, and

the erosion of genuine human interaction.

The fragility of their social fabric becomes apparent as they navigate the labyrinthine complexities of identity, belonging, and the yearning for authentic human connection. It is within the crucible of these challenges that the Alpha Gen's mettle shall be tested. Strategies that encourage active lifestyles, promote digital well-being, and foster open dialogue surrounding mental health must be embraced with unwavering determination. In doing so, we honor the boundless potential of Ayurveda which would not only help them rise above the shadows of their challenges but also emerge as beacons of hope, wisdom, and compassion in a world that sorely needs their brilliance. Ayurveda can indeed be a valuable tool in helping them become tomorrow's superheroes. By embracing Ayurvedic principles, they can develop a strong foundation of health that will support them in becoming the superheroes of tomorrow – not just physically, but also mentally and emotionally resilient.

Ayurveda: How Ancient Wisdom Can Make Gen Alpha Superheroes!

Hey there, Gen Alpha! Well, move over Marvel and DC because we're about to introduce you to the world of Ayurveda – the ancient Indian science of health and wellness. Get ready to unleash your inner superhero with a dose of preventive measures and a pinch of Ayurvedic wisdom! Forget about chomping on kale and quinoa,



Gen Alpha. Ayurveda has its own set of superfoods that can turn you into a real-life superhero! Ayurvedic superfoods will make you fly through your homework and ace those exams faster than a speeding bullet! In Ayurveda, everyone has a unique combination of three doshas: Vata, Pitta, and Kapha. Think of them as your inner superheroes with distinct personalities. Vata is like the Flash – quick and always on the move. Pitta is the Iron Man – fiery and driven. Kapha is the Hulk – strong and steady. Discover your dosha and embrace your inner superhero!

Ayurveda believes that yoga is the key to unlocking your superpowers. Get ready to strike a pose and save the world with your newfound agility! Imagine practicing Spider-Man's wall-crawling poses or Wonder Woman's fierce warrior stances. Ayurvedic yoga will make you as flexible as Elastigirl and as balanced as Black Widow. Got a cold? Ayurveda has a herb for that. Feeling stressed? Ayurveda has a remedy for that too. Whether it's turmeric for immunity, holy basil for focus, or

ginger for digestion. With these natural remedies, you'll be healthier than Superman and heal faster than Wolverine! In a world full of distractions, Ayurveda teaches us to slow down, breathe, and be present in the moment. Embrace your dosha, fuel up with superfoods, strike a pose with Ayurvedic yoga, and heal with nature's remedies.

Now go forth, Gen Alpha, and unleash your Ayurvedic awesomeness upon the world!

Meet Zen, a Gen Alpha kid with a zest for life and a passion for Ayurveda. In his world, Ayurvedic lifestyle practices seamlessly blend with his favourite cartoons, creating a whimsical and inspiring journey. Inspired by the legendary spinach-loving cartoon hero, Popeye, Zen decides to take his Ayurvedic nutrition to the next level. Zen's younger brother introduces him to TV series, Vlad and Nikki's Ayurveda Adventures. The show features Vlad and Nikki, two mischievous characters who embark on

exciting escapades while promoting Ayurvedic principles and lifestyle choices. Zen and his brother eagerly watch each episode, learning about the power of Ayurvedic herbs, the importance of balanced doshas, and the benefits of seasonal eating, educating about the Matrashitiyam, na-vega dharana rules, achara rasyana, viruddhahara etc. As Zen continues his Ayurveda-inspired journey, he starts noticing positive changes in his life. In the enchanting world of Zen, Ayurveda and cartoons collide, creating an extraordinary adventure filled with laughter, inspiration, and a dash of herb-gulping fun. In a world where cartoons embrace Ayurveda, the possibilities for education and inspiration are endless.

Dora, Chhota Bheem, and young YouTubers can promote Ayurvedic practices in entertaining and engaging ways. In her exciting adventures, Dora the explorer could stumble upon various Ayurvedic herbs and plants. Along the way, Dora could ask questions about how these herbs can be incorporated into daily life for health and well-being. This would not only educate toddler viewers about Ayurvedic herbs but also promote curiosity and exploration. Chhota Bheem, the strong and agile young hero, could showcase the benefits of yoga and asanas in his action-packed adventures. Chhota Bheem's dedication to fitness and his ability to overcome challenges with yoga could inspire young viewers to try these ancient practices themselves. In this digital age, young Ayurveda enthusiasts could create their own YouTube channels to showcase their daily Ayurvedic

practices. These young YouTubers could inspire their peers to adopt Ayurveda in a relatable and accessible way, fostering a community of health-conscious Gen Alpha members. These engaging and educational narratives would not only entertain young viewers but also empower them to make choices that support their health and well-being.

AYURVEDA-INFUSED SCIENCE EXPERIMENTS:

Integrate Ayurvedic principles into science classes by designing captivating experiments that showcase the scientific basis of Ayurveda. By connecting Ayurveda with scientific concepts, students will develop a deeper appreciation for its relevance and engage in hands-on learning experiences.

Organize interactive cooking sessions where students learn to prepare Ayurvedic dishes made from shali, shashtika, yava, mudga etc using traditional ingredients and techniques. By gamifying the learning process, students will actively engage in Ayurvedic practices, fostering a sense of personal growth and well-being. Interactive sessions can be organized, allowing students to ask questions, participate in demonstrations, and gain insights into the vast

potential of Ayurvedic practices. By exploring the scientific, culinary, artistic, and practical aspects of Ayurveda, students will develop a comprehensive understanding of its principles and applications. The integration and modernization of Ayurvedic practices within the educational framework hold the potential to cultivate a profound familiarity with Ayurveda among the emerging Generation Alpha. Through the incorporation of evidence-based methodologies and the promotion of scientifically substantiated outcomes, youthful minds shall be enticed to delve deeper into the study and exploration of Ayurvedic principles, ultimately paving the way toward a realm of scientific research. As young minds witness the tangible benefits of Ayurveda in their own lives, they shall be inspired to seek evidence-based results and scientific validation for the principles they experience. This innate curiosity, coupled with an inclination towards evidence-based research, shall propel them to embark upon a journey of scientific exploration within the realm of Ayurveda. The amalgamation of Ayurveda with modern scientific methodologies within the educational framework will foster an environment of critical thinking, where young scholars shall be encouraged to question,

experiment, and analyze the underlying principles of Ayurveda. This amalgamated approach shall bridge the gap between traditional wisdom and contemporary scientific understanding, propelling Ayurveda into a realm of evidence-based research. Through the pursuit of scientific research, the emerging Generation Alpha shall unravel the intricate mechanisms underlying Ayurvedic principles, elucidating their efficacy and potential applications in the modern healthcare landscape. This transformative journey

shall not only enhance the scientific understanding of Ayurveda but also pave the way for its integration into mainstream medicine, offering novel therapeutic avenues and personalized approaches to healthcare.

In the grand tapestry of medical enlightenment, I being a millennial author hope that this integration and augmentation of Ayurvedic practices within the educational framework shall serve as a catalyst, igniting the spark of scientific curiosity and propelling the young scholars towards an illustrious pathway of scientific research. Their endeavours shall herald a new era where traditional wisdom and evidence-based methodologies converge, revolutionizing the field of medicine and opening doors to a paradigm of holistic well-being and personalized healthcare.



The Author: Gold Medal Winner - Dr. Baby Krishnan Memorial AHMA Young Scholar Award 2024

A JOURNEY OF INTEGRATION: Ayurvedic Diagnostics Embracing Modern Technological Advancements



DR. PRASANNA KAKUNJE,
MD (Ayu)

Ayurveda, an ancient Indian system of medicine, offers a holistic approach to health and wellness, emphasizing the balance and harmony of the body's natural elements. At the heart of Ayurvedic practice are unique diagnostic methods that provide deep insights into an individual's health, emphasizing the importance of personalized treatment. Among these, the Nadi Pariksha (pulse diagnosis), Dasa Vidha Pariksha (tenfold examination), and Ashta Sthana Pariksha (eightfold examination) stand out for their depth and comprehensiveness. These practices, enriched by centuries of knowledge, are now intersecting with modern technology, marking a significant evolution in how Ayurvedic diagnostics are applied.

Dr. Prasanna Kakunje delves into the traditional examination methods and the influence of technological advancements in this article.

Dasa Vidha Pariksha: A Comprehensive Diagnostic Approach

The Dasa Vidha Pariksha, or tenfold examination, is a fundamental diagnostic tool in Ayurveda that evaluates ten critical aspects of health:

1. Prakriti (Constitution) - Determines the individual's inherent constitution, providing insights into their natural state of balance and predisposition to certain health conditions.



2. Vikriti (Imbalance) - Identifies current doshic imbalances, essential for diagnosing present ailments and crafting appropriate treatments.

3. Sara (Essence) - Assesses the quality of the seven body tissues,



indicating overall vitality and susceptibility to disease.

4. Samhanana (Compactness) - Evaluates physical integrity and muscle development, relating to strength and resilience.

5. Pramana (Physique) - Observes body size and shape, offering clues about physical health and disease susceptibility.

6. Satmya (Adaptability) - Considers adaptability to diet and environment, underscoring the importance of personalized lifestyle

recommendations.

7. Satva (Mental Strength) - Gauges mental and emotional resilience, informing the psychological components of treatment.

8. Aharshakti (Digestive Power) - Measures digestive strength, a cornerstone of health in Ayurveda, influencing treatment and dietary advice.

9. Vyayamshakti (Physical Fitness) - Assesses physical activity capacity, guiding lifestyle adjustments for optimal health.

10. Vaya (Age) - Takes into account the patient's age, adjusting treatments according to life stage-specific health needs.

Ashta Sthana Pariksha: The Eightfold Examination

Ashta Sthana Pariksha complements the above methods by evaluating eight additional bodily aspects and functions, offering an even more detailed view of the patient's health status and guiding further personalized treatment strategies.

The Eight Aspects

1. Nadi (Pulse): Alongside the detailed analysis in Nadi Pariksha, the pulse's examination here contributes to understanding the doshic imbalances.

2. Mootra (Urine): Observations of color, consistency, and sediment offer clues about metabolic health and kidney function.

3. Mala (Feces): Examining the feces provides insights into digestive health and potential imbalances in the digestive tract.

4. Jihva (Tongue): The appearance of the tongue can indicate systemic issues, including organ health and toxicity levels.

5. Shabda (Sound/Voice): Variations in voice can reveal the state of the doshas and underlying health conditions. Also, various sounds in the body can reveal many underlying statuses.

6. Sparsha (Skin Texture): The skin's texture, color, and appearance are indicative of overall health and doshic balance.

7. Drik (Eyes): The eyes, being the windows to health, can show signs of systemic and specific organ health issues.

8. Aakriti (Physical Appearance): Overall physical appearance, including stature, build, and gait, offers clues to constitutional strengths and weaknesses.

Nadi Pariksha: The Art of Understanding Through Pulse

Nadi Pariksha is a cornerstone of Ayurvedic diagnosis, where the practitioner assesses the pulse to gain insights into the physiological and



psychological states of the patient. This method is instrumental in understanding the balance of the doshas (Vata, Pitta, and Kapha), which are vital for maintaining health.

How It Is Performed

The practitioner uses the fingertips to feel the pulse at the wrist. By evaluating the pulse's rhythm, volume, speed, and quality, the Ayurvedic expert can identify imbalances within the body. Nadi Pariksha is not merely about counting heartbeats but involves a deep understanding of the subtle vibrations and waves created by the heartbeat as they interact with the doshas.

What It Reveals

- **Dosha Imbalances:** The primary aim is to detect which dosha(s) are out of balance, thereby identifying the root cause of health issues.
- **Physical Health:** Insights into organ function and systemic health can be gleaned.
- **Mental and Emotional State:** The pulse can indicate stress, anxiety, and other psychological conditions.
- **Potential Health Issues:** Early detection of diseases before they manifest physically.

Bridging Tradition with Modernity

Recently, there has been a fascinating intersection between traditional Ayurvedic practices and modern technology, particularly in the realm of Nadi Pariksha, or pulse diagnosis. This ancient technique, which involves assessing the pulse to gain insights into the physical and mental state of an individual, has been enhanced with the development of various devices designed to automate and refine the process. These latest devices aim to bridge the gap between the traditional art of pulse reading and the precision of modern technology, making Ayurvedic diagnosis more accessible and reliable. Let's delve into some features and advancements of these contemporary Nadi devices.

Features of Latest Nadi Devices

1. Automated Pulse Analysis

Modern Nadi devices are equipped with sensors that precisely detect the pulse's vibrations and rhythms. These devices analyze the pulse data using advanced algorithms to identify imbalances in the doshas (Vata, Pitta, and Kapha), providing a detailed report on the individual's health status.



2. Integration with Software Applications

Many of these devices come with associated software applications, enabling practitioners to store, analyze, and track patient data over time. This feature allows for monitoring the progress of treatments and adjustments based on real-time data, enhancing the personalized treatment approach that Ayurveda advocates.

3. User-friendly Interface

To make Ayurvedic diagnostics more accessible to practitioners and even to individuals with an interest in Ayurveda, these devices often feature user-friendly interfaces. Simple instructions and easy-to-understand results make it easier for users to conduct self-assessments or for practitioners to integrate the device into their diagnostic processes.

4. Accuracy and Reliability

The latest Nadi devices are designed to offer high levels of accuracy and reliability in pulse diagnosis. By minimizing human error and variability in pulse reading, these devices ensure a more standardized approach to diagnosing doshic imbalances.

5. Portability

Many modern Nadi devices are portable, allowing Ayurvedic practitioners to carry them to different locations or for individuals to use them at home. This portability supports the broader dissemination of Ayurvedic practices and makes health monitoring more convenient.

Advancements in Technology

The development of Nadi devices has seen significant advancements, including the use of artificial intelligence (AI) and machine learning algorithms to improve the analysis of pulse data. These technologies enable the devices to learn from vast amounts of data, enhancing their diagnostic capabilities and accuracy over time. Furthermore,

some devices are exploring the integration of other diagnostic parameters, such as skin conductance and temperature, to provide a more comprehensive health analysis.

The latest Nadi devices represent a significant step forward in bringing the ancient practice of Nadi Pariksha into the modern era. By combining traditional Ayurvedic knowledge with cutting-edge technology, these devices offer a promising tool for enhancing the accuracy and accessibility of Ayurvedic diagnostics. However, it's important to note that while these devices can provide valuable insights, they should complement rather than replace the expertise of experienced Ayurvedic practitioners. As technology continues to evolve, it will be exciting to see how these devices further develop and contribute to the field of Ayurveda, making ancient wisdom more applicable and accessible in today's health-conscious world.

Conclusion

Nadi Pariksha and Ashta Sthana Pariksha, along with Dasa Vidha Pariksha, form the triad of Ayurvedic diagnostic excellence, providing a deeply nuanced and holistic view of an individual's health. These methods underscore the importance of understanding the body's natural rhythms and balances, offering insights that guide the formulation of personalized treatment plans. As Ayurveda continues to intersect with modern technology, it holds the promise of broadening its reach and efficacy, ensuring the ancient art of healing remains relevant in today's world. This blend of traditional knowledge with modern innovation paves the way for a health care approach that is both comprehensive and adaptable to individual needs, embodying the true spirit of Ayurveda.

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PROVIDING WELLNESS THROUGH ECO-CONSCIOUS CHOICES

CGH Earth, a key player in southern India's tourism industry, is known for creating unforgettable travel experiences. Established in 1954 with the Casino Hotel in Kochi, the company has become a leader in sustainable tourism and cultural preservation. With a diverse collection of exceptional hotels, CGH Earth embodies innovation and artistry. The acronym CGH, representing "clean green healthy," reflects their dedication to environmental sustainability and well-being. Through sustainable tourism options and wellness retreats, CGH Earth prioritizes environmental stewardship, local traditions, and community collaboration to curate extraordinary travel experiences.

Mr. Sidarth Dominic, the group's Director, shares his insights on the success of CGH Earth's venture into the hospitality industry.

Interviewed by,
AP Jayadevan (Coordinating Editor)

What is the significance of Ayurveda as a healing system in today's modern society? How has it been embraced by the western world?

Ayurveda, as a healing system, holds more significance in today's modern society than ever before. Its time tested wisdom and effectiveness holds even more relevance and has been recognized and embraced by people, especially in this post-pandemic period.

Ayurveda's remarkable ability to revitalize the body, its effectiveness in treating various modern day illnesses is truly remarkable. It's unique remedies for specific illnesses where modern medicine may struggle. By increasing awareness and educating people about Ayurveda individuals can benefit from its healing properties and find relief from their health concerns.

Kindly share your thoughts on the Post COVID scenario of Tourism industry in India, especially in Kerala.

Since the onset of the COVID-19 pandemic, there has been a notable surge in tourism within India, particularly in Kerala. Despite being more expensive than other destinations, Kerala has successfully attracted discerning travellers who have had a unique experience of what Kerala has to offer, its heritage, Culture, Cuisine, Nature and traditional wisdom of Ayurveda, contributing to economic growth. CGH Earth focuses on leisure tourism and Wellness, both have been able to contribute to support the economy and stakeholders.

Bangaram in Lakshadweep was a unique experiment of CGH earth group. Kindly tell us that story.



For CGH Earth our transformation happened because of what Bangaram, Lakshadweep did for us. Bangaram opened our eyes to a new vision on Tourism, we learned values of environment sustainability and inclusiveness of the local community and offering a local product were core to allowing today's travellers to relish a destination.

It was in 1988 that we were successful in bidding and winning the tender to operate Bangaram Island as a tourist destination in Lakshadweep. The sheer beauty of the atoll of Bangaram captivated us to focus on ensuring that nature remained intact which meant stringent environment sensitivity in every decision. We realised early that the Island was best experienced when viewed through the eyes of the people of Lakshadweep hence the inclusivity of the people wherever possible as stakeholders from employment to supporting local businesses through sourcing locally whatever was possible also sourcing boats and engaging them in providing their skill and service to

deliver unique island experiences. This also meant the offering evolved as a genuine experience of Lakshadweep, providing experiences to travellers to truly engage with the Island in a deep and delicate manner without taking away from the beauty of the place.

This kind of barefoot luxury was appreciated by the global traveller and quickly transformed the Bangaram Island Resort into a sort after Global destination for discerning travellers.

This is relevant to us at CGH Earth because we are what we are as a result of our learnings from Lakshadweep, we have given ourselves as an enterprise values tried and tested from our Bangaram Experience. Core values include Environment Sensitivity, Local Ethos and Inclusivity of the community.

Our tenure at Bangaram lasted twenty years from 1988 to 2008 during which time CGH earth has been able to deliver great memorable experiences to travellers while at the same time deliver high value to our Lessors the Administration of Lakshadweep and to the community around us. In 2009 on account of a change in the thought process from the administration we had to discontinue our operation in Lakshadweep

Kindly share the specialities of your esteemed Ayurveda centers Kalari Kovilakom and Kalari Rasayana

Initially, we opened an Ayurveda center in Kumarakom that was well- received, but mainly by transient tourists. Our team of doctors and therapists provided consultation and treatments. As demand for comprehensive treatments grew, we introduced specialized packages at our resort. This led to repeated visitors and inspired us to search for a property dedicated to Ayurveda.

The owners of Kalari Kovilakam palace in Kollengode approached us with a proposal to manage their heritage palace and operate a heritage resort, requesting that we adhere to traditional values such as avoiding alcohol, meat, and wearing shoes on the property. We agreed, as it aligned with our plan to start a Ayurveda dedicated property. Kalari Kovilakom is a 18 room Ayurveda hospital which has been NABH accredited , visitors who come seeking ayurveda solutions come from every corner of the world and in a post pandemic era we have seen a sharp increase in Indians seeking Ayurvedic cure at Lalari Kovilakom.

Initially it was difficult to find people willing to commit to two weeks of Ayurveda treatment and strict dietary/lifestyle requirements. However, we eventually attracted dedicated Ayurveda enthusiasts who appreciated our facility and services. Through positive word of mouth, news spread to the Western world about our luxurious center in Kerala offering authentic Ayurveda treatments. As a result, individuals from countries like Germany and Switzerland, where

Ayurveda was popular, began coming to our center. The German-speaking community, in particular, started visiting in large numbers. Our visitors were impressed by the exceptional experience we provided and expressed their desire for a unique experience like ours.

This is how we discovered our niche and decided to combine high-quality hospitality with top-notch Ayurveda. The result of the success of Kalari Kovilakom led to the starting of Kalari Rasayana

Kalari Kovilakom quickly gained popularity with just 19 keys, prompting the search for a new property. We found a charming property with 22 keys near Paravoor in Kollam, originally built by a doctor. We have transformed it into Kalari Rasayana, a stunning property with spacious areas and beautiful gardens overlooking Paravoor lake. The property features a luxurious swimming pool turned lotus pond. Both establishments offer authentic Ayurvedic treatments in unique and delightful atmospheres.

At our establishments, we have a Kalarikuzhi, a special arena for practicing the traditional martial art of Kalari. Our experienced therapists, who come from a Kalari lineage, regularly train in this arena and incorporate their expertise into their therapeutic sessions. Our main aim is to provide our clients with exceptional comfort and attention during their stay.

A few words about your Naturopathy center?

Our Naturopathy center in Panchalimedu is Accredited by NABH, it stands out as a unique establishment in the country. With a flameless kitchen and a focus on raw foods, such as fruits and vegetables, our center offers a distinctive approach to well-being. In the past four years, we have seen a significant increase in the number of patients seeking our services. Panchalimedu itself is a popular tourist destination, and its quality continues to improve over time.

Is Kerala experiencing 'overtourism' with negative consequences on the environment?

There are obstacles in Kerala, but I remain positive. The younger generation is making positive changes and can help address issues. Cleanliness is not just the government's responsibility; we must also contribute. Waste management should involve private firms. Preserving our land is crucial for tourism and economic development. Tourism in Kerala has potential and we must be cautious as stakeholders. Blaming tourists for environmental damage is unfair as our tourist influx is limited compared to other regions.

In your view, what are the primary obstacles facing the tourism industry?

The main barrier to tourism is the climate emergency, with India facing issues like water scarcity, food production challenges, and a growing population. Our top priority should be sustainability and addressing this pressing matter.

Relax

You have worked hard to make it in life. Now, for a brief while, forget life on the fast lane, and the extreme cold conditions that you live in. Head to Kerala in south India. Enjoy the sun and the balmy breeze on palm-fringed beaches. Walk through villages and see life move on a slower rhythm. Or make slow progress in country crafts through a network of canals. Listen to the roll of the temple drums, the chime of the Church bells or the whisper of little rivulets that cut through the hilly terrain. Walk through tea plantations where silence is your only companion.

Relax! You are in God's Own Country!

Ayurveda
& Health Tourism



Rejuvenate

You have lived by the clock. The wear and tear are telling on your body and your mind. It's time to leave the beltway. Head to Kerala in south India. Feel life on a slower lane. Travel by road and see villages where the traditional and the modern clasp hands. Take a boat ride through the backwaters and canals to see water, fish, waterbirds and humans share the same habitat. Feel peace spread all over you as you join a Yoga session. Head to one of the many authentic Ayurvedic spas. Surrender yourself to the caring hands of experts as they give you an oil massage. See how your body get recharged with the massage, Yoga and food regimen.

Rejuvenated, you are ready for hectic life back home. Yes, you are in God's Own Country!

Ayurveda
& Health Tourism



Restart

Has the rush hours, the clock work life, and the weather extremes sapped your energies? It's time you headed to Kerala in south India. Forget the trodden paths and must-see places. Look for places that offer authentic experiences of life in a different geography. Dedicate your time to relax with an unhurried itinerary and a rejuvenating Ayurvedic therapy. Get trained in Yoga. Decide on a package that fits your time schedules.

Now, restart your journey with renewed vigor, health and confidence from God's Own Country!

Ayurveda
& Health Tourism



Relax, Rejuvenate & Restart



Visits to Kerala curated by Ayurveda and Health Tourism team

Be you on leisure travel or medical value travel, here's offering you trust-worthy travel guidance and services.

Need a dental treatment at one-fifth the cost in Europe and the U.S? Or a surgery that you long postponed? Trust the world class surgeons and specialists in Kerala to heal you with care.

And, once you are done with you with the must-dos, join us to enjoy the bounteous diversity of Kerala and its rich tradition of authentic Ayurveda in God's Own Country.

Be with us for a week, a fortnight or more. We can guide you. We know the terrain. Ayurveda and Health Tourism has been around for nearly two decades documenting the growth of value travel in Kerala.

Trust us to provide you the most authentic medical and rejuvenation services and the best places to live and visit.

Attractive packages for
Ayurvedic vacations ready

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PARK AM SEE

NATTIKA AYURVEDA

A Landmark Partnership Unveiled:

Retreat Park am See Nattika Ayurveda to Transform Holistic Wellness in Europe



Berlin, Germany: In an exciting move set to redefine the Ayurveda wellness domain in Europe, the new Retreat Park am See Nattika Ayurveda has officially launched, symbolizing a landmark fusion of German hospitality and Indian traditional healing practices. This innovative amalgamation, which took its first steps on the 8th of November 2023, offers a serene wellness haven that marries the calm of Tollensesee in Mecklenburg-Western Pomerania with the rich, age-old traditions of Ayurveda. Since its establishment just over 100 days ago, the retreat has welcomed more than a hundred guests, demonstrating the appeal and effectiveness of this new holistic wellness destination.

Retreat Park am See Nattika Ayurveda embodies the essence of cross-cultural collaboration, providing an unparalleled mix of Ayurvedic therapies, yoga, meditation, and

Mrs. Gabriele Wahl-Multerer, Managing Director of Park am See, expressed her excitement about this initiative: 'This pioneering partnership stands as a symbol of hope for those in search of true healing and transformation. Our commitment is to introduce the deep-seated benefits of Ayurveda to Europe, and we believe our combined efforts will herald a new chapter in holistic wellness.'

Nattika Ayurveda contributes its vast experience and a proven history of delivering life-altering wellness experiences at its renowned resorts in India. The dedication to genuine Ayurvedic practices and exceptional service quality is poised to greatly enhance the wellness landscape in Europe.

As it opens its doors, Retreat Park am See Nattika Ayurveda extends an invitation to people globally to delve into the profoundness of Ayurveda and immerse themselves in the unmatched tranquility of its setting. This partnership marks a significant step towards making holistic wellness more attainable and deepening the appreciation of Ayurveda's eternal knowledge in Europe.

mindfulness practices. This blend is designed to deliver a life-changing experience, encouraging guests to embark on a path towards enhanced health, well-being, and self-discovery. 'Our mission is to create a bridge between Eastern traditions and Western hospitality, bringing a comprehensive wellness approach to Europe,' remarked Mr. Joseph Kodath, Managing Director of Nattika Ayurveda GmbH.

This collaboration goes beyond offering Ayurvedic treatments; it is about fostering a holistic lifestyle that combats the underlying causes of stress and modern lifestyle ailments. Guests at Retreat Park am See Nattika Ayurveda can anticipate bespoke Ayurvedic treatments from expert practitioners from India, guaranteeing an authentic and revitalizing journey.

About Nattika Ayurveda

Nattika Ayurveda is at the forefront of promoting authentic Ayurvedic healing practices, with a team of experienced Ayurvedic practitioners, the brand is committed to delivering traditional Ayurvedic treatments tailored to individual needs. Nattika Ayurveda owns and operates two renowned Ayurveda resorts in Kerala, India - The Nattika Beach Ayurveda Resort & Rockholm at the Lighthouse Beach, known for their exceptional guest experiences and commitment to authentic Ayurvedic practices. Now, through its partnership with Retreat Park am See, Nattika Ayurveda aims to bring its legacy of Ayurveda wellness to Europe, promising an experience of genuine healing and renewal.



The Park am See A Different Definition of Luxury

Mrs. Gabriele Wahl-Multerer | Managing Director Park am See

Seven years ago, my team and I began to renovate a heritage jewel on the shores of Tollensesee, blending an 'oasis of calm' with a sophisticated atmosphere that focuses on the individual and their essential needs. The use of premium materials and a keen eye for detail have transformed this 65-hectare estate, featuring just 35 guest rooms and vacation apartments. Deceleration starts the moment the gate opens for our guests. It's a protected space that not only provides plenty of room and silence but also embodies the principle that 'there is strength in tranquility.'

Collaborating with Nattika Ayurveda has been fortuitous. It introduces a new dimension by offering profound experiences that contribute to health, rejuvenation, and stress reduction. From my stays at the home base in India, I've learned that 'Ayurveda touches the soul.' I am therefore even more delighted that we are now welcoming guests from all over Europe to the tranquil Mecklenburg Lake District, a haven easily reached yet worlds away from the frenetic pace of everyday life.

Visit us at the ITB Berlin 2024 Hall 5.2b at Stand Number 241

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Discover Atreya Ayurveda: *A Blend of Tradition and Modernity*



Atreya Ayurveda stands as the foremost, oldest, and largest a network of healing centers for Ayurvedic medicine and yoga therapy. Atreya Ayurveda boasts a stunning Beach Resort in Kovalam, Kerala, India, showcases the successful application of the ancient system of knowledge in treating human diseases.

We also have Two centers nestled in the heart of Moscow.

Enjoy Ayurveda at its best at Atreya Ayurveda

The Chief Physician is highly knowledgeable and has extensive experience working with Western patients.

- Authentic Ayurveda treatments
- Expert Doctors and Well Experienced Therapists
- Regular monitoring by Expert Physician
- Providing meticulous care to each patient.

Atreya Ayurveda in numbers:

- 25+ years of bringing back health;
- 87% of patients recommend us to friends and family;
- 52000+ patients have been successfully treated at our clinics

For your convenience:

- Personalized treatments including Panchakarma (addressing over 280 different diseases according to Traditional Ayurveda)
- Enjoy three nutritious Ayurvedic meals prepared by our Grand chef.
- Engage in yoga therapy and meditation led by experienced practitioners.
- Accommodation options include Palm View Rooms, Sea View Rooms and Heritage Sea View rooms
- Affordable prices for ayurvedic therapeutic programs starting at Euro 175 per night with accommodation, daily 2 times (1 hrs to 1.15 hrs each session) Ayurveda treatments, Inpatient Medication, Ayurveda Vegetarian meals (Full board) Every day Doctor consultation. Yoga, Complimentary transfer from Trivandrum airport / railway station to the resort, 24 hours Free wifi.

Atreya Ayurveda & Yoga Beach Retreat

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Ayurveda in Central Europe: Fostering Wellness in Slovakia



Dr. Anilkumar
(BAMS MHRM MBA
PGDET PGDBT)

Ayurveda, the ancient treatment system that originated in India thousands of years ago, has of late made its way into the heart of Europe. In recent years, there has been a growing global interest in Ayurveda as a complementary and alternative healthcare system. Central Europe, including Slovakia, has experienced a surge in fascination towards Ayurveda as a comprehensive approach to well-being. This traditional Indian medical system, which emphasizes harmony between mind, body, and spirit, has resonated with individuals seeking alternative and personalized healthcare experience.

Dr. Anilkumar delves deeply into the present condition of Ayurveda in Central Europe, especially in Slovakia, in this article. He looks at the challenges and potential opportunities of Ayurveda in Europe.

Current status

Ayurveda has been introduced to Europe primarily through globalization, the popularity of yoga, and the rise of alternative therapies. This has led to an increase in wellness tourism, with many Europeans seeking holistic healing experiences, including Ayurvedic treatments. Ayurveda has made its mark over the years in various European countries, with dedicated clinics, trusted wellness centers, and educational institutions.

Slovakia, located in the heart of Central Europe, has witnessed a growing interest in Ayurveda. Wellness retreats that incorporate Ayurvedic principles have emerged, offering a unique combination of traditional practices and modern comforts. These retreats provide a peaceful environment where people can immerse themselves in Ayurvedic therapies, meditation, and personalized wellness programs.

The demand for Ayurvedic products, such as oils, herbal supplements, and cosmetics, has also been on the rise. Traditional Indian practices like yoga, meditation, and mindfulness, which are closely associated with Ayurveda, have become mainstream in Europe. Furthermore, Ayurveda's focus on personalized healthcare and holistic well-being aligns with the increasing awareness of the mind-body connection in Western societies.

Ayurvedic clinics and wellness centers in Slovakia offer a wide range of services, including traditional Ayurvedic treatments, yoga and dietary guidance. The appeal lies not only in the therapeutic aspects but also in the holistic lifestyle approach that Ayurveda promotes. The serene

landscape of Slovakia provides an ideal setting for these retreats, enhancing the overall experience of rejuvenation and well-being at an affordable cost.

Despite the increasing curiosity, Ayurveda encounters numerous obstacles in Europe that impede its widespread adoption and incorporation into the healthcare system. As Slovakia is one of the less densely populated countries in Europe, there are various concerns that must be tackled to ensure the sustainable development of Ayurveda in the country.

Challenges

1. Limited awareness and education:

The lack of enough knowledge about Ayurveda among the public is a hurdle. Educational programs and awareness campaigns are needed to explain this Indian healing system and its role in keeping good health.

2. Localization with cultural context:

Adapting Ayurveda to fit the

Slovakian culture is important for its integration. By incorporating elements that resonate with the local culture, Ayurveda can become more accessible.

3. Skepticism:

Some Western medical professionals are skeptical of traditional medicine, which clashes with Ayurveda's holistic approach. This skepticism hinders collaboration between Ayurvedic practitioners and conventional healthcare professionals.

4. Regulatory environment:

The absence of standardized regulations for Ayurveda in Slovakia presents challenges in ensuring quality and certifying practitioners. Clear guidelines and regulations are needed to maintain standards in Ayurvedic practices.

5. Research and evidence-based practice:

To gain acceptance in Slovakia, Ayurveda should align with evidence-based practices. Research studies are needed to evaluate the efficacy and safety of





Ayurvedic treatments, providing a foundation for integrating it into mainstream wellness practices. The differences in principles and terminology between Ayurveda and Western medicine create communication and collaboration challenges. Further research is necessary to validate the effectiveness and safety of Ayurvedic treatments using Western scientific standards.

6. Language barrier

Language is crucial for communication and promotion. Simply being proficient in English is insufficient for handling daily tasks in these countries. For those looking to practice regulated professions, fluency in the official language is essential, presenting a significant challenge.

Future prospects

In spite of the obstacles, Ayurveda presents considerable opportunities for the future of health and wellness retreats in Slovakia. With its stunning natural beauty, thermal springs,

and peaceful atmosphere, Slovakia has been steadily garnering interest as a wellness tourism hotspot. The nation boasts a variety of natural assets, such as thermal spas, mineral springs, and mountainous areas, which make it a compelling choice for individuals in search of tranquility and revitalization, Slovakia has the potential to actively market itself as a wellness tourism hub, showcasing Ayurveda as a distinctive and appealing feature.

1. Public awareness:

Raising awareness about Ayurveda through educational initiatives, public lectures, and awareness campaigns is crucial for its acceptance. Incorporating Ayurvedic principles into general health education programs can promote a holistic approach to well-being and dispel myths. Collaborative efforts with healthcare and travel professionals can help integrate Ayurveda into mainstream wellness practices.

2. Integration with conventional medicine:

Bridging the gap between Ayurveda and conventional medicine is essential. Collaborative research, joint conferences, and educational programs can foster understanding and respect among practitioners of different medical systems. Establishing clear integration guidelines within healthcare settings can enhance the acceptance of Ayurveda.

3. Cultural sensitivity and adaptation:

Adapting Ayurvedic practices to align with local cultures and healthcare systems in Europe is key for successful integration. Practitioners should be sensitive to cultural differences and make Ayurveda more accessible and relatable to the European population.

4. Promoting wellness tourism:

Slovakia can promote a comprehensive wellness program by integrating Ayurveda into its existing wellness landscape, fostering collaboration with local businesses, travel agencies, and government entities.

5. Innovative wellness programs:

Wellness retreats can enhance the overall experience by blending Ayurvedic principles with local customs and tailoring programs to meet the specific needs and preferences of participants.

6. Authentic Ayurvedic retreats in Europe:

Slovakia's affordable tourism and exceptional thermal spas make it an appealing choice for Ayurveda enthusiasts to invest in and establish wellness centers with

minimal investment.

7. Digital promotion and accessibility:

Leveraging digital platforms to promote Ayurvedic wellness retreats in Slovakia can reach a broader audience and generate interest through online resources, virtual experiences, and interactive platforms.

The journey of Ayurveda in Central Europe, particularly in Slovakia, shows great promise. By overcoming challenges through education, collaboration, and cultural adaptation, Ayurveda has the potential to play a significant role in the health and wellness retreat landscape. As individuals

increasingly seek holistic well-being, Ayurveda is finding new avenues to thrive in the heart of Europe. Its potential benefits in promoting holistic well-being and personalized healthcare make it an exciting prospect for the future of European healthcare.

Slovakia emerges as a perfect destination

There are noteworthy projects underway that are introducing a wave of retreat centers offering an authentic Ayurvedic experience. These centers, inspired by the time-honored traditions of India, have been tailored to meet European standards while preserving the

essence of the ancient practices. What sets Slovakia apart is its commitment to providing this authentic Ayurvedic experience at an affordable price, making wellness accessible to a wider audience. Get ready to embark on a transformative wellness journey where the rich traditions of Ayurveda seamlessly blend with the sophistication of Europe, all amidst the breathtaking beauty of Slovakia.

Slovakia, seizing this unique opportunity, emerges as the perfect destination for visionary entrepreneurs in the Ayurveda field from India. With its enchanting landscapes and cost-effective environment, Slovakia offers a promising platform for investing in the establishment of Ayurvedic wellness centers. Not only does Slovakia provide a fertile ground for cultural exchange, but it also offers investment opportunities for entrepreneurs to create authentic havens of well-being that harmoniously combine with the wisdom of Ayurveda with the European ambiance. This strategic investment can not only contribute to the wellness landscape in Slovakia but also serve as a gateway for introducing Ayurveda to a new demographic.



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Nurturing Animal Health: The Ayurvedic Approach



Theresa Sita Rosenberg

Ayurveda, the ancient Indian healing system, is applicable to both humans and animals, as the fundamental principles of Ayurveda are universal. The practice of Ayurveda for animals is experiencing a resurgence and gaining popularity in both India and Europe. Renowned Ayurveda expert and practitioner **Theresa Rosenberg - M.Sc. (Ayurveda)** - sheds light on the topic of animal treatment in Ayurveda.

Ayurvedic medicine is highly valued by the population in its native India, and many local pet owners rely on Indian naturopathy. In

Europe and other Western countries, too Ayurveda is becoming an increasingly popular field of healing as part of naturopathic treatment for animals. Even serious illnesses are often treated with the help of Ayurvedic therapy for animals.

Ayurveda for animals is being revitalized and promoted, both in India and in Europe:

- The European Academy of Ayurveda offers an international training program for Ayurveda Animal Health Coaches and Ayurveda Animal Therapists which, through an interactive online learning platform as well as webinars, educates pet owners, veterinary practitioners and veterinarians worldwide in the Ayurveda tradition for animals.
- For several years the IAVA has been organizing congresses throughout India and promoting the community of Ayurvedic veterinary medicine. The IAVA stands for International Association for Veterinary Ayurveda. It was founded in 2020 with the goal to preserve and to develop the knowledge, understanding and use of Ayurveda in animals.
- Ayurveda is increasingly being integrated into veterinary practices, and not only the treatment options but also Ayurvedic diagnostics with its constitutional analysis, pulse and tongue diagnosis are increasingly being used.

Ayurvedic treatment for animals can be utilized in two ways:

integratively, alongside modern veterinary medicine, or independently. The diagnosis in Ayurvedic veterinary medicine involves analyzing the dosha, agni, dhatu, srota, and nadi states. In addition to a comprehensive medical history, it also includes a bite, pulse, and tongue examination.

Holistic Ayurveda veterinary medicine includes:

- Feeding, husbandry and training appropriate to the animal's constitution
- Phytotherapy
- Manual therapy with full body massages and stamp massages as well as marma point therapy
- Enemas and elimination therapies

In the comprehensive realm of Ayurveda, the combination of phyto- and manual therapies, along with the optimization of animal husbandry and feeding, can yield versatile and highly effective therapeutic outcomes. The fundamental principle of Ayurveda, which asserts that humans and animals are governed by the same principles, has been substantiated through the examination of common medicinal recipes in human and veterinary medicine, as evidenced by studies in ethnoveterinary medicine. Many of these recipes are administered to animals in a manner similar to that in Ayurvedic human medicine.

A key aspect of Ayurvedic medicine lies in tailoring therapeutic and preventive measures to suit the unique needs of each individual animal. The diagnosis takes into account not only the clinical presentation, but also the animal-patient itself, encompassing its





distinct characteristics and constitution. This is precisely why Ayurveda places significant emphasis on enhancing digestion, bolstering the regenerative capacity of bodily tissues, and eliminating metabolic by-products. These measures aim to support the body in activating its inherent self-healing abilities and restoring its individual equilibrium, thereby fostering a state of inner harmony.

Animals are susceptible to various external factors such as stress, changes in feed, environmental toxins, and other influences. They exhibit a high level of sensitivity to any type of stress. Their metabolic system responds to alterations in their surroundings and diet. This sensitivity of animals results in significant demands. External factors impact the functional and structural aspects of the body, leading to disruptions in their physical and mental well-being. These factors disrupt the natural balance of the elements, known as "doshas" in Ayurveda, causing an imbalance. This imbalance weakens the body's equilibrium, making it susceptible to metabolic diseases, chronic illnesses, and allergic tendencies. Each symptom and its manifestation indicate disturbances in the doshas present in the body.

For instance, an increase in dryness, coldness, and roughness in the environment can exacerbate Vata, resulting in dry and brittle hooves, dull and brittle fur, stiff and cracking joints, and constipation. Vata generally leads to tissue breakdown, reduced physical strength, and

decreased immunity. Symptoms of Cushing's syndrome also reflect an aggravated Vata. Since the dosha "Vata" governs the nervous system, sensory organs, and large intestine, chronic issues in these areas can also be attributed to Vata imbalance.

Aggravated Vata often leads to digestive problems, increased anxiety, nervousness, and behavioral issues. In the musculoskeletal system, Vata is concentrated in the sacrum and lumbar region. In clinical practice, there is often a connection between sacral tension or misalignment and diseases dominated by Vata.

An increase in factors that aggravate Pitta, such as heat, acid, and liquids, accelerates metabolic processes in the body and also promotes inflammation. This can be seen through an increased occurrence of inflammation, suppuration, redness, and symptoms like eczema, diarrhea, increased sweating, or fever. The liver-bile system is a crucial functional area for Pitta. The functionality of Pitta is essential for nourishing and regenerating our body tissues. In Ayurveda, Pitta is strongly connected to our red blood tissue and plays a key role in erythropoiesis. Pitta weakness is often manifested as anemia or chronic liver weakness. However, gastric ulcers or gastritis can also be signs of a Pitta disorder.

On the other hand, an imbalance in Kapha caused by excessive phlegm, heaviness, and sweetness primarily leads to a reduction in immunity and

physical strength. It also slows down metabolic and transport processes, resulting in symptoms like fat deposits, dullness in the mind, or sluggishness. Kapha is localized in the chest, throat, joints, and upper stomach. A disorder of Kapha often manifests as mucus in the lungs and respiratory problems. Kapha is the nourishing principle in the body and is associated with a generally anabolic metabolism. It is also responsible for the immune system and plays a crucial role in defense forces.

Dosha aggravations play a crucial role in the development of diseases, making them a central focus in Ayurveda. However, they are just one of the five fundamental principles that govern the functioning of the body. The other essential components include the transport channels (srotas), the excretory products (malas), the tissues (dhatus), and the digestive fire (agni).

Agni holds a special position as it acts as a driving force for all the other functional principles. It not only controls the digestive system but also influences all metabolic processes and every cell in the body. Consequently, it also has an impact on the doshas and their aggravation. A weak Agni can lead to an increase in Kapha, while an unstable and overworked Agni can result in elevated Vata. On the other hand, a strong and fiery Agni can cause Pitta aggravation. The digestive fire, Agni, and the body's doshas are interdependent, relying on each other for balance and harmony.

Agni plays a crucial role in our therapy as it regulates other functional principles in the body. When Agni functions improperly, it can lead to incorrect utilization of food components, resulting in chronic metabolic disorders and the accumulation of harmful factors like toxins and waste products. Ayurveda identifies a special indigestible metabolic intermediate called "Ama" that binds strongly with surrounding tissue and can only be dissolved and eliminated through specific phytotherapeutic measures. Ama, often caused by agni weakness, is responsible for the development of allergies and autoimmune diseases. Veterinary Ayurveda medicine employs the therapeutic concept of apana-

dipana to eliminate Ama, which has proven effective in treating previously therapy-resistant diseases. This unique therapy holds great potential for excellent therapeutic success.

Ayurveda takes a holistic approach to illness, considering it as a result of various factors and functional principles in the body rather than a specific trigger. Even animals with the same disease can have different pathogenic disorders. Therefore, Ayurveda recommends personalized formulas and therapy methods that are tailored to each individual's specific constitution and manifestation of symptoms. Long-term healing is achieved when the body becomes better equipped to handle



external influences and maintain its balance and overall health.

In my Ayurveda practice for animals, I use healing diets, Ayurvedic massages, phytotherapy, and enemas. Herbal stamp massages are particularly effective in calming the musculoskeletal system, aiding in muscle development, metabolism, and tissue regeneration. This technique involves using a blend of herbs and oils in a cloth stamp to massage the body, providing relaxation and overall benefits. This therapy is especially helpful for animals with coordination issues, stiffness, or imbalance.

Ayurvedic therapy not only helps sick animals heal but also improves performance and prevents health issues in healthy animals, especially those involved in sports or breeding. Some horse owners have seen significant improvements in their horse's balance after just one massage session. Manual treatment has immediate effects, which can be enhanced and prolonged with oil enemas.

By focusing on nutrition and supplements, we can promote long-term stability in the musculoskeletal system.

Ayurvedic therapy offers a holistic approach to animal health and well-being.

Based on Ayurvedic knowledge, the process of tissue (dhatu) formation requires a span of 5 days. Ayurveda elucidates the emergence of 7 bodily tissues from one another. In addition to fortifying the tissues, Ayurveda

also focuses on attaining equilibrium within the body and aligning the constitutional elements (doshas). The doshas consistently respond holistically, affecting both the physical and psychological aspects directly.



Theresa Rosenberg is an Ayurvedic physician, M.Sc. (AyurMed) and practitioner of Natural Medicine with her own practice for humans and animals. She is an equine economist B.Sc, long-time trainer and animal nutritionist (dogs and cats). Theresa Rosenberg has written several scientific papers on topics of veterinary Ayurvedic medicine and author of the first book on Ayurveda therapy for animals in German language. She works as a lecturer and Ayurvedic physician at the Rosenberg Panchakarma Therapy and Competence Center and she leads the department "Ayurveda for Animals" of the European Academy for Ayurveda and the general secretary of the IAVA (International Association for Veterinary Ayurveda).

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GURUKULA SYSTEM OF AYURVEDIC TRAINING IN INDIA



Karolina Raczynska
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Gurukula is a type of education system that originated in India, in which the student disciple, called Shishya, learns from the teacher, called Guru. The Shishya would normally live near, or even with, the Guru, typically in a rural setting. This system is called Guru-Shishya Parampara, which signifies the transfer from Guru to Shishya. Before the development of the written script, Ayurvedic medicine was traditionally orally transferred via the Guru-Shishya Parampara system. This oral tradition was carried forward even after the script was developed.

The word Gurukula is a combination of two Sanskrit words: 'Guru', meaning teacher, and 'Kula', meaning family or community. The Sanskrit word Guru has two roots: 'Gu', which is darkness or ignorance, and 'Ru', which is light. Thus, the Guru is one who leads from darkness into light, from untruth to truth, and from death to immortality. (Advayataraka Upanishad 14–18, verse 5).

Among ancient civilisations, India is the only country that can claim an unbroken continuity of precise oral transmission. For several centuries, the Vedas survived in oral form and passed from the

Brahmin Gurus to the Brahmin Shishyas, often within a family circle. Those Shishyas would then become Gurus themselves and pass the wisdom on to the next generations

During the Guru-Shishya Parampara, a wide range of information was transferred through words from master to disciple, which included the ancient Vedas and Puranas, philosophy, science, technology, literature and the arts; the knowledge and skill were transmitted in India through the master's words spoken to the disciple. The student disciple would pose questions, and the master would answer. Observation and listening skills were refined far beyond the capacity of those who relied only on the written word. In that manner, the transmission from the master to the student continued through a highly systematised methodology of learning.

A classic example of the Guru-Shishya relationship can be found in the Bhagavad Gita, a 700-verse Hindu scripture written in Sanskrit that is part of the Hindu epic Mahabharata. In this Gita, the Shishya Arjuna is guided by his Guru Krishna to the higher levels of spiritual development.

Some of the Ayurvedic ancient classical texts follow the structure of dialogues between the Guru and Shishya, directly resulting from such Gurukula education. Ayurveda represents a diverse knowledge tradition based on logic, reasoning, questioning and critical assessment. The attitude of scientific development requires a dynamic thought process that includes interactions with a free exchange of ideas.

In the 19th century, Ayurvedic medicine was conveyed in the traditional way by Gurus who taught free of charge. The education was not just theoretical. The Shishya served as an apprentice to the Guru, and accompanied him during patient visits. Thus, the Shishya would learn the art of diagnosis, practical knowledge and methods of processing medicines from raw materials.

Once colonial British settlers intervened, Western medicine practices began to influence traditional Indian medicine education. The teaching of Ayurveda changed further with the establishment of the Calcutta Medical College, which began to teach modern medicinal techniques. Those who wanted to become physicians gradually sought information about traditional Indian medicine in favour of allopathic medicine and institutional teaching. In



1835, British policies marginalised Indian medicine by declaring it inferior to modern healing practices.

In the past, the selection process for entering into Gurukula education varied greatly compared with the criteria requirements of modern educational institutions, which use entrance exams or grade records as eligibility criteria. In the traditional Gurukula system, many additional factors were considered before a Guru accepted a Shishya as a student disciple. The Shishya would also have an opportunity to examine the Guru before offering his full surrender.

Teaching, example and influence play significant roles in the Gurukula methodology and are the tools of the Guru. The teaching commences when the Shishya has developed discipline and tunes into the mental wavelength of his Guru. Then, a complete transformation of the Shishya by the Guru can take place. The master would make the disciple understand the significance of his own thoughts, feelings and motivations.

As Sri Aurobindo writes, the Guru has no method and every method. A wise teacher will not impose himself or his opinions on the Shishya, but instead, he will sow a seed and try to awaken rather than instruct. He will use a teaching method as an adaptable device and not as a fixed routine.

A very interesting example of a Gurukula programme called 'Coimbatore Experiment', was set up in 1986 by a well-renowned Vaidya P.R. Krishna Kumar. The 'Coimbatore Experiment' was a seven-and-a-half-year Gurukula Ayurveda course, which was first affiliated with Madras University and then with Bharathiar University. Besides Ayurvedic theory, the learning included spiritual practices and traditional martial arts. The programme was set in a rural environment with Shishyas living alongside their Gurus. This course was free of charge, with tuition fees, books, and logging fully covered for the



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selected Shishyas. In total, nine batches of Shishyas were successful in completing this programme, which eventually had to stop because of a lack of acceptance from the Indian authorities. This particular course trained Ayurvedic doctors who are now well-known practitioners in India.

Another example of a Gurukula programme existing today is the one run by the Rasthriya Ayurveda Vidyapeet (RAV). Here, the teaching methodology adapts some aspects of the traditional Gurukula system, but the course lasts only one year and as previously explained, the selection of the Shishya is mainly based on merit.

In the Ashtavaidya Gurukula, the long-term teaching took place under accomplished Gurus. In order to analyse Ayurvedic medical texts, Shishya had to have a good knowledge of Sanskrit, which was studied through grammar, poetry and drama. The students would also master the study of traditional Nyaya, Vaisheshika and Samkhya philosophies. Equally, a lot of absorption of Ayurvedic knowledge happened through the observation of the Guru himself. In the Ashtavaidya Gurukula, the ideal period of study was fifteen years. The first five years were dedicated to studying Ayurvedic texts, followed by five years learning about practical medicinal plants, and the last five years were as apprenticeship at Guru's home.

Vasudhaiva Kutumbakam (वसुधैव कुटुम्बकम्)

Vasudhaiva Kutumbakam is an ancient Sanskrit expression signifying the unity of the entire world as a single family. In this profound statement, the Vedic sages convey the notion that the entirety of humanity is interconnected, akin to a closely bonded and harmonious nuclear family.

("vasudha" means the earth; "iva" means 'is'; "kutumbakam" means family)

Appreciating and commemorating diverse cultures showcases the beauty of diversity, promoting respect and embracing our shared humanity. Universal love and brotherhood allow us to understand and empathize with others, fostering awareness and empathy.

Prajnaparadha

The term 'prajnaparadha' in Sanskrit is a combination of two terms, 'prajna' and 'aparadha'. 'Prajna' refers to intellect and is derived from the word root "jna" with the prefix "pra" denoting superior knowledge or intelligence. It signifies judgment, distinguishing capacity, discrimination, and more.

On the other hand, 'aparadha' is formed by adding the prefix "apa" meaning badly, to the word root "radha" meaning to accomplish. It signifies error, mistake, fault, sin, offense, crime, and so on. Therefore, 'prajnaparadha' can be understood as an intellectual error. This kind of error leads to engagement in harmful activities and can result in diseases.



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UNDERSTANDING PRE-DIABETES: Proactive Steps for Wellness

Diabetes is a pressing global health issue, and its prevalence has been steadily on the rise. According to the World Health Organization (WHO), the number of individuals with diabetes increased from 108 million in 1980 to 422 million in 2014. In 2019, it was estimated that around 463 million adults worldwide were living with diabetes. Alarming projections by the International Diabetes Federation (IDF) suggest that by 2045, this number could soar to 700 million if current trends persist.

The authors warn us about pre-diabetic conditions and provide information on how individuals with pre-diabetes can successfully reduce their blood sugar levels in this article.

India, in particular, has experienced a significant surge in diabetes cases. In 2019, India ranked second globally in terms of the number of adults affected by diabetes, with approximately 77 million individuals impacted. The high prevalence of diabetes in India can be attributed to a complex interplay of genetics, lifestyle choices, and environmental factors. Factors



Dr Pretty P



Vivek S J



such as urbanization, sedentary lifestyles, and dietary changes have been closely linked to the increasing incidence of diabetes.

The prevalence of diabetes is higher in low and middle-income countries compared to high-income countries. Mortality rates associated with diabetes have increased by 3% between 2000 and 2019.

Diabetes can lead to severe health complications such as blindness, kidney failure, heart attacks, strokes, and amputations. In 2019, approximately 2 million deaths were caused by diabetes and related kidney diseases.

Pre-diabetes is a condition with higher than normal blood sugar levels that indicate an increased risk of developing Type 2 diabetes. Identifying and addressing pre-diabetes is crucial as it allows for intervention and lifestyle changes that can potentially prevent or delay the progression to diabetes.

Ayurvedic Approach to Prameha

Prameha is elucidated in various contexts within Ayurvedic Samhitas to enhance comprehension. It is categorized into 20 types based on Dosha, Nidana, Prakriti, and Sadhyasadyata. Among the 20 types of Prameha described by different authors, 10 are Kaphaja Prameha, 6 are Pittaja, and 4 belong to Vataja Prameha. Prognosis-wise, Prameha is divided into three groups. The ten Kaphaja varieties are Sadhya (Curable), the six Pittaja Prameha types are Yapya (manageable), and the four Vataja varieties are Asadhya (incurable). Given the increasing global prevalence of diabetes, addressing pre-diabetes is crucial for public health efforts in preventing the onset of this chronic and potentially debilitating condition. Regular health screenings, awareness, and proactive lifestyle modifications are essential in managing pre-diabetes and promoting long-term well-being.

What to avoid

Intake of Kaphakara Nidanas like

- *Navaannapana* (freshly harvested rice),
- *Pishtanna* (food prepared from flour),
- *Payasa Sevana* (sweets prepared in milk),
- *Ikshuvikaara* (sugarcane products),
- *Gudavaikrutasevanam* (jaggery products),
- *Ksheera* (milk),
- *Navamadhya* (fresh wine),
- *Dadhi Sevana* (curd intake),
- *Gramyanupa Mamsa Sevana*

The International Diabetes Federation (IDF) Diabetes Atlas provides the latest figures, information and projections on the global impact of diabetes.

- 537 million adults (1 in 10) were living with diabetes in 2021. This number is expected rise to 643 million by 2030 and 783 million by 2045.
- Almost 1 in 2 adults (44%) with diabetes remain undiagnosed (240 million). The majority have type 2 diabetes.
- More than 3 in 4 people with diabetes live in low and middle-income countries.
- 541 million adults are at increased risk of developing type 2 diabetes.
- More than 1.2 million children and adolescents (0-19 years) live with type 1 diabetes
- Diabetes caused 6.7 million deaths in 2021.
- Diabetes was responsible for at least \$966 billion in health expenditure in 2021 – 9% of the global total spent on healthcare.
- 1 in 6 live births (21 million) are affected by high blood glucose (hyperglycaemia) in pregnancy.

(intake of meat of domestic, marshy and aquatic animals),

- *Aasyasukham* (eating at will),
- *Swapnasukham* (indulgence in sleep),
- *Divaswapnam* (day sleep),
- *Mrujavarjanam* (abstinence from cleanliness), etc.

The occurrence of Kapha Dosha along with other Dushyas in the body leads to the manifestation of Ama utpatti and symptoms such as Gourava (Heaviness) and Alasya (Laziness). If the same etiological factors continue to be indulged, it further aggravates Kapha Dosha along with Amarasa,

resulting in the increase of Madhurarasa (sweetness) in the body. This leads to symptoms like Annadwesa (Aversion towards food) and Hridayotkleda (nausea). If the person continues to indulge in the causative factors, the dosha spreads from its original position, resulting in symptoms such as Avipaka (Indigestion), Angasada (body pain), increase in fat over the Hip, Arm, and Thigh areas, oiliness over the body, and an increase in Hip-Waist size.

Understanding and Responding to Alarming Signs

Purvarupa

(Pre-Diabetic Signs And Symptoms)

1. *Purvarupa* refers to the indications and signs that appear before the actual onset of a disease. *Acharya Charaka* has outlined specific symptoms of *purvarupa* related to *Prameha* in the *Nidana Sthana* of *Charaka Samhita* (4th chapter, 47th shloka).

Table 1: Premonitory Symptoms

1. <i>Jatilibhavam Keseshu</i>	Tangled Hair
2. <i>Aasya Madhurya</i>	Sweet taste in mouth
3. <i>Kara Pada Suptata</i>	Numbness of extremities
4. <i>Kara Pada Daha</i>	Burning sensation in extremities
5. <i>Mukha Sosha</i>	Dryness of mouth
6. <i>Talu Sosha</i>	Dryness of Palate
7. <i>Pipasa</i>	Thirst
8. <i>Alasya</i>	Laziness/inclination towards rest
9. <i>Mala Kaye Kaya Chidreshu upadeham</i>	Presence of excessive mala(waste products)
10. <i>Suptata Cha Angeshu</i>	Numbness of body parts
11. <i>Shadpadapipelika Sahreeramutra Abhisaranam</i>	Attraction of insects & ants towards body and passed urine
12. <i>Mutre cha Mutra doshan</i>	Vitiated urine
13. <i>Visra Shareera Gandha</i>	Bad body odor
14. <i>Nidra</i>	Excess and untimely sleep
15. <i>Tandra</i>	Drowsiness

PRE-DIABETIC MARKERS

The World Health Organization (WHO) has characterized Pre-Diabetes as a condition of intermediate hyperglycemia utilizing two criteria: impaired fasting glucose (IFG) defined as fasting plasma glucose (FPG) of 6.1-6.9mmol/L (110 to 125mg/dL) and impaired glucose tolerance



(IGT) defined as 2-hour plasma glucose of 7.8-11.0mmol/L (140-200mg/dL) after the consumption of 75g of oral glucose load or a combination of the two based on a 2-hour oral glucose tolerance test (OGTT).

Table 2: Pre-Diabetic Markers

- 1 FBS 100-125mg/dl
- 2 PPBS 140-199mg/dl
- 3 HBA1c 5.7 – 6.4%

Prepare for Giving Blood Samples

FBS (Fasting Blood Sugar)

The blood sample is collected from the for blood sugar test from patient after 8-10 hours of fasting at early morning. This test can be accompanied by urine sugar test and HBA1c.

PPBS (Post Prandial Glucose Test)

After taking blood sample for FBS, a healthy breakfast is consumed and then the PPBS test is conducted around 2 Hours later.

HBA1c

No special preparation is needed for an HBA1c test. Patient can undergo or give sample at any time of the day. This test is used to monitor blood glucose control; in people with diabetes. This test can be conducted every 2-6 months

HIGH RISK INDIVIDUALS

The individuals who are recommended to undergo screening for diabetes include the following:

- 1. Individuals with a family history of diabetes, specifically direct relatives such as parents or siblings.

- 2. Overweight individuals.

- 3. Those who have experienced previous bad obstetrical history, such as stillbirth, congenital malformation, or low birth weight.

- 4. Patients with hypertension, hyperlipidemia, or premature coronary artery disease.

Precautions Strategies to Adopt

Three choices are available for the type of therapy to begin:

- 1. Dietary changes and physical activity
- 2. Oral hypoglycemic medications
- 3. Insulin treatment

In cases of pre-diabetes, the initial approach should involve the first option along with avoiding the root cause completely. Eliminating triggering factors is crucial for a comprehensive disease management. Additionally, adjustments to both diet and lifestyle are necessary.



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Table3: Prameha Vyadhi Pathya & Apathya(Ref: <https://ayushdhara.in/index.php/ayushdhara/article/view/1211/1038>)

Ahara (Food)	Pathya (Do's)	Apathya (Don't)
Shooka dhanya (Grains)	Yava(<i>Hordeum vulgare</i> l.), Truna dhanya (group of grains produced by grass like plants), Godhuma (<i>Triticum aestivum</i>), Kodrava (<i>Paspalum scrobiculatum</i>), Uddalaka (<i>Cordia dichotoma</i>), Shyamaka (<i>Panicum Frumentaceum</i>), Shastika Shali (<i>Oryza sativum</i>)- all not newly harvested	Shali (rice) – Freshly harvested
Shami dhanya (Legumes)	Chanaka (<i>Cicer arietinum</i>), Arahara (<i>Cajanus Cajan</i>), Kulattha (<i>Dolichos biflorus</i>), Mudga (<i>Vigna radiata</i>), Tuvvari (<i>Macrotyloma unifloru</i>)	Masha (<i>Vigna Mungo</i>), Nishpava (<i>Dolichos lablab</i>)
Mamsa (Non veg)	Jangala mamsa which is fatless, Vishkira (gallinaceous birds) and Pratuda mamsa (packer birds). These must be roasted.	Gramya mamsa (meat of domestic animals), Oudaka mamsa (aquatic animals), Anupa mamsa (marshy animals)
Milk preparations	Takra (butter milk)	Payasa (rice pudding), Dadhi (curd)
Pana (Drinks)	Madhudaka (water mixed with honey), Sarodaka (water boiled with the heart wood of khadira), Kushodaka (water boiled with kusha), Triphala rasa (juice of <i>Terminalia chebula</i> , <i>Terminalia bellerica</i> , <i>Embelica officinalis</i>)	Ikshurasa (sugarcane juice), Ksheera (milk), newly made wine
Fats and Oils	Sarshapa (<i>Brassica campestris</i>), Atasi (<i>linumusatissimum</i>), Danti (<i>Baliospermum montanum</i>), Ingudi (<i>Balanites aegyptiaca</i>), taila, Aja mamsa (goat meat), Sahaka mamsa (Rabbit meat), Kapota (Pigeon meat), Tutira (Grey Francolin), Lavaka (Bustard Quail).	Grita (Ghee), Tila taila
Fruits	Amla (<i>Emblca officinale</i>), Beejapura (<i>Citrus medica</i>), Jambu (<i>Myrtus cumini</i>)	Mango, Banan, Papaya, Jackfruit, Pineapple
Vegetables	Patola (<i>trichosanthes dioica</i>), Shigru (<i>Moringa Oleifera</i>), Methika (<i>Trigonella Foenum</i>), Karavellaka (<i>Momordica Charantia</i>)	Aluka (Potato)

1. Implement a healthy routine by incorporating exercises and yoga poses such as Vajrasana, Paschimothanasana, Halasana, Ardha Masyendrasana, etc. Ayurveda highlights the importance of Ahara, Vihara, and Yoga for preventing and managing lifestyle disorders like Prameha.

It is crucial to acknowledge the significance of managing pre-diabetes as it can be a reversible condition. By making lifestyle changes such as following a healthy diet, engaging in regular physical activity, and maintaining a proper weight, individuals with pre-diabetes can effectively lower their blood sugar levels.

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Swami Vivekananda Yoga Anusandhana Samsthana - A Light House Of Wisdom And Research

S-VYASA, a center for spiritual development, is dedicated to the important task of elevating yoga to a position of social relevance by means of its educational and healthcare projects. **Dr. BR Ramakrishna**, Pro-Chancellor of S Vyasa, highlights the institution's notable contributions to yoga research and its innovative healthcare programs that integrate Yoga, Ayurveda, and Naturopathy. Over the past few years, S-VYASA has seen substantial expansion in its educational initiatives to nurture skilled individuals for the future.



Dr. B R Ramakrishna,
BSAM, BAMS, MD(Ayu),
MSc, Ph.D. (Yoga),
Pro-Chancellor,
SVYASA deemed to be university.

Bharat, also known as India, boasts a rich tradition of education and learning. One of the notable educational systems in ancient times was the Gurukula, a residential schooling system that originated around 5000 BCE. In the Vedic era, students not only learned various subjects but also imbibed lessons on leading a disciplined, cultured, and ethical life. The Gurukula functioned as the residence of the Guru or teacher, where the pupils, referred to as shishya-s, resided and gained knowledge from their Acharya. The education imparted in the Gurukula covered a wide array of subjects, such as yoga, meditation, mantra chanting, and arts. This comprehensive approach aimed to foster positivity and tranquility, while also ensuring physical and intellectual well-being. S-VYASA, an educational institution, has consistently endeavored to establish a Gurukula that integrates the best aspects of both Western scientific research and Eastern wisdom of the Self.

S-VYASA, also known as Swami Vivekananda Yoga Anusandhana Samsthana, is celebrating its 21st year of existence. Throughout these years, the institution has remained committed to advancing the field of Yoga research and its practical applications. With the Vision of 'Be and Make', S-VYASA offers a wide range of academic programs at various levels, including undergraduate, graduate, postgraduate, and doctoral studies. In addition to academic pursuits, S-VYASA actively participates in research projects and extension activities to further

emphasize the significance of Yoga in today's society.

Following the guidelines set by the UGC, S-VYASA has established itself as a pioneering institution by becoming a unique Deemed to be University. The University's approach to shaping individuals is centered around combining the best aspects of both Eastern and Western philosophies. By adopting the Gurukula system of Education, S-VYASA is dedicated to making the practice of Yoga accessible to every individual in India. Our curriculum and pedagogy reflect the real model of the National Education Policy-2020 (NEP-2020), embodying an interdisciplinary approach to education.

Yoga Courses

A variety of yoga programs are available at various proficiency levels, such as foundational, undergraduate, postgraduate, and doctoral. These programs fall under the umbrella of the five departments at SVYASA: Yoga & Spirituality, Yoga and Life Science, Yoga and Physical Sciences, Yoga and Management, Yoga and Humanities. Within

these five departments, SVYASA has produced 854 research papers.

The Distance Education Division

Center for Open and Distance Education (CODE) is the distance education division of S-VYASA, established with the aim of promoting Yoga through Education and the objective of bringing Yoga to every household. S-VYASA stands out as the sole Yoga University that provides courses in both residential and distance learning formats. Presently, approximately 5000 students are enrolled in various programs offered by CODE, which has received accreditation from the Distance Education Bureau of UGC. The commencement of our new wing, SVYASA School for Advanced Studies, will signify the initiation of a fresh era of accomplishments.

Anvesana, the research wing of SVYASA

Anvesana, SVYASA's research division, has made a noteworthy impact in the realm of health sciences by combining modern



technology with Yoga at both national and international levels. The research laboratory has received certifications from several esteemed national and international organizations. These certifications include being recognized as the ICMR Centre for Advanced Research in Yoga & Neurophysiology, the Centre for Excellence in Yoga by the Department of AYUSH, Government of India, the Scientific and Industrial Research Organisation (SIRO) recognition, and being an ISO certified pioneer Yoga Deemed to be University.

The cutting-edge laboratories focus on the exploration of psychology, cognitive neuroscience, and molecular biology to advance our understanding of mind-body connections. Anvesana's research focuses on investigating alternative treatments for various conditions and elucidating their mechanisms at molecular, neurological, and psychological levels.

Over the last thirty years, S-VYASA has made a significant impact in the realm of yoga research, with around 1000 publications in esteemed International Journals, accounting for roughly 10% of the worldwide research contributions.

“Over the last thirty years, S-VYASA has made a significant impact in the realm of yoga research, with around 1000 publications in esteemed International Journals, accounting for roughly 10% of the worldwide research contributions.”

Significant Completed Research Projects:

1. Comparative Study of High Frequency Yoga Breathing (HFYB) vs. Breath Awareness (BAW) and Aerobic Exercise on Gamma Oscillation, BDNF Levels, and Cognitive Performance, DST-SATYAM, 2018-2021.
2. Cognitive Enhancement and Metabolic Mediator Investigation through Yoga in Type 2 Diabetes Patients, Ministry of AYUSH, New Delhi, 2018-2021.
3. Intuition Program's Impact on Sensory Perception in Healthy Children, Art of Living (AOL), Bengaluru, India, 2018-2021.

Significant Ongoing Research Projects:

1. Impact of Yoga-Based Lifestyle Changes on Long-Term Type 2 Diabetes Remission – SKAN Research Trust.
2. Effects of Yoga Practices on Cardiometabolic Risks and Biological Aging Factors.
3. Efficacy of Yoga in Altering Biomarker Age Predictors in Elderly Population in India – Randomized Controlled Trial.

Arogyadhama, a holistic health care



center

VYASA serves as the parent organization of S-VYASA. Arogyadhama, a comprehensive healthcare center under VYASA, is dedicated to promoting wellness by addressing non-communicable diseases and enhancing positive health. Through the integration of Yoga, Ayurveda, and Naturopathy, individuals are guided towards achieving higher levels of physical, mental, and spiritual well-being. Arogyadhama houses various departments such as Neurology, Oncology, Cardiology, Pulmonology, Psychiatry, Rheumatology, Spinal disorders, Metabolic disorder, Gastroenterology, and Endocrinology. we combine Allopathy, Yoga, Ayurveda, Naturopathy, Acupuncture, Physiotherapy, Psychotherapy, and Diet and nutrition. Our primary focus for the past four decades has been on preventing and treating modern Non-Communicable Diseases, facilitating long-term rehabilitation, and promoting Positive Health. With a track record of over 300,000 successfully treated patients, we offer a holistic approach to healthy and stress-free living.

S-VYASA, in partnership with VYASA, has successfully organized numerous Yoga Therapy camps across the nation to address Diabetes control. Notably, during the inaugural International Day of Yoga in 2015, a staggering 56,000 diabetic patients received treatment through 7,500 week-long camps. This extensive experience has instilled in us the confidence to assume a leadership role in the

National Committee established by the Ministry of AYUSH, dedicated to combating Diabetes on a nationwide scale.

“With a track record of over 300,000 successfully treated patients, Arogyadhama offer a holistic approach to healthy and stress-free living”.

S-VYASA has successfully standardized various Advanced Yoga techniques including CM (Cyclic Meditation), PET (Pranic Energization Technique), MSRT (Mind Sound Resonance Technique), MEMT (Mastering the Emotions Technique), MIRT (Mind Imagery Resonance Technique), VISAK (Vijnana Sadhana Kausala), and ANAMS (Anandamrita Sincana). These techniques have gained significant popularity and are extensively utilized within the organization.

The Hospital Complex

The Hospital Complex is home to two affiliated colleges situated on the campus, catering to around 2000 students in the fields of Ayurveda and Nursing. SAMC & H (Sushrutha Ayurvedic Medical College & Hospital) boasts a 100-bed facility and cutting-edge infrastructure, providing a wide array of medical services at subsidized rates, both on an outpatient and inpatient basis.

The Sushrutha School and College of Nursing offers a variety of undergraduate and postgraduate nursing programs specializing in medical-surgery, gynaecology, community health, psychiatric, paediatric, and more.

The Ayurveda Lifestyle Management Course (ALMC) organized by SVYASA & SAMC &



H is a joint initiative by Dr. H R Nagendra Guruji and Dr. B R Ramakrishna, aimed at empowering individuals with Ayurvedic wisdom for disease prevention and optimal health.

Start-up in Yoga for Digital Era

Our university partnered with RESET TECH to create the ‘AAYU’ App, an AI-powered health-tech platform designed to address chronic illnesses and lifestyle conditions using yoga and meditation. AYUSH has acknowledged the app as the leading yoga start-up for the digital age.

Notable Accomplishments

The organization has accomplished numerous remarkable achievements. Some of these include: being designated as the Center of Excellence in Yoga by the Ministry of AYUSH, Government of India; being recognized as a Scientific and Industrial Research Organization by the Department of Science and Technology, Government of India; formerly being acknowledged as the ICMR Center for Advanced Research in Yoga and Neurophysiology; being

recognized as a Center of Excellence in Yoga research through a developmental grant from the Government of Karnataka; being acknowledged by the WHO for developing a benchmark document on Yoga training; and receiving research and training funding from various ministries and organizations such as the Ministry of Science and Technology, Ministry of AYUSH, Ministry of Health and Family Welfare, Ministry of Tribal Affairs, Ministry of External Affairs, Government of India, National Institute of Health (US Government), Medical Research Council (UK), Wellcome Trust (UK), and more. Additionally, S-VYASA is a MHRD category I University, NAAC A+ Accredited in the 3rd Cycle, ISO 9001-2008 recognized, and a 4-star category University according to the Karnataka Universities Ranking.

The remarkable accomplishments of Prashanti have been made possible by the Founding Fathers, supporters, donors, and global community. These achievements are a testament to visionary leaders who overcome obstacles to turn ideas into actions. As we look towards 2050, our focus is on maintaining high standards and embracing future challenges.



**Yogacharya
Sree Narayan Ji**

In the modern era, the prevalence of lifestyle diseases has become a major worry for numerous people. The inactive lifestyle we lead, combined with unhealthy eating habits and stress, has resulted in the emergence of numerous health issues. Nevertheless, there exists a natural and comprehensive approach to tackle these lifestyle diseases - yoga. This piece will delve into the ways in which yoga can serve as a powerful method to confront and control these ailments.

Understanding Lifestyle Diseases

Before we delve into how yoga can help, it is essential to understand what lifestyle diseases are. Lifestyle diseases, also known as non-communicable diseases, are a result of unhealthy lifestyle choices such as lack of physical activity, unhealthy diet, smoking, excessive alcohol consumption, and chronic stress. Some common lifestyle diseases include obesity, hypertension, diabetes, cardiovascular diseases, and mental health disorders.

The Role of Yoga

Yoga, an ancient practice originating from India, offers a holistic approach to wellness. It combines physical postures, breathing exercises, meditation, and ethical principles to promote overall health and well-being. By

incorporating yoga into your lifestyle, you can address the root causes of lifestyle diseases and manage them effectively.

Physical Benefits of Yoga

Regular practice of yoga asanas (postures) can help improve physical fitness and flexibility. It strengthens the muscles, improves posture, and enhances body awareness. Yoga asanas also stimulate various systems of the body, including the cardiovascular, respiratory, and digestive systems, promoting their optimal functioning. By engaging in physical activity through yoga, practitioners can effectively manage and prevent lifestyle diseases.

Mental Health Benefits of Yoga

In addition to physical benefits, yoga offers numerous advantages for mental health. The practice of yoga helps reduce stress, anxiety, and depression. It promotes relaxation and improves sleep quality. Through mindfulness and

meditation techniques, yoga cultivates mental clarity, emotional stability, and a sense of inner peace. By addressing the psychological aspects of lifestyle diseases, yoga provides a comprehensive approach to healing.

Yoga and Weight Management

Obesity is a prevalent lifestyle disease that contributes to various health conditions. Yoga can be an effective tool in managing weight and promoting healthy body composition. Certain yoga asanas, such as Surya Namaskar (Sun Salutation), can increase metabolism, burn calories, and tone the muscles. Moreover, the mindfulness cultivated through yoga practice can help individuals make healthier dietary choices and develop a positive relationship with food.

Yoga and Cardiovascular Health

Cardiovascular diseases, including hypertension and heart

disease, are major concerns for individuals with sedentary lifestyles. Yoga offers a range of practices that can improve cardiovascular health. Pranayama, a yogic breathing technique, helps regulate blood pressure and improves lung function. Gentle yoga asanas, combined with controlled breathing, can also reduce stress and promote heart health.

Yoga and Diabetes Management

Diabetes is a lifestyle disease that affects millions of people worldwide. Yoga can play a crucial role in managing diabetes and preventing complications. Specific yoga asanas, such as Paschimottanasana (Seated Forward Bend) and Ardha Matsyendrasana (Half Spinal Twist), stimulate the pancreas and improve insulin sensitivity. Additionally, regular yoga practice can help individuals maintain a healthy weight and regulate blood sugar levels.

Yoga provides a comprehensive method for addressing lifestyle diseases. By integrating yoga into your daily schedule, you can target the physical, mental, and emotional components of these ailments. Whether your goal is weight management, enhancing cardiovascular wellness, or controlling blood sugar levels, yoga can serve as a valuable asset in your quest for holistic health. Embrace yoga practice and witness the positive changes it can bring to your well-being.

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Shahnaz Husain

To Dye or Die

Shahnaz Husain advises us in her enlightening article on the hazards of using hair dyes without caution. She stresses the importance of choosing the right hair dye, as the wrong choice could prove to be detrimental.

While I was in London, I was shocked to read a number of news items on severe reactions to hair dye that even became life-threatening and fatal. The Daily Mail report of October 14th, 2011 was about the 17 year old girl, Tabatha McCourt, who died in agony of a violent allergic reaction to her hair dye. According to news reports, her reaction was so violent that she was screaming and tearing her hair. The reaction occurred just

20 minutes after she applied the dye. It just shows how chemicals not only cause a toxic build up in the system, but can even have such a sudden, violent and fatal effect.

A month later, the London Daily Mail of November 21, 2011 again reported the case of Julie McCabe, a mother of two, who suffered such a severe reaction to a popular hair dye that she went into a coma. Doctors feared that she would suffer permanent brain damage, because her heart had stopped beating on the way to the hospital and her brain was deprived of oxygen. The opinion was that she had reacted to the chemical paraphenylenediamine, or PPD, as it is known. This chemical is present in most hair dyes. In this case, it was believed that the reaction was due to a cumulative effect of the dye. Doctors gave her only 8% chance of survival. Julie never came out of her coma. After being on life support for a year, Julie gave up her fight for life and died in November 2012.

There was yet another report in the Daily Mail of December 29, 2011, of Louise Henson who ended up with a severe reaction to another popular and well known hair dye.....all because she wanted to achieve the same golden highlights in her hair as her idol Cheryl Cole. The reaction was so severe that one side of her face was swollen beyond recognition and she could not open one eye. Steroids had to be administered to her in the hospital to control the reaction and it took over a week for her face to become normal. She said that her face and scalp were

burning and her eyes had severe itching. For the next three weeks her hair fell out in clumps.

Such severe reactions to chemical dyes should make us stop to think. Why should we subject ourselves to such risks for the sake of beauty? The incidents of the death from allergic and anaphylactic reactions are an important argument against the use of permanent chemical hair dyes. As mentioned earlier, in the news report, the chemical phenylenediamine was held as the possible cause of the fatal reactions.

I have been crusading against the use of chemicals in beauty care for the last four decades. In fact, my career started with the search for an ideal alternative to chemicals and I found it in the organic ingredients of Ayurveda, the ancient Indian system of herbal healing. Indeed, an important argument against the

use of hair dyes is the harm they are known to cause, sometimes with disastrous effects. Both skin and scalp have an extremely efficient ability to absorb what is applied on it. People do not realize that the skin comes in contact with chemicals, either through exposure to pollutants in the air, or with the use of chemical products, like hair dyes. In fact, the skin and scalp absorb anything to which they are exposed, even if it is for a few minutes. Even if there is no sudden reaction, there can be a cumulative effect, with repeated hair dyeing. Whatever is absorbed by the skin and scalp enters the blood stream, leading to a build-up of chemical residues in the body. This can have an effect on various organs, depending on the chemical. In fact, heavy metals are particularly dangerous and known to have many adverse effects on the body.



I wonder how many people know what permanent dyes are. They are also called “para” dyes, because they are based on paraphenylenediamine. According to Philip Kingsley, a world renowned hair specialist, this chemical (also known as PPD or para) is similar to those derived from coal tar. A skin patch test is done before using chemical dyes for the simple reason that allergic reactions are so common. In fact, they can be highly allergenic. In some dyes, the quantity of lead may be high and repeated use can expose one to severe lead poisoning. The effects of PPD or “para” have been studied and a great deal of research has been done. Among the reported effects are severe sensitivity and severe dermatitis. In some of these cases, the effects showed up after regular use. This means that the patch test did not show an allergic reaction, but repeated use triggered it.

Research also found the effect of “para” on the eyes. Among the symptoms which were reported by some users are watering, redness, swelling, itching, bulging of the eyeballs and even blindness. The effect of the chemical on the respiratory system was part of the research. In the case of Julie McCabe, who went into a coma, it was the respiratory system which was affected. Research showed that it can cause swelling of the respiratory tract, leading to breathlessness, vomiting and rise in blood pressure. This is because oedema is a common reaction to the dye. In this case, the oedema occurs in the respiratory tract. A severe reaction can even be fatal. The effect on the respiratory tract was reported by Dr. E.H. El Ansary, published in the Lancet (1983).

Another result of chemical dyes is equally alarming. This involves the effect of the chemical on the kidneys, according to the report of J.H. Brown, published in the British Medical Journal (1987). As mentioned before, the chemical is absorbed by the scalp, goes into the blood stream and then to the kidneys. The build-up of toxins puts a great strain on the kidneys. Kidney failure and kidney disease have been reported after repeated use of dyes.

During my many lectures on skin and hair care, I have asked the audience if they have noticed any hair fall associated with using hair dyes. Most of them individually agreed that since they have been dyeing, the hair has become less, or the texture has suffered. Very often people have reported hair loss within 6 months of using hair dye. My advice is to either stop using permanent chemical dyes, or use natural alternatives, like products containing henna, indigo, catechu etc., to give the hair a darker look.

The main reason why I have been advocating natural colourants is that they are completely safe from harmful effects. Natural products are non-toxic and do not harm the structure of the hair. The body is also safe from the build-up of toxins and their harmful effects. A natural dye does not enter the hair shaft. In fact, it coats the hair shaft and adds body and strength to the hair. Henna, a natural colourant, also has so many benefits for the scalp. It restores the natural balance and actually promotes the health of the scalp and hair. Coffee or “kaththa” (Catechu) can be added to the henna paste to obtain a richer colour.

We have been formulating natural products containing henna and other herbal ingredients like Amla, Brahmi (Centella asiatica), Bhringaraj (Eclipta alba), Trifala (a combination of 3 herbs), Arnica,



flower extracts and so on, to colour and condition the hair. We have recently launched Colour Veda Natural Hair Colour, a unique innovation for colouring the hair naturally. Apart from henna, it contains indigo and catechu to impart a darker colour to the hair. The important aspect is that it is free from chemical colours and offers total safety from the damage caused by chemical colours.

We also formulate Herbal Hair Mascaras for streaking the hair,



to add glamour, or to camouflage grey hair. Available in many shades, like black, brown, copper, bronze, gold and starlight blue, the effect lasts only till the next shampoo. It also offers safety from the harmful effects of permanent dyes.

One of the most important aspects of beauty is to be aware of the damage caused by chemical ingredients. Some treatments, like hair dyes, can have disastrous results. And, the damage can even be permanent. As far as possible, avoid exposing the skin, hair and body to harmful ingredients. People all over the world are realizing that its time to turn back to nature and look at it with enlightened eyes. Yes, the choice is yours.....to dye or die!

Shahnaz Husain, founder and managing director of The Shahnaz Husain Group in India, is globally recognized for her pioneering work in promoting Ayurveda and herbal beauty care. She received the prestigious Padma Shri in 2006 for her remarkable contributions to trade and industry.

Shahnaz's global brand success story, achieved without commercial advertising, is now a Harvard Business School case study. She has also lectured at MIT, University of Oxford, and London School of Economics. Shahnaz represented India at President Obama's World Summit for Entrepreneurs and was named "World's Greatest Woman Entrepreneur" by Success Magazine in 1996.

Kitchen Wellness: Transforming Your Space into a Healing Environment

The kitchen can be transformed into a domestic clinic, offering herbal remedies tailored to the healthcare needs of your family. Make use of the ingredients in your kitchen to create natural solutions for various health issues.



Kitchen Pharmacy is becoming increasingly popular in today's stress-filled life. The emphasis is on the role of nutrition in maintaining good health. Ayurveda, a life science, views food as the ultimate medicine. It provides specific dietary guidelines for diseases like diabetes mellitus based on an individual's constitution and doshic imbalance. By incorporating elements from classical Ayurvedic dietary formulations and common recipes, we can create a diet pattern that suits our contemporary lifestyle.

The pharmacology of Ayurveda is a vast field that encompasses numerous medicines, many of which are herbal preparations. Alongside these herbal remedies, Ayurveda also recommends the use of gems, metals, and colors for their healing properties. According to classic Ayurvedic texts, all

substances found in nature possess medicinal value when used correctly. The aim of these remedies is not to suppress the effects of illness, as is often the case in Western medicine, but rather to restore balance in the body and eliminate the root cause of the disease. Ayurvedic remedies aim to eradicate the disease itself, not just its symptoms.

The kitchen can serve as your personal healing sanctuary, where you can harness the power of nature to create herbal remedies for your loved ones. Within the confines of your own home, you have access to a plethora of readily available substances that can be utilized for their medicinal properties.

Cardamom **(*Elettaria cardamomum*) :**

Cardamom's volatile oil gives it its aroma and



therapeutic properties. Tinctures of cardamom are prepared and are mainly used to strengthen the stomach. Cardamom is slightly astringent, sweet, and slightly pungent. It should be used sparingly, sprinkled in tea or on vegetables. Cardamom is also known to relieve gas, act as a pain reliever, and freshen breath.

Chillies (*Capsicum annuum*) :

Capsicum, the dried ripe fruit of genus capsicum, are pungent and hot. When consumed in moderation, they can act as a decongestant and aid digestion. Chillies help strengthen the blood-clot dissolving system, clear sinuses and air passages, break up lung mucus, and serve as an expectorant or decongestant to prevent bronchitis. Capsicum is



also a powerful painkiller, relieving headaches when inhaled. It possesses antibacterial and antioxidant properties. Adding hot chilli sauce to food can boost metabolism, aiding in burning calories. Raw green chillies are used in curries, pickles, and vegetable salads for flavor.

Castor oil (*Ricinus communis*):

This laxative is safe for use, even in treating infants. To treat a baby, the mother can dip her finger in the oil and let the baby suck on it. For chronic constipation, one tablespoon of castor oil with a cup of ginger tea can help neutralize toxins, relieve gas, and alleviate constipation. Castor oil is also anti-



rheumatic, acting as a natural pain reliever and laxative. The castor root is used to treat various vata disorders like arthritis, sciatica, chronic backache, muscle spasms, and gout.

Cinnamon, also known as Cinnamon Zeylanium, possesses aromatic qualities and acts as a stimulant with antiseptic and refreshing properties. Its taste is slightly pungent and astringent. This herb is beneficial for detoxification



purposes and provides a sense of freshness while strengthening and energizing the tissues. Additionally, Cinnamon serves as a pain reliever and aids in relieving vata and kapha disorders. In small quantities, it can also be used to address pitta ailments. Cinnamon has the ability to enkindle agni, promote digestion, and naturally cleanse the body. It stimulates sweating and is effective in alleviating colds, congestion, and cough. When combined with cardamom, ginger, and clove, it aids in relieving cough and congestion while promoting digestion. Moreover, Cinnamon helps regulate sugar levels in diabetes, prevents stomach ulcers, combats urinary tract infections, fights tooth decay, and gum diseases. It also enhances complexion and memory.

Clove (*Syzgium Aromaticum*):



Clove is an aromatic herbal substance. It possesses a hot, pungent, oily, and sharp nature, which tends to aggravate pitta. However, it helps control vata and kapha. Clove acts as a natural pain reliever and is commonly used to alleviate toothaches. For this purpose, a small piece of cotton is dipped in clove

oil and inserted into the tooth cavity. Clove is effective in relieving coughs, congestion, colds, and sinus problems. Inhaling the fumes of boiling water with a few drops of clove oil acts as a decongestant, providing relief from nasal obstruction and congestion. Clove oil exhibits stimulant, carminative, antiseptic, anti-spasmodic, and expectorant properties. It also stimulates sluggish circulation, thereby promoting digestion and metabolism. The ingredients present in clove oil help stabilize blood circulation and regulate body temperature. Clove is commonly used as a table spice and is often mixed with chillies, cinnamon, turmeric, and other spices in the preparation of curry powder.

Coriander (*Coriandrum sativum*) :



comes in two forms: fresh greens, known as cilantro, and dry seeds. The seeds are aromatic and stimulating, aiding digestion and possessing cooling properties. Coriander is a natural diuretic, helpful for a burning sensation while passing urine. To prepare a treatment, make a tea from the seeds by pouring hot water over a strainer in the water to create an infusion. This tea alkalizes urine and is beneficial for gas, indigestion, nausea, and vomiting. Fresh coriander pulp can be applied to the skin to relieve burning sensations and purify the blood. The entire young coriander plant is used for chutneys and sauces, while the fresh leaves are used for flavoring curries and soups. Coriander seeds are carminative, aromatic, anti-spasmodic, and stimulant, reducing feverishness and promoting coolness. The leaves strengthen the stomach, relieve flatulence, increase urine secretion, and reduce fever.

Cumin seeds (*Cuminum cyminum*) :



Cumin seeds are commonly used in mixed spices and for flavoring various dishes. They are a stimulant, increasing urine secretion, relieving flatulence, and strengthening the stomach while stopping bleeding. Cumin helps contract the uterus to expel impurities after delivery when used in medicinal form. Cumin oil is a carminative and aids in digestive juice secretion. Roasted cumin powder is effective for intestinal disorders like diarrhea or dysentery. For such ailments, a pinch of cumin powder can be taken with freshly prepared buttermilk. Cumin seeds also relieve abdominal pain and cramps.

Fenugreek (*Trigonella foenum graecum*):



The plant's seeds are excellent cleansers for the body, acting as a powerful mucus solvent and soothing agent. They possess antibiotic properties and aid in regulating blood sugar levels in diabetes. Additionally, these seeds have anti-diarrhoeal, anti-ulcer, and anti-cancer properties. They are known to reduce blood pressure and prevent

intestinal gas. Furthermore, the seeds can be utilized to treat dandruff by creating a paste and applying it to the scalp.

Garlic (*Allium sativum*):



Garlic has been revered for its health benefits worldwide for centuries. It serves as a potent broad-spectrum antibiotic, combating bacteria, intestinal parasites, and viruses. Garlic helps lower blood pressure and cholesterol, prevents dangerous blood clotting, and reduces the risk of cancer and heart attacks. It also acts as a decongestant, expectorant, antispasmodic, and anti-inflammatory agent. Garlic boosts the immune system, relieves gas, and possesses anti-diarrhoeal, oestrogenic, and diuretic properties. Traditionally, garlic has been used in various culinary dishes such as curries, chutneys, pickles, vegetables, gravies, and tomato ketchup. It aids in digestion, absorption, and rejuvenation. Due to its warming effect, garlic is beneficial during rainy and winter seasons. It also alleviates joint pain, acts as an anti-rheumatic, and can be used for dry coughs or congestion. Garlic is effective for sinus headaches, ear pain, and toothaches. For ear issues, applying three to four drops of garlic oil and sealing the ear with cotton overnight can alleviate pain. However, it is believed by some that garlic stimulates sexual energy and should be avoided by celibates. Fresh garlic enhances the taste and digestibility of food, while also igniting agni.

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