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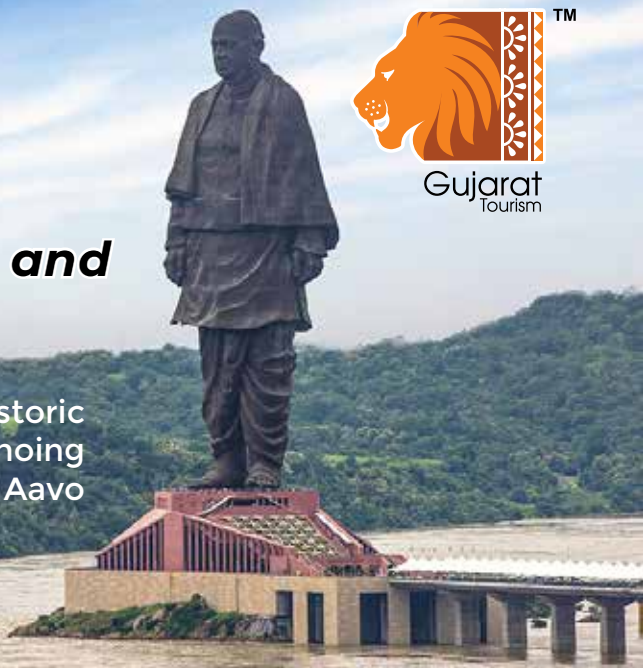


Gujarat



A Land of Prosperity, Heritage, and Timeless Traditions

Gujarat boasts of vibrant coastlines, lush hills, historic monuments, spiritual sites, and cultural pride, echoing legacies from Lord Krishna to Mahatma Gandhi. Aavo Padharo Gujarat!



India's captivating diversity makes it a global tourist hotspot, with Gujarat standing out as a vibrant cultural and natural treasure. This western state, renowned for its hospitality, seamlessly blends history, spirituality, health, and adventure, making it an unforgettable destination.

Rich Legacy and Culture

Gujarat's cultural matrix interweaves art, history, and tradition. The state boasts archaeological wonders like Lothal's Harappan remains and Palitana's Jain temples. Its rich handicrafts include Bandhani textiles, Patan's Patolas, and intricate woodwork, preserving centuries-old traditions. Gujarat is also the birthplace of freedom icons like Mahatma Gandhi and Sardar Patel.



Tourism Highlights

Ahmedabad, the gateway city, blends historical charm and modern vibrancy. From its walled city with traditional crafts to contemporary architecture by legends like Le Corbusier, Ahmedabad offers a sensory feast. The Calico Museum of Textiles and the Gandhi Ashram are must-visits.

For nature lovers, Saputara offers hill station charm, while Gir National Park is the world's only home to Asiatic lions. Coastal escapades await at pristine beaches like Ahmedpur-Mandvi and Somnath. Gujarat also highlights spiritual sanctity with sites like Dwarka and Somnath.

Health Tourism

Gujarat is a rising star in health tourism, offering Ayurvedic therapies, yoga centres, and holistic healing options in cities like Jamnagar, Ahmedabad, and Gandhinagar.

Ayurveda is India's contribution to humanity in its quest towards longevity and wellbeing with Gujarat being its leading light for centuries. At least 786 species of medicinal plants like Aswagandha, Aloe Vera, Isabgol, Jeevanti, Neem, White Musli,

Sankhapushpi, Sonamukhi and Shatavari, are grown in the state.

Jamnagar is one of the most important places to study Ayurveda in India. The Gujarat Ayurveda University in Jamnagar is the only statutory university exclusively devoted to Ayurvedic studies and research.

Tourists can avail of authentic Ayurvedic treatments from the state -of the- art spas in cities like Gandhinagar, Mehsana, and Ahmedabad.

In addition to this, there are world class Yoga centers across the State. Tourists are offered Yoga training as well as Yoga therapy.

Medical Tourism

Gujarat excels in medical tourism, with world-class hospitals in Ahmedabad and Vadodara providing affordable, high-quality care and minimal wait times, attracting over 1,500 international patients every year.



Gujarat's leading city, Ahmedabad is known for its top-of-the-line medical tourism destinations. With world class health facilities, zero waiting time and affordable cost, Ahmedabad is becoming one of the most sought-after medical tourism destinations in India. Ahmedabad Civil Hospital, the biggest hospital in Asia, is in the city.

Apart from the world class amenities, hospitals offer pick up and drop service and ambulance services also. The 108 Service is a highly appreciated 'Medical at doorstep' service.

Location: Western tip of India

Capital: Gandhinagar

Major Languages: Gujarati, English, Hindi

Time: GMT +5:30

Currency: Indian Rupee

Climate:

Mostly wet in the southern parts, and desertic in the north-west

Temperature:

Min 25 degrees to 45 degrees Celsius (Summer)

Min 15 degrees to max 35 degrees Celsius (Winter)

International Airport: Ahmedabad

Domestic Airports: Ahmedabad, Vadodara, Jamnagar, Porbandar, Surat, Rajkot, Bhavnagar, Bhuj

Festivals and Events

Gujarat celebrates over 3,500 festivals annually, transforming it into a land of joy and colour. The Navratri festival and the International Kite Festival draw global tourists, while the Rann Utsav in Kutch mesmerises with desert grandeur.

Adventure and Eco-Tourism

Adventure enthusiasts can enjoy water sports, rock climbing, and paragliding in locations like Saputara and Pavagadh. Wildlife lovers can explore sanctuaries like the Wild Ass Sanctuary in the Little Rann of Kutch, home to unique species. Gujarat is also a leader in sustainable urban tourism, promoting eco-friendly practices.

Business Tourism

Known as India's "Growth Engine," Gujarat has developed into a hub for business tourism. Events like the Vibrant Gujarat Summit attract global investors, displaying the state's economic prowess and connectivity.

Warm Hospitality

Gujarat's "Aavo Padharo" spirit, meaning "welcome with heart," resonates across every interaction. Friendly locals, rich cuisine, and unmatched hospitality ensure tourists return time and again.

With its dynamic mix of attractions, Gujarat is truly a microcosm of India's grandeur and diversity. Whether seeking cultural exploration, spiritual enlightenment, health rejuvenation, or thrilling adventure, Gujarat promises an extraordinary journey. Aavo Padharo Gujarat!

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Ayurveda: Bridging Tradition and Innovation for Global Wellness

The integration of ancient wisdom with modern science is transforming healthcare, with Ayurveda at the forefront of this evolution. As global health challenges grow, the need for holistic systems that address prevention, and treatment has never been more critical. Ayurveda's timeless approach is increasingly recognized for its ability to complement modern medicine and offer solutions to both acute and chronic conditions.

The combination of Ayurveda and modern science provides a comprehensive approach to health, focusing on prevention through practices like dinacharya (daily routines) and panchakarma (detoxification processes). As highlighted in the article, *Ayurveda and Modern Science*, blending these systems offers a more balanced model of healthcare, addressing lifestyle diseases such as diabetes, heart disease, and chronic respiratory conditions that modern medicine often struggles to manage. Ayurveda's preventive focus—through diet, exercise, and lifestyle—provides a timely solution to these rising health challenges.

Ayurveda's reach is expanding beyond traditional settings. In countries like Canada and Russia, Ayurveda is being embraced for its natural, non-invasive approach to wellness. In Canada, the booming wellness industry has fuelled demand for Ayurvedic practices, with wellness centres and practitioners offering stress relief and chronic disease management. Similarly, in Russia, Ayurveda's integration into preventive healthcare has grown, despite regulatory hurdles. These examples demonstrate Ayurveda's global appeal as a complementary health system.

However, with Ayurveda's growing popularity comes the need for standardization. The article, *Standardizing Ayurvedic Formulations* addresses the challenges of ensuring consistent quality in Ayurvedic products. As Ayurveda gains international recognition, it is essential that formulations meet rigorous scientific standards to ensure safety and efficacy, particularly for global markets.

The rise of artificial intelligence (AI) also brings new possibilities and risks. As discussed in *Artificial Ayurveda and Authentic Intelligence*, while AI has the potential to analyse and enhance our understanding of Ayurvedic practices, it risks oversimplifying the wisdom of Ayurveda. A careful balance must be struck to ensure that technology complements, rather than diminishes, the depth of Ayurvedic knowledge.

Ayurveda's impact extends beyond physical health to mental and emotional well-being. With workplace stress and burnout on the rise, Ayurveda offers tools for managing these challenges. The article, *Wisdom for the Workplaces* explores how Ayurveda's principles of balance and self-care can help alleviate stress, foster resilience, and promote well-being in work environments.

Looking ahead, Ayurveda is poised for global transformation. Its comprehensive approach to health—integrating body, mind, and spirit—offers a promising alternative to fragmented modern healthcare. By combining Ayurveda's ancient wisdom with modern scientific advancements, we can create a more sustainable and equitable healthcare system that prioritizes prevention and overall well-being for all.

In this issue, we celebrate Ayurveda's enduring relevance and its potential to shape a healthier, more harmonious future.

Editor



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AND HOLISTIC CENTRE



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A TIMELESS LEGACY

THE KERALEEYA AYURVEDA SAMAJAM

The Keraleeya Ayurveda Samajam, a century-old institution, stands as a beacon of Ayurvedic healing, blending ancient wisdom with modern practices.

The Keraleeya Ayurveda Samajam, a venerable institution, stands as a testament to the enduring power of Ayurveda. Founded in 1902, it was established with the noble aim of preserving, promoting, and practicing authentic Ayurvedic medicine. This was particularly crucial during the British Raj, a period marked by the rise of Western medicine and the subsequent decline of indigenous healing systems.



Founder Members of
Aryaviadya Samajam in 1902

The attitude of the British government towards Ayurveda changed when the then Chief Justice of High Court Sir Basil Scott's chronic illness was cured by the Ayurvedic treatment of the Samajam's chief physician, Triprangod Parameswaran Mooss. When this came to his notice, the Governor General honoured him with the first 'Vaidyaratnam' title. Later, the honour was bestowed on Thaikatt Narayanan Mooss while he was serving the Samajam. Dr. PS Warriery the founder of the Arya Vaidyasala Kottakkal, who served the Samajam since its birth, became the third person to receive the 'Vaidyaratnam' title in South India.

Blending tradition with innovation

The Samajam's Ayurvedic hospital, the world's oldest, is nestled on the banks of the serene Bharathapuzha River. Spread across eight acres of lush greenery, the hospital offers a tranquil retreat for patients seeking holistic healing. The institution provides a comprehensive range of Ayurvedic therapies, from gentle massages to herbal concoctions and rejuvenating rituals. The hospital tailors its approach to suit each individual's unique needs and constitution.

Beyond its therapeutic offerings, the Samajam holds significant historical and cultural value. It represents a remarkable chapter in the history of Kerala, where ancient rivalries were set aside for the common good. The Zamorin of Calicut and the Cochin Raja, historical adversaries, united to establish this institution, symbolizing a harmonious blend of tradition and progress.

A beacon of Ayurvedic education

The Samajam has played a pivotal role in shaping the landscape of Ayurvedic education. It provided a platform for renowned Ayurvedic physicians and scholars to share their knowledge and expertise. The institution's commitment to research and development has contributed significantly to the advancement of Ayurvedic science. Over the years, the

Samajam has trained countless Ayurvedic practitioners who have gone on to spread the wisdom of this ancient healing system.

A modern renaissance

In recent years, the Samajam has embarked on a journey of revitalization. It aims to reclaim its former glory by embracing modern advancements while staying true to its ancient roots. The hospital is undergoing significant renovations to enhance patient experience and treatment facilities. Additionally, the Samajam is exploring innovative ways to integrate Ayurveda into contemporary healthcare practices.

One of the key initiatives undertaken by the Samajam is the establishment of a state-of-the-art research centre. This centre focuses on scientific research to validate the efficacy of Ayurvedic treatments. By combining traditional wisdom with modern scientific methods, the Samajam aims to bridge the gap between ancient knowledge and contemporary healthcare.



A hope for the future

The Keraleeya Ayurveda Samajam stands as a testament to the enduring power of Ayurveda. It continues to inspire countless individuals to embrace holistic healing and lead healthier, happier lives. As the world increasingly turns to natural and alternative medicine, the Samajam is poised to play a leading role in shaping the future of Ayurveda.

By preserving the rich heritage of Ayurveda and adapting it to the needs of the modern age, the Samajam is ensuring that this ancient healing system remains relevant for generations to come. It serves as a beacon of hope, offering a holistic approach to health and well-being in an increasingly complex world.

The Samajam's legacy extends beyond its therapeutic offerings. It represents a cultural and historical landmark, a symbol of India's rich heritage. By visiting the Samajam, one can not only experience the healing benefits of Ayurveda but also delve into the fascinating world of ancient Indian medicine.

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10TH WORLD AYURVEDA CONGRESS & AROGYA EXPO 2024: DIGITAL HEALTH AND GLOBAL AYURVEDA PARTNERSHIPS IN FOCUS



The 10th World Ayurveda Congress & Arogya Expo will be held in Dehradun, Uttarakhand, from December 12-15, 2024. Organized by the World Ayurveda Foundation and Vijnana Bharati, the event is supported by the Ministry of AYUSH, Government of India, and the Uttarakhand State Government.

The Expo will feature an exhibition, a conference, B2B meetings, and a Reverse Buyer Seller Meet (RBSM) organized by the Ayush Export Promotion Council (AYUSHEXCIL).

With a focus on fostering strategic partnerships in the medical and holistic healthcare sectors, the RBSM program will bring together over 150 foreign delegates from more than 40 countries.

The event will also host prominent organizations offering AYUSH products and services, wellness organizations, and renowned medical experts.

This year's Congress theme is "Digital Health - An Ayurveda Perspective," and it will feature research papers across 27 different themes. The Congress has invited global submissions from experts in the field.

Rajesh Kotecha, Secretary of the Ministry of AYUSH, highlighted the impressive growth of the AYUSH sector, noting that it has expanded from a \$3 billion industry in 2014 to \$22 billion in 2022, marking a sevenfold increase. He emphasized the sector's continued growth potential and its position as one of the fastest-growing industries in India.

Ayurveda & Health Tourism magazine is a media partner of the 10th World Ayurveda Congress & Arogya Expo. ■

AYURVEDA DAY 2024 CELEBRATED IN HELSINKI



The Embassy of India in Helsinki celebrated the 9th Ayurveda Day 2024 with the theme "Ayurveda Innovation for Global Health." Ambassador Hemant Kotalwar emphasized Ayurveda's holistic

approach and global popularity. The event included cultural performances, a talk by an Ayurveda expert, a panel discussion on "Ayurveda in Modern Healthcare," and an Ayurvedic food-tasting session, featuring traditional dance performances. The hour-long program highlighted the integration of traditional and modern healthcare practices, showcasing Ayurveda's relevance in contemporary medicine. The vibrant stage was brought to life by colorful dance performances. The organizers offered a variety of Ayurvedic tastings, and both Indians and Finns actively participated in the events, creating a lively and engaging atmosphere. ■

PM MODI ENCOURAGES YOUTH TO PURSUE CAREERS IN AYUSH

Prime Minister Narendra Modi has urged the youth to pursue careers in Ayush, highlighting opportunities in fields like preventive cardiology, Ayurvedic orthopaedics, and wellness tourism.



Speaking at the foundation stone-laying ceremony for health projects at the All-India Institute of Ayurveda, Modi emphasized the growing demand for Ayush practitioners, with over 7.5 lakh already registered. He noted the integration of Ayurveda with modern medicine and the growth of the Ayush manufacturing sector from USD 3 billion in 2014 to nearly USD 24 billion today. Modi also stressed the need for scientific validation of traditional herbs like Ashwagandha and turmeric. ■

SANJEEVANI 2024: A GLOBAL PLATFORM FOR HEALTHCARE & WELLNESS EXCELLENCE



The highly anticipated Sanjeevani 2024 Healthcare and Wellness Expo will be held from December 16 to 18 at the Yashobhoomi Convention Centre in Dwarka, Delhi.

Running from 10 am to 6 pm, this international gathering highlights India's growing role as a global leader in healthcare and wellness.

Organized by the Services Export Promotion Council (SEPC) and supported by the Ministry of Commerce and Industry, the event aims to promote India's healthcare services globally and strengthen international partnerships.

The theme "Life Force" emphasizes the vitality healthcare brings to societies. With key industry players from over 40 countries, the

expo offers opportunities for business exploration in Indian healthcare services.

Participants can engage in Buyer-Seller Meets, meet accredited hospitals, wellness centers, and AYUSH facilities, and witness India's healthcare sector's strengths.

Sanjeevani 2024 also emphasizes integrating traditional medicine with modern practices, showcasing India's rich heritage of healing.

The event focuses on mainstreaming ethical and holistic healthcare practices in demand globally.

Building on the success of India Heals 2020, which saw participation from 26 countries, 93 overseas delegates, 55 exhibitors, and 80 MOUs, Sanjeevani 2024 aims to further strengthen India's position as a global healthcare destination.

Ayurveda & Health Tourism magazine is a media partner of Sanjeevani 2024. ■

UGC-NET ADDS AYURVEDA BIOLOGY AS A NEW SUBJECT



India's higher education regulator, the University Grants Commission (UGC) has added "Ayurveda Biology" to the National Eligibility Test (NET) starting December 2024. This move aims to blend Ayurvedic knowledge with modern biological sciences, boosting research opportunities. Graduates of Ayurveda programs can now qualify for academic positions and the Junior Research Fellowship (JRF). The syllabus covers Ayurvedic principles, disease biology, genetics, nanotechnology, and more. This initiative reflects the growing demand for structured Ayurveda research and aligns with UGC's efforts to integrate traditional and modern sciences, fostering interdisciplinary studies and strengthening Ayurveda's relevance in contemporary science. ■

'AYURVEDA CALLING' EVENT STRENGTHENS KERALA'S AYURVEDA TOURISM OUTREACH



Ministry of Tourism
Government of India
Southern Regional Office



The Ministry of Tourism, in collaboration with the Ayurveda Promotion Society, hosted the first “Ayurveda Calling” marketing meet in Chennai in October. The event, held at E-Hotels in Royapettah, connected Kerala’s 40 leading Ayurveda service providers with over 100 business associates and 50 prominent figures.

Focused on promoting Ayurveda treatments across India, the initiative aimed to raise awareness about insurance coverage for Ayurveda and attract domestic tourists to Kerala’s authentic wellness offerings. The event highlighted NABH-accredited Ayurveda hospitals set in resort-like environments, blending healthcare with world-class accommodation.

Regional Director of India Tourism, Venketeswaran, expressed optimism about the collaboration, revealing plans to expand the initiative to Bengaluru, Hyderabad, and international markets.

“Kerala’s Ayurveda is a vital asset for tourism and the country’s revenue,” he said.

Sajeev K.V., President of the Ayurveda Promotion Society, hailed the event as a milestone, fostering direct engagement between buyers and sellers. Renowned participants included Somatheeram Ayurveda Group and Nattika Beach Resort, among others.

The event concluded with continuous business interactions. The second meeting was held in Hyderabad. ■

GLOBAL AYURVEDA SUMMIT HIGHLIGHTS KERALA'S HEALTHCARE POTENTIAL



Kerala's unique synergy of modern medicine, Ayurveda, and tourism took centre stage at the two-day Global Ayurveda Summit in Kochi. Inaugurating the event, Chief Minister Pinarayi Vijayan highlighted the government's ₹1,000 crore investment in Ayush infrastructure, including an International Ayurveda Research Institute and a new medical college in Idukki.

Speakers stressed the need for integrating traditional and modern medical systems to position Kerala as a premier healthcare destination. Vaidya Rajesh Kotecha, Secretary, Ayush, projected the Indian Ayush market to reach \$200 billion by 2030 and discussed plans to globalise Ayurveda through a WHO Traditional Medicine Centre and 24 international MoUs.

Kerala Health Minister Veena George urged strengthening ties between healthcare and tourism, while Maldives Health Minister Ahmed Gasim praised Kerala's appeal for medical tourists, citing its advanced facilities and trustworthiness. Gasim emphasised the need for accountability, safety, and service standardisation.

Organised by CII-Kerala with Ayush Ministry support, the summit showcased Kerala's potential to capture a larger share of India's \$7 billion medical value tourism market by leveraging its natural strengths and global demand for holistic healthcare solutions. ■

KTM 2024 SPOTLIGHTS TOURISM POTENTIAL: FOCUS ON WEDDINGS & B2B

The 12th edition of the Kerala Travel Mart (KTM) concluded with record-breaking success, facilitating over 75,000 business-to-business (B2B) meetings, surpassing the 2022 tally of 55,000. Held at the Sagara-Samudrika Convention Centre, the biennial event drew 2,839 buyers, including 800 international participants from 76 countries, and 2,000 domestic stakeholders.

A key highlight of KTM 2024 was its focus on establishing Kerala as a premier wedding destination. Exhibitors showcased the state's diverse landscapes, luxurious resorts, and cultural richness, attracting interest from buyers across Europe, the US, and the Gulf.

The event also promoted sustainable tourism through strict green protocols and cutting-edge innovations. KTM Society President Jose Pradeep highlighted the use of AI-driven technologies, including QR code scanning for seamless interactions, enabling better connections among buyers and sellers.



Inaugurated by Chief Minister Pinarayi Vijayan, KTM featured 347 stalls spanning 1.5 lakh square feet. Experts underscored Kerala's untapped potential in plantation tourism, suggesting it could bolster the state's appeal further. ■

KERALA TOUTED AS INDIA'S EMERGING "SCIENCE CAPITAL"



Union Minister Jitendra Singh has hailed Kerala as the emerging "science capital" of India, citing the state's growing appeal as a hub for scientific research and innovation. Singh, who is the Union Minister of State for Science and Technology, highlighted Kerala's vast scientific potential, underpinned by its rich legacy and abundant resources.

Speaking in Thiruvananthapuram after laying the foundation stone for a Centre for Excellence in Ayurveda Research at CSIR-NIIST, Singh emphasised the centre's role in advancing Ayurveda by developing technologies to standardise herbal ingredients in Ayurvedic medicines, enhancing their effectiveness and safety. He noted that while Ayurveda has been a part of India's health practices for centuries, there is still a need for more scientific research and diagnostic tools to advance the field.

The Union Minister stressed the central government's focus on fostering public-private partnerships and urged CSIR-NIIST to develop innovations accessible to the broader community. He highlighted the Centre's commitment to supporting Kerala's growth as a hub for innovation and research.

The minister reiterated India's ambition to become a global biomanufacturing leader, driven by advancements in science and technology. Singh called on Kerala's scientific institutions to play a pivotal role in achieving this vision, positioning the state as a critical player in India's scientific future. ■

SRI LANKA PROMOTES AYURVEDA IN THE NETHERLANDS



The Sri Lankan Embassy in the Netherlands, in collaboration with Siddhalepa Ayurveda Resorts and Spa, hosted a tourism event recently, promoting Sri Lankan Ayurveda. Dutch travel agents, tour operators, and media were informed about the benefits of Sri Lankan Ayurveda and health treatments. Ambassador Rekha Gunasekera thanked the participants for supporting Sri Lanka as a premier holiday destination and highlighted the increase in Dutch tourist arrivals. A presentation was made on Sri Lankan Ayurveda and resort offerings. The participants sampled Ayurvedic products and enjoyed Sri Lankan cuisine, at a stay at Siddhalepa Ayurveda Resort and Spa. ■

SPANISH PERFUME MAKER TO INVEST IN KAMA AYURVEDA

Spanish fragrance maker Puig, known for brands like Prada and Paco Rabanne, has invested USD 11.8 million for a minority stake in Kama Ayurveda, an Indian ayurvedic beauty and personal care brand. Founded in



2002 by Vivek Sahni, Dave Chang, Rajshri Pathy, and Vikram Goyal, Kama operates 52 retail outlets in India and sells online. This investment will help Kama expand into global markets and boost domestic growth, leveraging Puig's global presence and expertise in brand building, skincare technology, and scents. Marc Puig, chairman and CEO, said the alliance has the potential to enhance their global retail business and presence in the beauty and personal care market. ■



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AYUSH CAMPAIGN TARGETS GUINNESS WORLD RECORDS FOR HEALTH AWARENESS



The Ministry of Ayush has launched the *Desh Ka Prakriti Parikshan Abhiyan*, a nationwide health campaign unveiled by Prime Minister Narendra Modi, coinciding with the 9th Ayurveda Day celebrations. The initiative aims to set multiple Guinness World Records, including the largest online photo album of Prakriti certificates, the most pledges for a health campaign, and the largest video album sharing health messages.

Union Minister of State for Ayush Prataprao Jadhav announced the campaign during a press briefing at the National Media Centre in New Delhi, alongside Vaidya Rajesh Kotecha, Secretary of the Ministry of Ayush, and Vaidya Jayant Deopujari, Chairman of the National Commission for Indian System of Medicine. The campaign, spearheaded by over 4,70,000 volunteers, seeks to popularise Ayurveda's principles of Prakriti—the unique mind-body constitution based on Vata, Pitta, and Kapha doshas.

Jadhav emphasised the campaign's potential to empower individuals to adapt personalised diets, exercise routines, and lifestyles for better health, aligning with modern P5 medicine principles. Vaidya Kotecha highlighted the transformative role of Ayurveda in preventive and personalised healthcare, underscoring its alignment with global health goals.

The initiative encourages citizens to embrace Ayurveda for holistic well-being, fostering healthier communities across India. ■

AYURVEDA IN FOCUS AS KING CHARLES VISITS BENGALURU

Britain's King Charles III and Queen Camilla made a private visit to Bengaluru for wellness treatment at a renowned holistic health centre near Whitefield, recently. The stopover was part of their journey back to the UK from the Commonwealth Heads of Government Meeting in Samoa, Buckingham Palace confirmed.



The 75-year-old monarch and the Queen stayed at SOUKYA International Holistic Centre, known for its rejuvenative therapies combining Ayurveda, homeopathy, naturopathy, yoga, and meditation. A spokesperson from Buckingham Palace clarified that the visit was not related to the King's ongoing cancer treatment but was planned as a restful break during their extensive royal tour, which included Australia and Samoa.

During their stay, the couple followed a strictly vegetarian diet with eggs and participated in therapeutic yoga and meditation sessions. "Their Majesties received rejuvenative treatments aimed at promoting overall wellness," an official at the centre said.

This was not King Charles's first visit to SOUKYA. He celebrated his 71st birthday there in 2019. The centre is run by Dr. Issac Mathai, who attended the King's coronation in May last year.

The royal couple concluded their tour with this brief yet restorative visit. ■



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AAROHA MUSICAL WELLNESS ANNOUNCES MUSICAL HEALING RETREAT AT DEHRADUN



Dehradun, India's northern hill resort, will host a musical healing retreat from December 13-15, blending classical and Sufi music.

The Aaroha Musical Wellness retreat will feature performances by Harshdeep Kaur, Ustad Anwar Khan Manganiyar, Akansha Grover, Pandit Ajay Prasanna, Divyanshu, and Manuraj.

Vaishnavacharya Sri Abhishek Goswami Maharaj will introduce the event's theme. This unique retreat combines classical and Sufi music with wellness practices and spiritual insights to heal the mind, body, and spirit.

Interactive workshops with spiritual gurus and aura masters are planned for participants' physical and mental well-being.

Organisers say the retreat offers wellness enthusiasts, music lovers, and spiritual seekers of all ages a sanctuary to rediscover peace and rejuvenate their minds and bodies. "Aaroha is a space where music meets spirituality and nature, creating a transformative experience that fosters mindfulness and emotional well-being," says Vaishnavacharya Sri Abhishek Goswami Maharaj.

Bani Sharma, Project Head, adds, "This retreat is a rare opportunity to engage with various wellness practices and immerse oneself in soulful music, all curated to deliver a rejuvenating experience."

Bookings for the event at the scenic Punarnava Wellness Resort in Dehradun are available through BookMyShow. ■

NEW GUIDELINES PROMOTE AYURVEDA IN ANIMAL CARE

India's Union Ministry of Animal Husbandry has issued new Standard Veterinary Treatment Guidelines (SVTG) to curb antibiotic use in livestock and poultry, addressing antimicrobial resistance. The SVTG introduces Ayurvedic and ethnoveterinary practices, offering cost-effective treatments for nearly all animal diseases. Union Animal Husbandry Secretary Alka Upadhyay and former IVRI Director Raj Kumar Singh highlighted the benefits for small-scale farmers, emphasizing reduced economic burdens and accessible care. Drafted by over 80 experts, the guidelines also feature herbal drugs validated by NDDB for conditions like mastitis. This initiative marks a significant step towards sustainable and holistic veterinary care in India. ■





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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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AYURVEDA MEETS MODERN MEDICINE: TOWARDS HOLISTIC HEALTHCARE

Blending ancient wisdom with modern science, Ayurveda and modern medicine may offer a path to holistic healthcare and global health equity.



S. Jalaja IAS (Retd.)

Healthcare systems around the world are increasingly recognizing the value of integrating modern medicine with traditional medical practices. In this context the integration of Ayurveda and modern medicine is a growing field, particularly in India and other countries where Ayurveda has deep historical and cultural roots. Combining the principles and practices of Ayurveda with modern medical approaches aims to create a holistic healthcare model that incorporates both preventive and curative aspects.

Understanding Ayurveda and modern medicine

Ayurveda, one of the oldest medical systems, emphasizes harmony within the body, mind, and spirit. It revolves around balancing the three doshas—Vata, Pitta, and Kapha—which govern all physiological and psychological processes. An imbalance in these energies is believed to cause disease,

and Ayurvedic treatments aim to restore balance through diet, herbal remedies, yoga, meditation, and lifestyle changes.

Modern medicine, often termed Western or allopathic medicine, is rooted in a systematic, evidence-based approach. It relies on pharmaceuticals, surgery, and advanced technology to diagnose and treat diseases. Its greatest strengths lie in emergency care, precise interventions, and managing acute and chronic conditions.

Complementary strengths

The integration of modern and traditional medicines offers a range of complementary strengths. Ayurveda encompasses a wide range of practices rooted in cultural and historical contexts. The relevance of Ayurveda in modern healthcare lies in its preventive approach and personalized medicine. Ayurvedic practices have been used for centuries to treat chronic conditions, promote preventive health, and improve overall well-being.

Modern medicine excels in diagnostics, emergency interventions, and specialized treatments. For example, advanced imaging technologies like MRI/CT scans/Ultrasound provide precise diagnostics, while pharmaceutical innovations offer effective treatment for acute conditions like infections or chronic diseases such as diabetes and hypertension.

This integration seeks to provide holistic, accessible, and effective healthcare by combining the strengths of both systems. Besides, it has the potential to create a more comprehensive healthcare approach that benefits patients across various cultures and regions. In such cases, modern medicine offers quick relief and precise control, while traditional practices address the root causes and promote long-term wellness.

Key areas of integration

Several areas highlight the successful integration of Ayurveda and modern medicine:



Chronic Disease

Management: Ayurveda's holistic approach complements modern treatments for chronic conditions like diabetes and arthritis. Ayurvedic herbs, such as Ashwagandha (*Withania somnifera*) and Turmeric (*Curcuma longa*), are used alongside conventional medications for their anti-inflammatory benefits, aiming to reduce side effects and improve outcomes.

Lifestyle and preventive health:

Ayurveda's emphasis on daily routines (*dinacharya*) and seasonal regimens (*ritucharya*) aligns with modern recommendations for lifestyle modifications to prevent disease. Incorporating Ayurvedic diet and yoga into preventive health programmes enhances adherence and effectiveness.

Integrative cancer care:

Ayurveda is increasingly being used as supportive care in oncology, helping to reduce the side effects of chemotherapy and improve patient well-being through therapies like Panchakarma and herbs like Giloy (*Tinospora cordifolia*).

Mental health and wellness:

Ayurvedic therapies such as Shirodhara and Nasya are being used alongside modern psychiatric treatments to manage stress, anxiety, and depression. Yoga and meditation, core to Ayurveda, are now widely accepted in modern mental health programs.

Geriatric health: Ayurveda plays a crucial role in managing geriatric care through specialized treatments like Rasayana

(rejuvenation), aimed at promoting longevity and managing age-related diseases.

Women's health: Ayurveda accords paramount importance to women's health, recognizing the unique physiological and psychological changes they undergo throughout their lives. It can play a key role in women's reproductive health.

Collaborative healthcare models

■ The AYUSH Ministry under the Government of India promotes research, regulates traditional practices, and develops integrative healthcare policies. Collaborative initiatives, such as the use of Ayurveda in government-run hospitals and healthcare centres, demonstrate how integration can be implemented at a national level.

■ The National Health Mission (formerly NRHM) has been seeking to mainstream Ayurveda in healthcare delivery at the level of village Sub-centres and Primary and Community Health Centres. It has been successful particularly in southern states like Tamil Nadu.

■ In the southern states, especially Kerala, pre-natal and post-natal care based on Ayurvedic principles complement modern medical protocols, during deliveries.

■ Integrative health centres: In India and globally, integrative health centres offer both modern medical treatments and Ayurvedic consultations. These centres often include diagnostics like blood tests and imaging from modern medicine, while offering

Ayurvedic dietary plans, herbal treatments, and lifestyle counselling. This model allows patients to benefit from a comprehensive approach tailored to individual needs. Some of the leading hospitals have adopted this model.

■ **Medical education and training:** Some medical schools and universities in India and abroad are incorporating Ayurveda into their curricula. This education helps bridge the gap between the two systems.

Successful integration in practice in other countries

Globally, countries like China and those in Africa have integrated traditional and modern medicine, improving outcomes in areas such as chronic pain management and infectious disease treatment. Traditional Chinese Medicine (TCM) is integrated into China's healthcare system. Hospitals offer both allopathic and traditional treatments, such as acupuncture and herbal medicine, alongside modern diagnostic services.

Indigenous African traditional healers have been incorporated into the country's health system. Traditional healers work alongside doctors in rural clinics to provide culturally relevant healthcare, particularly for HIV/AIDS and tuberculosis, where traditional and modern approaches are combined to improve patient adherence to treatment.

Challenges

Despite the progress, several challenges remain:

■ Integration is a complex process; the pre-requisites of integration, therefore, need to be worked out carefully.

■ Research is vital for the integration of Ayurveda into modern medicine. Modern medicine requires rigorous clinical trials and scientific evidence to validate treatments, which is often lacking for traditional medicines.





Many traditional remedies rely on anecdotal evidence or centuries-old practices that may not meet the stringent criteria of modern clinical research.

The principles of Ayurveda are often difficult to study through conventional clinical trial models used in modern medicine. For integration to be successful, innovative research methodologies that honour the holistic and personalized nature of Ayurveda are needed. However, there is an increasing effort to conduct clinical trials and studies that evaluate Ayurvedic herbs and practices scientifically.

- **Standardization and quality control:** Traditional medicine often faces issues of standardization, with variations in dosage, preparation, and quality of herbal products. This lack of consistency can lead to questions about efficacy and safety, making it difficult to integrate these remedies into mainstream healthcare. These issues need to be addressed through stricter regulations and testing protocols.

- **Regulatory hurdles:** Regulatory frameworks often favour modern medicine, making it difficult for Ayurvedic treatments to receive official recognition and approval. The lack of legal recognition or insufficient regulation for traditional healers and practitioners also hinders collaboration between the two systems.

- **Cultural differences and patient perceptions:** Patients and healthcare providers may have biases or lack trust in the traditional system. For example, patients accustomed to modern medicine may be sceptical about the efficacy of traditional practices, while traditional healers may view modern medicine as intrusive or dismissive of their knowledge.

Current endeavours and the way forward

- Efforts are underway, such as India's Traditional Knowledge Digital Library (TKDL), which has documented over 4.54 lakh Ayurvedic formulations, providing a valuable resource for research.

- The establishment of the Pharmacopoeia Commission for Indian Medicines & Homeopathy (PCIM&H) in 2010 marked a significant step

toward standardizing Ayurvedic drugs, ensuring safety and efficacy.

- The AYUSH Ministry had initiated quality assurance programmes for ensuring quality and safety of Ayurveda drugs through certification.

- Ayurveda, unlike modern medicine, follows personalized treatments. The Ministry, with the help of experts from the discipline ought to develop a protocol specially for clinical studies in Ayurveda.

- Educational reform in Ayurveda is also needed to modernize curricula, while preserving its spiritual essence.

- High-end research, investments, and collaborations with global universities/institutions can propel Ayurveda's integration with modern medicine, leading to its global acceptance.

The integration of Ayurveda and modern medicine presents a promising path towards a holistic healthcare system that combines the best of both systems. By embracing this synthesis, we can move towards a future where healthcare is not only scientifically advanced, but also culturally inclusive, promoting long-term wellness for all. 🌿

*The author, **S. Jalaja** a retired IAS officer, was a former Secretary of Ministry of AYUSH. She was also the chairperson of the committee, which reviewed the functioning of the Central Council for Research in Ayurvedic Sciences (CCRAS) AYUSH.*

ARTIFICIAL AYURVEDA AND AUTHENTIC INTELLIGENCE

Can Artificial Intelligence truly understand Ayurveda's ancient wisdom, or is it risking a profound legacy with surface-level algorithms?



Dr. Bhaswati Bhattacharya

Concerns have been echoing in the ayurvedic medical community about the dangers of artificial intelligence that will soon consume the discipline. Developed steadily since the 1950s, artificial intelligence is a field of study that involves the use of math and logic to simulate human reasoning, using technical expertise to create machines and computers that can mimic human intelligence. AI systems can perform tasks like analysing data, understanding language, and making decisions. This machine-based system can be designed for a particular discipline to make predictions, recommendations, or decisions that influence real or hypothetical environments, based on a human-constructed set of objectives or purpose.





Creating AI systems

To create AI systems, the software and technology are given certain skills by coding in information on how to perceive, think, discern, and recall. In yoga, we call this dhi, dhriti, smriti.

The only danger to the Ayurveda community is the lack of utilization of the wisdom of authentic Ayurveda and the involvement of people who do not have allegiance to the process of learning authentic ayurveda.

AI technology needs to be able to perceive the world around, make decisions based on a decision tree or algorithm, and predict the environment based on parameters prioritized by the humans who set up the thinking algorithm. It also needs to do knowledge extraction and pattern recognition from data based on the humans' sensitivity and perceptiveness to certain patterns, communicate interactively with humans in the same language and cultural patterns, and perform critical thinking and logical reasoning based on theories it has learned.

Setting up a coding system

Since the aptas of Ayurveda cannot today set up such a coding system, a better understanding of AI and ayurveda today can occur using the example of four levels of members of the ayurvedic community who could set up ayurvedic AI systems.

AI-1: Avedika, a smart businessperson who knows how to code AI systems and has a strong technology and logic background, who is interested in Ayurveda as a descendant of vaidyas, but who herself did not learn any ayurveda. She is wilful, gets up early and works hard, and is a real achiever, a great mentor to her schoolmates, and has used her self-made success and buoyant personality to enter the Ayurveda celebrity circle.

Avedika is very successful financially and codes an entire AI platform herself. She searches online and finds some textbooks at archive.org, buys some books, and hires some ayurvedic doctors to help her build a beautiful platform. The doctors give her some teachings, which she interprets and translates into code. She creates an AI tool that gives

clinical care to VIP patients. The ministers celebrate her with awards, and a few patients indeed get better using this AI clinical care tool.

AI-2: Ashanti, a learned sanskrit scholar who studied modern medicine or biomedical research or epidemiology, but did not study ayurveda, begins to read the texts while in medical school, and cleverly correlates everything she is learning from medical texts with the equivalent in ayurvedic texts. She self-teaches vata-pitta-kapha from her English translations and learns enough herbal formulations to prescribe a few. Her translations of ayurveda are published with accolades for her MD credential, and she begins an integrative medicine practice during which she dreams of creating an AI tool that will help modern medical doctors take advantage of the growing popularity of ayurveda.

For Ashanti's patients, substitutions of pharmaceutical drugs with kashayas and ghrityams are amazing. They love the care they get, knowing that Dr. Ashanti is a motivated and ambitious doctor. Ashanti hires a tech company to create an app that translates symptoms of a patient and deliver recommendations for medicines according to what she has programmed from the Ayurvedic Drug Index, the Ayurveda Pharmacopeia of India, and the Textbooks of Ayurveda written by American authors who teach ayurveda successfully and profitably.

AI-3: Ananda, who comes from a successful family, was not technically or mathematically gifted so could not gain entrance

to private or government MBBS programs and managed to get a seat in a BAMS program, is set on being successful in the ayurveda fraternity, has lots of gadgets and loves the status of owning modern tools and just passed his exams. He resents Ayurvedic elders because they maintain secrecy and wants to impress his colleagues.

Ananda works with several start-up ventures but loses hope as they cannot understand the value of ayurveda, and he cannot articulate its fathomless wisdom to non-medical people. He finally finds a smart technology venture and sets up a team of vaidyas who begin to create an AI platform that will translate ayurveda into medical-type recommendations. The pilot projects are successful, but patients cannot relate to the prescriptions and do not find success in the large combinations of medicines.

AI-4: Akaasha, a simple, nature-loving scholar who loves to read about ancient Indian knowledge systems, studied Sanskrit because the family upbringing encouraged it, had some teachings about ayurveda from childhood and so learned to look at vata-pitta-kapha in the world, and was a good student at a good ayurveda college that taught the how and why of the shastras, as well as gave good clinical experience with real human patients.

Akaasha gets involved with an AI project with tech guys because he is interested to see how people learn. He is keen to teach the tech team, but they cannot understand his Sanskrit references, his logic or his medicine prescriptions with its variations, and they want a one drug: one disease approach. They think his devotion to Ayurvedic Sanskrit texts is religious. He cannot manage to teach them how to create algorithms using vata-pitta-kapha and not using the label descriptions on the medicines that are the legal standard.

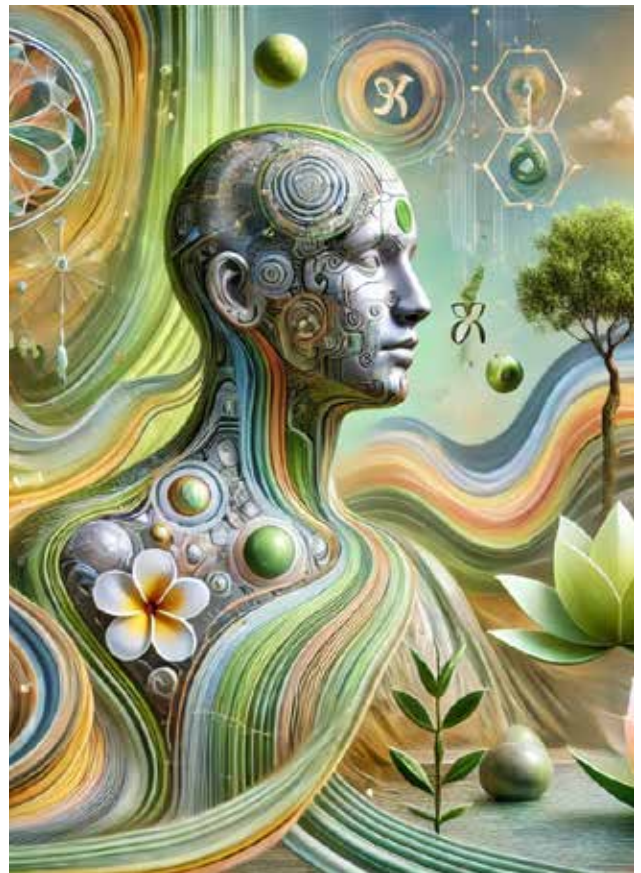
In each of these scenarios, the common themes that create flaws and obstacles and would create dangerous AI products must be addressed. An excellent and effective tool can be made if skills that are crucial to ayurvedic practice are embodied into AI tools.

Need for keen perception

Attention to developing keen perception would allow the AI developers to sense more superbly and

to appreciate the supernormal senses that excellent clinicians and true vaidyas have. Pulse diagnosis, detection of smells that indicate specific diseases, a person's gait or movements indicate imbalances, and an inconsistency in action or use of particular language indicates mental and emotional factors that are often overlooked by non-ayurvedic persons.

Decision trees using ayurveda need to understand the logic and reasoning of dosha, dhatu, srotas, guna, agni and bhuta. The dasha-vidha pariksha provides an outline but is seldom optimized in an algorithm. Understanding the patient requires specific questions phrased in specific ways. A predictive prescription must understand the nuances of human physiology and how it reacts to heat that dries vs. heat that sweats the body, contraction of body tissues in the cold and the effect of humidity, how heat affects the center of the body vs. the head or the limbs. Vaidyas calculate these decisions fluidly because they understand the parameters of focus. Many theories of modern medical physiology do not hold true for many disease states, and thus the medical algorithm is catastrophic for Ayurveda AI platforms.





Keeping the patient in focus

The medicines of ayurveda are an immense resource but are being discounted and decimated by the algorithms of phytopharma and DNA fingerprinting used in bioinformatics. The calculations often reflect laboratory artifacts and not the actual conditions in which plants grow in nature, and thus the biomarkers and technical specifications are accurate for the laboratory but not for the patient. Knowledge extraction and pattern recognition of plants can only be done accurately when dravya guna and rasa pañcaka are understood, and when the medicine-making prescriptions are followed from factors such as lunar tithi or time of day, cleanly state (saucha) of the medicine-picker, or proximal plants around the picking area. These are ignored by pharmacy GMP standards, and the medicines of ayurveda are dragged to a level of production that is neither natural nor medicinal. Extracts of plants done with modern technology do not maintain the rasa pañcaka; thus, the rasa-guna-viryaya of turmeric does not apply to curcumin.

Emotional discipline and AI

Patterns of nature were understood by ancient clinicians and are still taught to students who have the focus and emotional discipline to learn. These are rarely coded into AI tools. The secrecy that exists among Ayurvedic elders is designed to teach only those students who can perceive and interpret, who

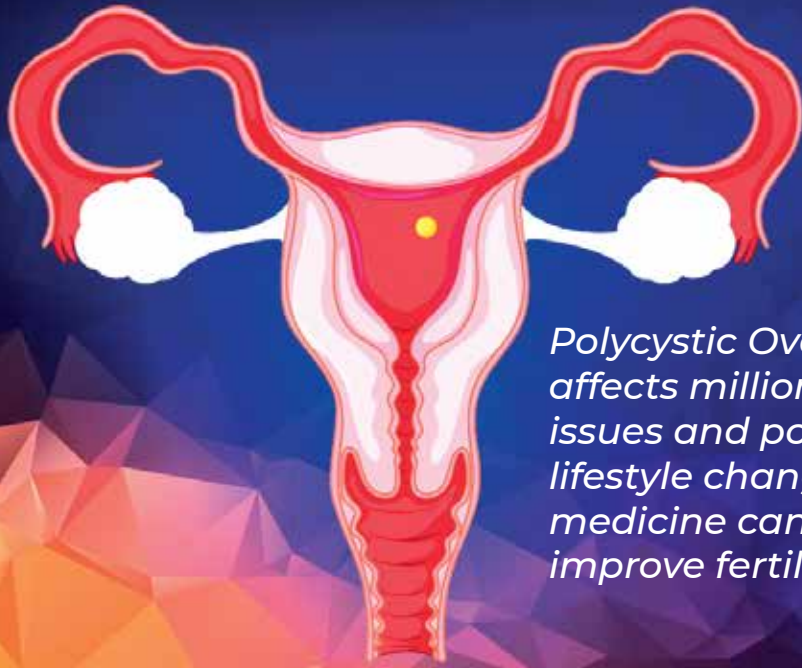
have the power of dhriti. Blind people cannot be trained easily to be pilots of airplanes. Until critical thinking and logical reasoning are taught based on ayurvedic theories from observations of nature, AI tools will not reflect the immense knowledge that the wisdom of Ayurveda offers.

Yet everyone today is allowed to make Ayurveda AI tools. Imagine if we allowed anyone to be an air traffic controller even if they could not demonstrate skills, only because they were interested. The results would be disastrous. Licenses have developed in modern society to prevent the intrepid but ignorant from unleashing their will and creativity until they have the proper training and competence.

For excellent AI tools to develop in modern ayurveda that will benefit all of humanity, we need to ensure that those who build the databases and algorithms on which the AI will operate have proper training and proper skills in the wisdom of Ayurveda. 🌿

Dr. Bhaswati Bhattacharya, a Manhattan-based physician and Weill Cornell professor, blends authentic Ayurveda with modern medicine. A Fulbright Scholar and bestselling author, she holds multiple advanced degrees and is now advancing a tech project to codify Ayurveda for clinical applications.

THE HERBAL SECRET FOR FIGHTING PCOS



Polycystic Ovary Syndrome (PCOS) affects millions, leading to fertility issues and poor quality of life. Diet, lifestyle changes, and ancient Indian medicine can help manage PCOS and improve fertility. Read on...



Dr. Jaseela Majeed

Polycystic Ovary Syndrome (PCOS) is a complex hormonal disorder affecting millions of women of reproductive age worldwide, yet it remains widely misunderstood and often underdiagnosed. Characterized by irregular menstrual cycles, excessive androgen levels, and polycystic ovaries, PCOS can significantly impact fertility, leading to challenges in conceiving. The sedentary lifestyle, dietary fluctuations, inactivity, and stress are other contributing variables.

As per the article published in Journal of Diabetology in 2021 globally, the prevalence of PCOS was estimated to be between 5.5-12.6% in women in the age group of 17- 45 years. In India, the prevalence estimates were between 8.2%-22.5%, depending on the diagnostic criteria used. With almost 20% of Indian women suffer from this condition which can significantly impact a woman's health and quality of life. While conventional treatments like hormonal medications, allopathic drugs and lifestyle modifications are common, many women seek natural alternatives to address this complex condition. Moreover, the conventional drugs can cause major complications and more contraindications restricting its adoption.

Combining the wisdom of ancient Indian medicine with modern scientific understanding can be highly effective in managing PCOS and improving fertility. Complementary and alternative therapies with Yoga and mindfulness may alleviate PCOS's primary causes, stress, and obesity. This comprehensive approach involves a delicate balance of



dietary modifications, lifestyle changes, mind-body exercise, and natural remedies.

Role of diet

Diet plays a pivotal role in managing PCOS. Prioritizing complex carbohydrates, such as whole grains like brown rice, oatmeal, barley, sorghum, quinoa, and whole-wheat bread, helps regulate blood sugar levels. These are digested slowly, preventing spikes in blood sugar and insulin levels. Reducing refined carbohydrates and sugar intake is essential, as excessive consumption can worsen insulin resistance.

Incorporating healthy fats, like those found in flaxseeds, chia seeds, and fatty fish, can help regulate hormones. Omega-3 fatty acids have anti-

inflammatory properties and can help reduce insulin resistance. Nuts and seeds such as walnuts, pistachios and sunflower seeds can be added in the diet. Antioxidant-rich foods, such as berries, citrus fruits, leafy green vegetables, tomatoes, and turmeric possess anti-inflammatory properties that can benefit PCOS.

Legumes and pulses such as black beans, kidney beans, chickpeas and lentils can be a nutritious dietary option for people with PCOS. Consuming more high-fibre foods and vegetables like broccoli and lean proteins like tofu, fish helps to manage the symptoms. Consuming Apple cider vinegar helps to regulate insulin levels in the body and thus, aids in the management of PCOS and as green tea is packed with potent antioxidants such as catechins which help in relieving the symptoms of PCOS by acting on the hormones. Green tea is also known to aid in weight loss.

Some women with PCOS may find dairy products to be inflammatory. In such cases, considering dairy alternatives like almond milk or soy milk might be beneficial. Additionally, limiting caffeine and alcohol intake can help regulate hormones and improve sleep quality.

The power of herbs

Herbal remedies have been used for centuries in traditional Indian medicine to address various health conditions, including PCOS. Many of the indigenous medicines have been highly regarded sources that have the benefits of lowering PCOS as well as having hypoglycaemic and anti-obesity effects.

Asparagus racemosus (shatavari), a revered herb in Ayurveda, is known for its rejuvenating properties. The root and fresh tender stem of shatavari has biologically active sugars, flavonoids, rich vitamins (A, C, E, B1 and B2) and asparagine acid contributes to the treating of this syndrome. It can help to balance hormones, regulate menstrual cycles, improve fertility, and reduce inflammation.





Withania somnifera (ashwagandha) known as Indian Ginseng, an adaptogenic herb, can help reduce stress, improve hormonal balance, and boost fertility. The root and leaves of the Ashwagandha plant are the most commonly used parts in herbal remedies. Ashwagandha contains bioflavonoids, zinc, and calcium which are good for the overall women's health also addresses significant PCOS-related problems and promote healthier menstrual cycles and creating a favourable environment for reproduction. It can also help regulate cortisol levels, a stress hormone that can contribute to PCOS. Reducing cortisol levels can help reduce anxiety, stress management, and sleep quality.

Aloe arborescens (aloe vera) is known as female fertility modulator since ages and possess many phytochemicals having the capacity to rectify the ovarian structure and functions supported with research evidence. The studies revealed the presence of phytosterols such as lophenol and cycloartenol play a pivotal role in controlling PCOS. Similarly, *Cinnamomum zeylanicum* (Cinnamon) is one of the oldest and most important herbal medicines used in traditional medicine useful for regulating the menstrual cycle for women with PCOS as evident from research.

Curcuma longa (turmeric) the golden spice, known for its active ingredient, curcumin has promising antioxidant and anti-inflammatory properties, combat insulin resistance, regulate blood sugar levels, and even mood swings and depression associated with PCOS. Its ability to reduce the inflammation and oxidative stress can potentially improve the health of the ovaries and the quality of the eggs they produce. Further scientific research on its effectiveness for PCOS is ongoing, and more evidence are needed.

Foeniculum vulgare (fennel) seeds helps in help in treating PCOS by decreasing androgen (male hormones) levels in the body which ultimately leads to anti-hirsutism properties and decreases the excessive hair growth in the body. The estrogenic compound present in

fennel is used to treat many reproductive, menstrual disorders, digestive and endocrine disorders.

Glycyrrhiza glabra (liquorice), known as mulethi in Hindi, acts as a potent anti-androgenic compound which helps in maintaining the levels of male hormones, which may be one of the reasons for PCOS. Helps in reducing inflammation, insulin resistance, and stress which contributes to improving the symptoms of PCOS.

Cucurbita pepo or pumpkin seeds, are loaded with nutrients, also act as home remedies for PCOS. These seeds contain healthy fats which not only help manage excess cholesterol levels in the body but also regulate insulin levels. The phytochemical known as beta-sitosterol helps to remove excess androgen and treat symptoms of PCOS such as hirsutism, acne and weight gain and further research is undergoing.

Triphala, an herbal formulation, promotes digestion and detoxification, which can be beneficial for PCOS. Fenugreek seeds can help regulate blood sugar levels and reduce insulin resistance. *Symplocos racemosa* commonly known as lodhra, is a tree widely found in the Indian subcontinent, particularly in the Himalayan region. Its anti-androgenic, antioxidant, and anti-inflammatory properties make it a promising natural remedy for PCOS. By regulating hormonal imbalances, lodhra can help improve menstrual cycles and ovulation, increasing the chances of conception. By regulating

these hormones, lodhra can increase the chances of conception and reduce the risk of miscarriage. To experience its benefits, it is recommended to consume lodhra twice daily with honey and milk. However, more scientific research is needed to fully understand its mechanism of action.

Garlic and ginger, two culinary delights, also hold potential benefits for women with blocked fallopian tubes. Garlic, known for its antimicrobial properties, can help combat infections that may contribute to tubal blockage. Ginger, on the other hand, possesses powerful anti-inflammatory properties that can reduce inflammation and promote healing in the fallopian tubes. To reap these benefits, consider incorporating garlic and ginger into daily diet through various forms. Garlic can be added to meals as cloves or as powder. Ginger can be consumed as ginger tea, ginger supplements, or added to the meals.

Amla, or Indian



Gooseberry, is another powerhouse of antioxidants and vitamins. It's a popular ingredient in ayurvedic medicine, often used to boost immunity and overall health. Amla can also be a secret weapon in the fight against PCOS; rich in Vitamin C, it helps to regulate blood sugar levels and improves insulin sensitivity, both of which are crucial for PCOS management. By balancing hormones and reducing inflammation, amla can help regulate menstrual cycles, enhance ovulation, and increase fertility. Incorporating amla into the daily diet, whether as a juice, powder, or part of a healthy dish, can be a natural and effective way to support reproductive health.

Lifestyle modifications

Lifestyle modifications are equally important in managing PCOS. Regular exercise, such as 30 minutes of moderate-intensity activity most days of the week, can help regulate hormones, improve insulin sensitivity, and reduce weight. Exercise can also help reduce stress and improve sleep quality.

Stress management techniques like yoga, meditation, and deep breathing can reduce stress hormones and promote relaxation. Yoga as a lifestyle choice creates a powerful bond between the body, mind, and soul that it frequently permeates all other facets of day-to-day existence. Chronic stress can disrupt hormonal balance and worsen PCOS symptoms. Prioritizing quality sleep is essential for hormonal balance. Adequate sleep allows the body to repair itself and regulate hormones.

Maintaining a healthy weight can improve insulin sensitivity and reduce androgen levels. Weight loss can also help regulate menstrual cycles and improve fertility. However, it's important to adopt a sustainable approach to weight loss, focusing on healthy eating and regular exercise.

A comprehensive approach

By combining the wisdom of ancient Indian medicine with modern scientific understanding, women with PCOS can take a holistic approach to managing their condition and improving their fertility.

It's important to remember that what works for one person may not work for another. It's essential to work with a healthcare provider to develop a personalized treatment plan. By adopting a comprehensive approach and making sustainable lifestyle changes, women with PCOS can improve their quality of life and increase their chances of conceiving. 🌿

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FROM STRESS TO STRENGTH: WISDOM FOR THE WORKPLACES

The 14th Dalai Lama once said, “Every day think as you wake up, Today I am fortunate to be alive. I have a precious human life; I am not going to waste it.”



Prof. (Dr.) Divya P

In today's hyper-connected world, the line between work and leisure is increasingly blurred, fuelling workplace stress and burnout. The quest for work-life balance is more crucial yet elusive. WHO defines burnout as a syndrome from chronic, unmanaged workplace stress, marked by exhaustion, cynicism, and reduced efficacy. Stanford researchers estimate workplace stress costs \$190 billion in U.S. health expenses, around 8% of national healthcare costs, and causes 1,20,000 deaths annually. WHO data from 2013 indicates that 615 million people worldwide suffer from depression and anxiety. Doctors and nurses are particularly vulnerable, facing life-threatening burnout risks.

A report by the Confederation of Indian Industries (CII) and Medi Buddy reveals that 62% of Indian employees experience burnout—three times the global average. Stress not only stifles creativity but can compromise ethical decision-making as individuals prioritize quick solutions over values. While debates continue whether burnout is rooted in individual traits or organizational factors, there is growing interest in whether organizational policies can adjust employees' stress thresholds and promote ethical resilience under pressure.

Social exchange over market exchange

In ancient Indian society, social values often held greater significance than market values, and these principles remain deeply ingrained in many communities across India today. The actions of the employees at Mumbai's Taj Mahal Palace Hotel during the 2008 terrorist attacks exemplify this ethos and are frequently examined as a case study in business schools. Despite knowing the routes to safety, these employees chose to stay behind, risking their lives to protect the guests—a choice reflecting the cultural belief in Athithi Devo Bhava, or "The Guest is God." This incident poignantly illustrates how societal values can profoundly shape behaviour, even in the face of life-threatening danger.

In his famous book *Predictably Irrational*, Dan Ariely, an authority on behavioural economics, contrasts social and market norms, explaining that intrinsic motivation, not financial

incentives, drives selflessness. Industrialisation shifted focus to market norms of short-term profits and clock-work mentality, sidelining social values that are hard to revive once lost. In the AI era, where creativity and innovation outweigh repetitive tasks, social norms inspire passion, flexibility, and commitment. Companies can cultivate strong support by fostering excitement for societal impact or innovation, rather than relying solely on market-driven incentives like salary increments.

Trigunas and human mind

Indian philosophy highlights the unity between the universe (macrocosm) and the human body and mind (microcosm), emphasizing their interdependence. The Trigunas—Sattva, Rajas, and Tamas—represent the universe's cyclical nature of creation, preservation, and destruction. Sattva, the "spiritual quality," embodies harmony and wisdom; Rajas, the "active quality," drives passion and dynamism; Tamas, the "material quality," signifies rest and inactivity. Positioned on a spectrum, Tamas and Rajas lie at opposite ends, with Sattva as the balanced blend. Each individual's placement on this spectrum shifts with their physiological, psychological, and social conditions.

The journey to Sattva guna is driven primarily by knowledge and wisdom, with intellectual stimulation playing a key role alongside genetics, diet, and lifestyle. In ancient India, education was designed not only for skill acquisition but to foster Dhi (intelligence), Dhairya (courage), and Atmadi-Vijnanam (self-awareness), aiming to instil purpose and align personal growth with social goals. Sattva guna emphasizes ethics and long-term societal advancement over personal gain. Roles with social responsibility, such as teachers and doctors, were ideally held by those exhibiting Sattva guna, who were revered as representatives of God and valued above material wealth.



Impact on employee health

Imbalance of Rajas and Tamas can negatively impact employee health, leading to significant stress. Nobel laureates Elizabeth Blackburn and Elissa Epel, in *The Telomere Effect*, explain that stress affects us at the cellular level. Telomeres—protective caps on chromosome ends—guard against DNA deterioration and are linked to aging and disease. Stress responses fall into two categories: feeling threatened or feeling challenged. Prolonged threat perception keeps the body in a state of physiological arousal, which shortens telomeres and accelerates biological aging. However, Blackburn and Epel's research shows that chronic stress does not necessarily damage telomeres in everyone; some stress-resistant individuals use stress as a positive driver. It's the feeling of threat, rather than the stress event itself, that matters. Those with Sattva guna, though experiencing stress, do not feel threatened by it. They exhibit conscientiousness—a trait linked to persistence, task orientation, and long-term goals—which supports telomere length and longevity. Relying on ourselves for encouragement rather than seeking external validation can reduce self-criticism and foster resilience.

In cultivating a workplace that values social exchange over market-driven incentives, organizations can create a culture that not only supports employee well-being but also inspires creativity and commitment. Fostering such an environment encourage employees to engage



with their work in a deeper, more meaningful way. Furthermore, training programs that prioritize intellectual stimulation—beyond routine skill development—nurture Sattva guna, cultivating wisdom, resilience, and ethical decision-making among employees. Together, these approaches help build a workplace that not only thrives in productivity but also contributes positively to individual growth and long-term organizational health. 🌱

Prof. (Dr.) Divya P, an Ayurveda and healthcare innovator, is the Chief Innovation Officer at Dr. Krishna Lifesciences Ltd. and Director of Ragdima Academy. She is pursuing an Executive MBA at IIM Kozhikode. Contact: drdivyap84@gmail.com



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AYURVEDIC SOLUTION FOR MODERN LIFESTYLE DISEASES

Ayurveda's holistic approach combats lifestyle diseases with ancient principles, offering regimens like dinacharya, panchakarma, and yoga for balanced living.



Prof. (Dr.) G G Gangadharan

Modern medicine has to a considerable extent been successful in controlling communicable diseases. However, the 21st century population is plagued by a fresh set of non-communicable diseases (NCDs), collectively called “Lifestyle diseases”, whose management is revealing the shortfalls of modern medicine. As the name suggests, these are the results of a fast-paced lifestyle that necessarily accompanies developments over the years and has become a major threat to health in the present era.

Lifestyle disorders are preventable chronic diseases which are associated mainly with the way a person or group of people live. These diseases are primarily based on the daily habits of people and because of an inappropriate relationship with others in their environment. They include four main types viz., cardiovascular diseases, Cancers, Chronic respiratory diseases and diabetes.

Diet and lifestyle are the major factors found to influence exposure to many diseases. The main factors contributing to lifestyle diseases include unhealthy food habits, physical inactivity, wrong body posture, disturbed biological clock and addictions such as tobacco smoking, alcohol drinking and other drug abuse.

With rapid economic development and increasing westernization of lifestyle in the past few decades, prevalence of these diseases has reached alarming proportions among Indians in the recent years. If we consider why lifestyle diseases are increasing across the world, the most accurate thought would be that we lead a hectic lifestyle with lack of daily routine. Stress and lack of physical exercise further aggravate such conditions.

Proper lifestyle involves pure psychological and innate control over physical and sensory activities. When this initiation, control, and co-ordination are disturbed, it leads to the derangement of lifestyle and results in lifestyle disorder.

Ayurveda narrates this phenomenon as 'Prajnaparadha' (intellectual blasphemy) which is one of the three basic causes of any disease.

Ayurveda system is a holistic approach to combat Lifestyle diseases boosting the whole health system. It has a functional framework that can accommodate any medical condition one may come across. According to Ayurveda, there are three fundamental states of a

being, such as the physical, mental, and spiritual and it is believed that health and wellness depends on a delicate balance between these states. Its main goal is to promote good health and not fight diseases. Health is a balance of all these three states and their relationship with the outside world. Ayurveda offers extensive insights about food and health based on certain unique conceptual as well as theoretical positions (aahaara vidhivisheshayatana).

One of the utmost basic philosophies of this science is that the man is a microcosm of the macrocosmic world that he lives in. It indicates that the man and the world are made up of the same elements/mahabhutas (Prithvi, Ap, teja, Vayu and Akasha) with different amalgamations and gradations. Indeed, Ayurveda hypothesizes that any substance, including the living and non-living things are the product of these five elements with different proportions.

For ease of understanding of physiological and pathological aspects, the five elements are further grouped into three names: the tridosa viz. –

- **vata (a combination of space and air)**
- **pitta (fire), and**
- **kapha (water and earth).**

The theory of Tridosha fundamentally brings Mahabhuta theory into practical, usable and understandable format for its application to the cause of human health.

In the management of lifestyle diseases, Ayurveda offers various regimens including dinacharya (daily regimens), rithucharya (seasonal regimen), panchakarma (detoxification and bio-purification therapies) & rasayana (rejuvenation therapies). To maintain healthy psychological life, the sadvritta (ideal routine) and aachaara rasaayana (code of conduct) are important.



DINACHARYA, SADVRITTA AND ACHARA RASAYANA

These include:

- Going to bed early and waking up early
- Daily physical exercise
- Daily oil massage including scalp, ear, and feet as well as bathing
- Daily use of oily nasal drops
- Maintenance of body hygiene
- Daily prayer and meditation
- Take nutritious and balanced diet
- Proper dressing viz., use of gems and jewelry, use deodorants and perfumes, good quality of footwear
- Engaging in moral and ethical activity



Ritucharya

Environment influences the resting state of Doshas. Hence a good understanding of it is essential for early diagnosis and prognosis of any disease. For adopting preventive and curative measures, doshas arising from Hemanta/winter should be expelled during vasanta/ spring, those arising from grishma/ summer should be expelled during varsha/ monsoons and those arising from varsha/monsoons should be expelled during sharat/autumn. This can be the key to prevention of most NCD's a gift of Ayurveda.

Panchakarma

The treatment modalities to delineate lifestyle diseases can broadly be classified as:

■ **Shamana-Palliative treatment**, which brings the Dosha to normalcy. Useful in initial stages of diseases.

■ **Shodhana - Purification treatment**, which expels imbalanced Dosha out of body. Useful in aggravated stages of diseases.

■ **In case of Vata vitiation– Basti (suppositories)** is the Shodhana treatment, and oil is Shamana treatment.

■ **For pitta – Virechana (Purgation)** is Shodhana and Ghee is Shamana.

■ **For Kapha – Vamana (emesis)** is Shodhana and Honey is Shamana.

Yoga

Yoga therapy is one of the best remedies for relieving internal stress. It has a significant role in developing harmony between mind and body. Understanding how the body feels and undertaking the right breathing techniques are important to fight stress and anxiety to lead a better quality of life.

Yoga reduces anxiety and improves quality of life. Used as a complementary therapeutic regimen under medical supervision, it would be appropriate and worthy in NCDs.

Principles for Management of lifestyle diseases

He who indulges daily in healthy foods and activities, who discriminates good and bad of everything and acts wisely, who is not attached too much to the object of senses, who develops the habit of charity, considers all as equal, truthful, is pardoning and keeps the company of good persons only becomes free from all diseases.

‘If one wants to be healthy forever, healthy habits need to be included in the lifestyle even in a busy schedule. 🌿

The author, **Prof. (Dr.) G G Gangadharan**, an Ayurvedacharya and PhD holder, blends traditional Ayurvedic expertise with modern management insights from McGill University, Canada. A renowned advocate for holistic health, he specialises in Ayurvedic solutions to combat modern lifestyle diseases effectively.



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Dr. B. G. Gokulan BAMS, FAIP (USA)
(Chief Physician & CEO)

Treatment Procedures

There are various applications for the medicines to act upon the eyes and the body. The major among them are Kashayadhara, Nasya, Tarpana, Putapaka, Pichu, Shashtika pinda sweda, Talam, Shirodhara, Shirovasti, Yogavasthi and so on...



Ensuring optimal vision clarity

Akhil, 23, was unable to join the Army due to a visual impairment in his right eye, despite having perfect vision in his left eye. He sought treatment at Thiruvalla Sudarshana Ayurvedic Hospital.

Tale of Triumph

After careful examination, a -1.75 discrepancy was observed in the right eye. Despite not meeting the required 6/6 correction, the individual decided to undergo another medical procedure, providing an opportunity for another attempt. After a ten-day Ayurvedic treatment, a commendable vision of 6/18 was attained in the right eye, even without glasses.

Akhil, after effectively employing Ayurvedic techniques to improve his eyesight, resumed his reading and successfully completed the necessary examinations. His narrative, which involves overcoming visual obstacles in order to pursue opportunities in fields such as the Railway and Police, serves as a comforting affirmation of the efficacy of Ayurvedic assistance.

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ECO-CHIC

The ayurvedic revolution in green beauty

The beauty industry is merging ayurvedic wisdom with modern sustainability. Discover the rise of eco-conscious beauty and the power of natural ingredients.

In an age where environmental consciousness is reshaping industries, the beauty sector is experiencing a luxuriant transformation. This shift is marked by the emergence of 'Green Cosmetics,' a movement rooted in sustainability, ethical practices, and a holistic approach to beauty. At the heart of this revolution lies Ayurveda, an ancient system of medicine that seamlessly integrates with the principles of green beauty.

The essence of green beauty: A philosophical shift

Green cosmetics exceed the realm of fleeting trends, embodying a philosophy that intertwines environmental stewardship with beauty. This philosophy extends beyond mere product formulations to encompass every facet of production, from ingredient sourcing to packaging. The goal is clear: minimize ecological impact while promoting ethical and sustainable practices.

Ayurveda's role: Natural harmony and holistic care

Ayurveda, the traditional Indian system of medicine, champions the use of natural ingredients—an ethos that resonates perfectly with the principles of green beauty. Ayurvedic skincare relies on organic botanicals, herbs, and extracts that not only nurture the skin but also foster environmental harmony. Ingredients such as neem, turmeric,



Dr. Nita Sharma Das



ingredient lists that read like a garden of healing herbs, offering consumers a clearer understanding of what they are applying to their skin.

Eco-friendly packaging: A commitment to the planet

The commitment to sustainability extends beyond product ingredients to packaging. Green cosmetics embrace eco-friendly materials, minimalistic designs, and refillable options. Ayurveda's influence is evident in this aspect as well, with traditional practices often involving sustainable packaging methods. The goal is to create beauty products that not only enhance personal appearance but also contribute positively to environmental conservation.

Cruelty-free commitment: Ethical beauty practices

Ethics play a significant role in the green cosmetics movement. The rejection of animal testing aligns with the compassionate principles found in Ayurveda, which advocates for the harmonious coexistence of

and ashwagandha, celebrated in Ayurveda for their therapeutic benefits, are now finding their place in green cosmetics. These natural elements replace synthetic chemicals, supporting biodiversity and reducing reliance on harmful agricultural methods.

Clean beauty: Transparency and purity

One of the cornerstones of green cosmetics is clean beauty—a commitment to formulations free from parabens, sulphates, and other potentially harmful additives. This transparency mirrors the Ayurvedic approach, which emphasizes the use of pure, natural substances for holistic wellness. Green beauty brands are now providing



all living beings. Green beauty brands proudly display cruelty-free certifications, ensuring that their products are developed without causing harm to animals.

Empowering consumers: Making informed choices

The rise of green cosmetics reflects a broader shift in consumer behaviour towards more conscious choices. As awareness grows about the impact of personal care products on the environment, consumers are increasingly seeking products that align with their values. Ayurveda's integration into green beauty serves as a bridge between ancient wisdom and modern sustainability, offering consumers a way to align their beauty routines with their ethical beliefs.

Navigating the green landscape

While the journey towards a greener beauty industry is commendable, it is not without its challenges. Sourcing sustainable ingredients at scale, managing complex supply chains, and educating consumers about the benefits of green choices are ongoing hurdles. However, the successes are noteworthy. Green beauty is transitioning from niche markets to mainstream retailers, reflecting a significant shift in industry standards and consumer preferences.

The future looks green

As we move forward, the fusion of green cosmetics and ayurvedic principles suggests a future where beauty is intrinsically



linked to sustainability. The green beauty movement is more than a trend; it represents a transformative force shaping the future of the industry. Embracing green cosmetics means more than just looking good—it means feeling good about contributing to a healthier planet. In this evolving landscape, beauty becomes not only a reflection of personal care but also a testament to environmental and ethical responsibility.

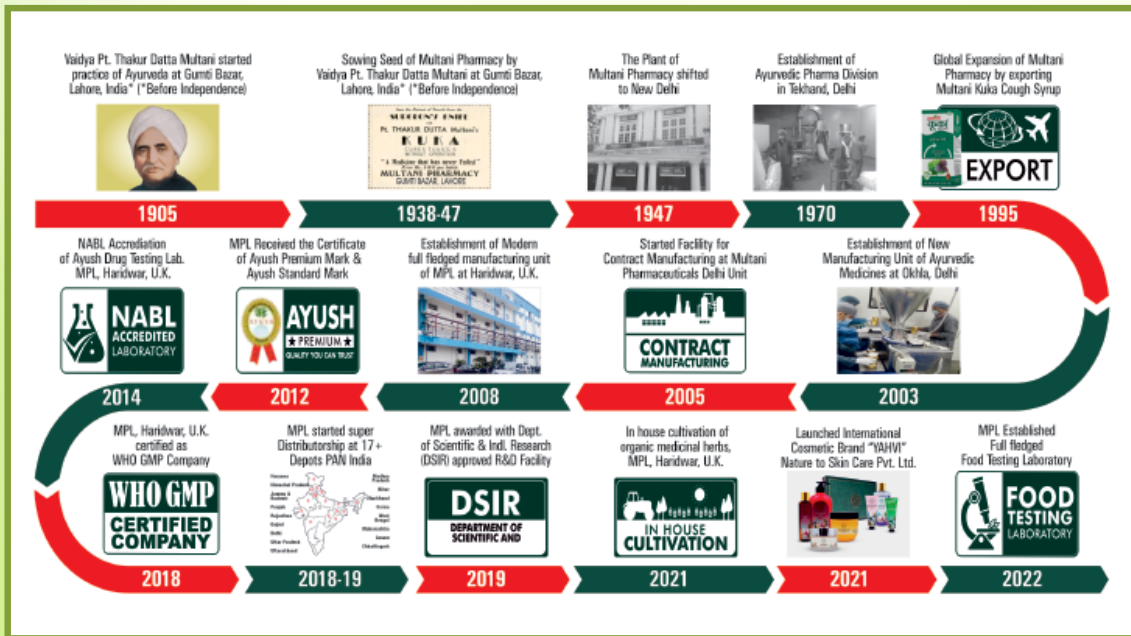
The rise of green cosmetics and Ayurveda illustrates a profound change in how we perceive and practice beauty. It is a movement that honours the planet, respects traditional wisdom, and paves the way for a more sustainable and compassionate future. 🌿

The author **Dr. Nita Sharma Das** is the founder of NitaNaturale (www.nitanaturale.com). She is also the Independent Business Development Director (India & Surrounding Region) of Dr. M. Emerald & Companies. Her social handles are:

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CUMIN SEEDS: AN AYURVEDIC AND CULINARY MARVEL

A versatile spice, cumin seeds enhance the flavour of dishes and offers remarkable health benefits, boosting digestion, circulation, and vitality.



Chef Biju S

BOTANICAL PROFILE

Botanical Name : **Cuminum Cyminum**
Family : **Apiaceae (Umbelliferae)**
Genus : **Cuminum**
Common Names : **Cumin, Jeera (Hindi), Jeeraka (Sanskrit)**

Jeera, or cumin seeds, has a rich history as a prized spice in various culinary and medicinal traditions. Native to the Middle East and Mediterranean regions, cumin's journey spans across ancient Egypt, Greece, and India, where it found special place in both cooking and traditional medicine.

Ancient Egyptian texts mention the use of cumin in the preservation of mummies, while Roman and Greek cultures used it for culinary seasoning. Today, cumin seeds continue to be celebrated worldwide for their distinct flavour, as well as their potent health benefits, recognized in both modern and traditional medicine.

Cumin in ayurvedic tradition

Ayurveda places cumin (jeeraka) among the most valued spices, revered for its balancing effects on the body's doshas—Vata, Pitta, and Kapha. Its properties, as described in ayurvedic texts, offer deep insight into its physiological and therapeutic effects.

The properties of jeera are:

Rasa (Taste): Bitter (Tikta) and pungent (Katu)

Guna (Qualities): Light (Laghu), dry (Ruksha)

Veerya (Potency): Heating (Ushna)

Vipaka (Post-digestive effect): Pungent (Katu)

These properties make cumin seeds effective in balancing Vata and Kapha doshas while gently supporting Pitta. Known for stimulating Agni (digestive fire), cumin promotes digestion and supports nutrient absorption, making it a common remedy in Ayurveda for indigestion, bloating, and sluggish digestion.

Key ayurvedic benefits

Digestive aid: Jeera's heating nature and light quality stimulates digestion, reducing bloating, gas, and abdominal discomfort.

Detoxifying agent: Its light, dry qualities promote elimination of excess Kapha, making it useful in reducing congestion and clearing respiratory passages.

Enhances circulation: Due to its warming potency, cumin is thought to invigorate circulation, improving blood flow and vitality.

Enhances lactation: Cumin is known as a galactagogue, supporting milk production in lactating mothers.

Aids respiratory health: Its warm, bitter taste clears Kapha from the respiratory system, easing coughs and respiratory infections.



Traditional ayurvedic preparations

In Ayurveda, cumin is often used in formulations that address digestion, metabolism, and respiratory health:

Jeeraka Rasayana: A traditional rejuvenating recipe using roasted cumin powder, often mixed with ghee or honey, used for enhancing digestion.

Pachaka Churna: A digestive spice blend including cumin, coriander, and fennel, used to stimulate Agni and treat digestive ailments.

Jeera water: One teaspoon of cumin seeds boiled in water, strained, and sipped to alleviate digestive issues and aid in detoxification.

Cumin in culinary traditions

Cumin's earthy, warm, and slightly nutty flavour has made it a staple in Indian, Middle Eastern, and Mediterranean cooking. It serves not only as a taste enhancer but also as a digestive aid, reducing the heaviness of rich foods and enhancing nutrient absorption. In Indian cuisine, cumin is commonly roasted or tempered in ghee to release its flavours and blended with other spices in dishes such as curries, dals, and vegetable stir-fries.

Culinary applications in Ayurveda

In Ayurveda, cooking with cumin is encouraged to promote digestion and balance doshas. Here are a few Ayurvedic-inspired recipes using cumin:

Spiced buttermilk (Takra): A refreshing drink made with cumin powder, salt, and water, commonly used as a digestive aid after meals.

Jeera rice: A popular Indian rice preparation with toasted cumin seeds, known for being light and easy on the stomach, often paired with heavier curries or dals.

Cumin-infused soups and broths: Adding cumin to soups, particularly for convalescents or those with weak digestion, can improve assimilation and provide warmth.

Modern medicinal benefits

Scientific research has begun to validate many of the benefits Ayurveda attributes to cumin. They are:



Lactation support: Drinking cumin-infused milk (1 tsp roasted cumin powder in warm milk) can help boost lactation in new mothers.

Cultivation

Cumin thrives in warm, dry climates, making it particularly suited to areas like India, the Middle East, and parts of the Mediterranean. It is an annual herb, growing to about 30-50 cm with slender, aromatic leaves and small white or pink flowers. The seeds are harvested when they mature and turn brown, then dried in the sun.

A valuable and versatile spice

Cumin is an ancient spice whose relevance has endured due to its unique fusion of medicinal and culinary benefits. From an Ayurvedic perspective, it is a valuable, versatile spice that not only enhances flavour but also provides profound health benefits, aiding digestion, circulation, and overall vitality. This combination of culinary value, healing potential, and cultural richness makes cumin a powerful ingredient in both ancient and modern wellness practices. 🌿

The author, **Chef Biju**, a wellness chef and Ayurveda cuisine specialist, offers culinary curating services in menu design, dish correction, and pairing. He promotes sustainable, nutritious food using his extensive culinary knowledge and expertise.

Antioxidant and anti-inflammatory: Rich in antioxidants like flavonoids, cumin helps reduce inflammation and combats oxidative stress, supporting the immune system.

Supports weight loss and metabolism: Studies show cumin may aid in weight management by enhancing metabolism and reducing fat accumulation.

Anti-diabetic properties: Cumin may regulate blood sugar levels, showing potential as a supportive therapy for people managing diabetes.

Cholesterol management: Research indicates cumin may help lower cholesterol levels, promoting cardiovascular health.

Historical and cultural context

The cultivation and use of cumin date back to ancient civilizations. Archaeological evidence shows that cumin was highly regarded in the Middle East as far back as 4,000 years ago, with references found in Egyptian tombs and ancient Sumerian texts. Cumin's trade and distribution were historically significant, leading it to be introduced across Africa, Asia, and eventually the Americas.

India is today one of the largest producers of cumin, where it is not only valued as a culinary spice but also as a symbol of prosperity and health in various cultural and religious contexts.

Home remedies

Cumin's accessibility and efficacy make it a common ingredient in home remedies: Some of them are:

Cumin tea for digestion: Boil 1 tsp of cumin seeds in a cup of water for 5-10 minutes, strain, and drink to relieve bloating, indigestion, or sluggish digestion.

Cumin paste for skin health: Mixing ground cumin seeds with a little water and applying the paste to the skin can reduce inflammation and treat minor skin infections due to its antibacterial properties.

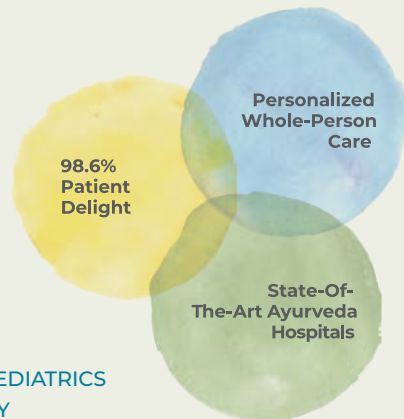
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YOGIC MEDITATION FOR GLOBAL WELL BEING

Ancient yogic meditation, rooted in the Ashtanga (eight-limbed) yoga framework, offers a comprehensive approach to health and well-being, addressing physical, mental, and spiritual needs.



Eshita



Prof. (Dr) Raakhee Mehra

As global health challenges grow, the ancient practice of yogic meditation offers a comprehensive approach to health and well-being that addresses physical, mental, and spiritual needs. Yogic meditation—rooted in the Ashtanga (eight-limbed) yoga framework—not only promotes relaxation and stress relief but also provides significant benefits for managing chronic diseases, enhancing mental health, and fostering life acceptance. By following the structured path of Ashtanga yoga, practitioners can achieve these health benefits and support overall global health efforts.

The eight limbs of Yoga (Ashtanga Yoga)

Ashtanga Yoga, described in the Yoga Sutras of Patanjali, is an eight-step path designed to guide individuals toward physical health, mental clarity, and spiritual growth. Each limb contributes to holistic well-being and culminates in meditation, enhancing its effectiveness and impact on health.

Yama

Yama, or ethical standards, outlines moral principles like non-violence, truthfulness, and self-restraint. Practicing these values fosters social harmony, reduces conflict, and cultivates a peaceful mindset. This ethical grounding is essential for reducing mental stress and supports mental health by promoting compassion and empathy.

Niyama

Niyama (personal observances) includes principles for self-discipline, such as cleanliness, contentment, and self-study. By promoting inner



purity and emotional resilience, niyama helps reduce negative mental states like jealousy, anxiety, and resentment, which are often linked to lifestyle and psychosomatic disorders.

Asana

Asanas (physical postures) are physical postures that strengthen the body, improve flexibility, and promote balance. Regular practice of asanas supports physical health by enhancing circulation, reducing pain, and improving metabolic function. Physical postures like Savasana (Corpse Pose) and Padmasana (Lotus Pose) prepare the body for the stillness required in meditation, making it easier to focus.



India's Prime Minister Narendra Modi participating in International Yoga Day

Pranayama

Pranayama (breath control) involves controlling the breath to harmonize the body and mind. Techniques like Alternate Nostril Breathing (Nadi Shodhana) reduce stress by activating the parasympathetic nervous system, which lowers heart rate and blood pressure. Pranayama enhances oxygen flow to the brain, sharpening focus, and improving mental clarity—essential for meditation.

Pratyahara

Pratyahara, or withdrawal of senses, trains individuals to turn their senses inward, reducing distractions from external stimuli. This process helps in managing cravings and emotional impulses, building a foundation for self-awareness. Pratyahara is especially beneficial for those with psychosomatic conditions, as it promotes detachment from stress-inducing stimuli.

Dharana

Dharana (concentration) is the practice of focused concentration on a single point, like a mantra or object. This practice helps to calm the mind, reducing symptoms of anxiety and enhancing the ability to manage daily stress. Concentration training lays the groundwork for meditation by strengthening mental focus.

Dhyana

Dhyana, or meditation, is an uninterrupted flow of concentration that allows practitioners to achieve mental clarity and inner peace. Through meditation, the mind becomes

still and deeply relaxed, supporting overall mental health. This stage is where the most profound benefits of yogic meditation are realized, including reduced stress, improved emotional resilience, and a greater sense of life acceptance.

Samadhi

Samadhi (self-realization or enlightenment) represents the goal of Ashtanga Yoga: a state of unity and contentment. While few may reach this stage fully, the pursuit of Samadhi fosters a peaceful, balanced outlook on life. Even partial progress toward Samadhi helps reduce fear, anxiety, and dissatisfaction, supporting mental and spiritual well-being.

Yogic meditation in the Ashtanga framework offers a lot of health benefits. Now, let us look at what these health benefits are:



Physical health and disease prevention

The structured path of Ashtanga Yoga promotes physical health by combining ethical principles, physical activity, and breathing exercises, all of which support overall wellness. Practicing asana and pranayama regularly helps in preventing lifestyle-related diseases such as hypertension, diabetes, and cardiovascular disorders. By promoting physical fitness, reducing inflammation, and improving metabolic function, yogic meditation based on Ashtanga principles offers a preventive approach to chronic diseases. Pranayama techniques enhance cardiovascular and respiratory health, lowering stress levels that exacerbate chronic conditions.

Mental health and stress management

The mental and emotional benefits of yogic meditation are profound. Practices like Dharana and Dhyana cultivate focus, emotional stability, and inner peace, addressing global mental health issues like anxiety, depression, and stress. Studies show that regular meditation improves neural plasticity and increases grey matter density in areas of the brain related to emotional regulation. This helps individuals manage psychosomatic symptoms by reducing stress, improving mood, and enhancing resilience. Techniques like Body Scan Meditation and Guided Visualization within the yogic framework further contribute to reduced anxiety and increased life satisfaction.

Psychosomatic and lifestyle disorders

Ashtanga yoga includes several relaxation techniques that address psychosomatic and lifestyle disorders, often triggered by chronic stress.

- Quick Relaxation Techniques (QRT) such as Focused Breathing provide immediate relief from acute stress, helping manage anxiety quickly and effectively in high-stress situations.

- Deep Relaxation Techniques (DRT), including Yoga Nidra (yogic sleep), promote restful relaxation and reduce symptoms of chronic stress, which benefits conditions like insomnia, hypertension, and digestive issues.

- Instant and Rapid Relaxation Techniques (IRT & RRT), like 3-Count Breath and Shoulder Shrugs, offer immediate tension release, useful in challenging environments where stress often arises suddenly.

- These techniques provide both immediate and sustained relief, catering to the needs of individuals dealing with psychosomatic disorders and lifestyle-induced conditions.

Life acceptance and enhanced quality of life

Ashtanga yoga promotes a balanced and harmonious approach to life, helping practitioners accept challenges with resilience. Practices like mindfulness meditation and loving-kindness meditation (Metta), rooted in yogic philosophy, foster compassion



and reduce negative emotions, strengthening relationships and creating a sense of connectedness. By focusing on ethical conduct (Yama) and self-study (Niyama), yogic meditation cultivates self-acceptance and gratitude, reducing life dissatisfaction and increasing emotional well-being.

Incorporating Samadhi as a guiding principle encourages practitioners to strive for inner contentment and life acceptance. This broader life perspective fosters greater peace, even during life's challenges, which is especially relevant in today's world where mental well-being is constantly challenged.

Yogic solution

Yogic meditation, through the structured Ashtanga path, addresses the complexities of modern health challenges by promoting physical, mental, and spiritual well-being. From ethical living to focused meditation, each step in the Ashtanga system supports holistic health, making yogic meditation a vital practice for global health. As chronic diseases, mental health disorders, and stress-related issues continue to impact global populations, the comprehensive benefits of yogic meditation offer an essential approach to health promotion and disease prevention, fulfilling a deep-seated need for balance and well-being in today's world. 🌿

*The authors are founders of the Eshimani Foundation. **Dr. Raakhee Mehra** is a renowned Ayurvedic and Yoga expert with 25+ years of experience. She has served in top institutions like Safdarjung Hospital and AIIMS. She is represented India internationally, been a panellist on TV shows, and contributed to a number of journals and institutions.*

CURE MIGRAINE WITH YOGA

Migraine is a disorder that is affecting mainly the youth. This can be attributed to the long hours spent in front of the computer, television and other digital appliances. Coupled with stress this result in acute headache or migraine that has hardly any cure in Allopathy. Here are some tips that help you to deal with this problem at home without any medications and purely through Yoga.

AHT News Desk



Migraine is a neurological disorder that causes recurring headaches ranging from moderate to high intensity. Typically it effects only one half of the head and can last from 2 hours to up to more than 2 days. When under a migraine attack, the sufferer may become extremely sensitive towards light or noise. Other common symptoms include vomiting, nausea and pain aggravation due to physical activity.

According to a UK based trust, about eight million people in UK alone suffer from migraine and almost 0.2 million migraine attacks happen everyday in UK. It is also believed that migraine is the most common neurological condition and is more common than asthma, epilepsy and diabetes combined together.

What's the way out?

If you have been suffering from head-splitting ache for years or have recently been diagnosed with migraine, there are ways

other than medication to help overcome your pain. Arterial surgery, muscle surgery, Occipital nerve stimulation, Botox, beta-blockers and anti-depressants are a few of the various preventive methods available today to fight migraine attacks. But beware: Not all of these methods come without side-effects. Opting for some of these methods may increase the risk of hypertension, heart attacks, insomnia and nausea to name a few. So, is there a natural way to fight against migraine without hurting the body in the process? Luckily, yes. The answer is Yoga.

Migraine attacks cause unbearable pain and can hamper one's personal as well as professional life. Explaining your situation to family, friends and colleagues will encourage moral and emotional support from them. It will also help them have an open-minded view about your situation. Also, don't stop your medication till your doctor advises so. Yoga is a means to make your resistance against migraine better and should not be used as an alternative to medication.

Practising these simple yoga postures will lessen the impact of a migraine attack and may eventually stop them permanently.

So, roll out the yoga mat, repose for some time every day and shut migraine out of your life for good! 🌿

Source: www.artofliving.com

Yoga to the rescue!

Yoga is an ancient technique that promotes holistic living through a combination of postures and breathing techniques. Yoga is a side-effect free method to fight migraine. Practising these simple yoga postures for a few minutes everyday will help prepare yourself better for the next migraine attack:



Hastapadasana (Standing Forward bend)

The Standing Forward bend invigorates the nervous system by increasing blood supply and also calms the mind.



Setu Bandhasana (Bridge pose)

The Bridge pose calms the brain and reduces anxiety.



Shishuasana (Child pose)

The Child pose calms down the nervous system and effectively reduces the pain.



Marjariasana (Cat stretch)

The Cat stretch improves blood circulation and also relaxes the mind.



Paschimottasana (Two-legged Forward bend)

The Two-legged Forward bend calms the brain and relieves stress. This yoga posture also relieves headache.



Adho Mukha Svanasana (Downward Facing Dog pose)

The Downward Facing Dog pose increases blood circulation to the brain and thus relieves headache.



Padmasana (Lotus pose)

The Lotus pose relaxes the mind and alleviates headache.



Shavasana (Corpse pose)

The Corpse pose rejuvenates the body by bringing it into a deep state of meditative rest. The yoga routine should be ended by lying down in this pose for a couple of minutes.

A LIFECYCLE APPROACH TO GLOBAL HEALTH



Prof. (Dr) Abhimanyu Kumar

Adopting a lifecycle approach ensures global health by emphasizing preventive care, early diagnosis, and timely treatment across all life stages for a healthier future.

In today's high-paced world, sustainable health practices that support people of all ages are critical. Ayurveda is based on the concept of personalized care, providing guidance to support individuals from infancy to old age. Ayurveda views health as a dynamic balance influenced by life stages, lifestyle,



and environment, making it a unique and scientifically grounded approach for global wellness.

The Ayurvedic life cycle

At the core of Ayurveda are the doshas (Vata, Pitta, and Kapha), which are fundamental biological energies that regulate the body's functions. Each dosha predominates at specific stages of life, influencing our unique health needs and challenges throughout the aging process. Modern science increasingly acknowledges that health is a



dynamic state influenced by age, genetics, and lifestyle, making Ayurveda's model highly relevant today.

- **Kapha (infancy to adolescence):** The Kapha phase is marked by growth, stability, and development.
- **Pitta (adulthood):** Dominated by metabolism, ambition, and productivity, this phase requires balance in physical and mental activity.
- **Vata (later years):** In later life, Vata's qualities of lightness and mobility increase, necessitating focus on comfort and mental clarity.

Kapha phase

In childhood, the body is in a state of growth and development. Ayurveda sees Kapha as the primary energy here, as it supports tissue building and stability, essential for a child's foundation in life.

Strengthening immunity: Ayurveda emphasizes Ojas, the essence of immunity, especially in early life. Nutrient-rich diets, healthy fats, and herbs like Ashwagandha and Guduchi help build Ojas and support the immune system. Studies confirm that these herbs modulate the immune system, helping children resist infections and build resilience.

Digestive health and development: Proper digestion (Agni) is essential for growth. Ayurveda recommends easy-to-digest foods like ghee and cooked vegetables for children to promote digestion and nutrient absorption. Modern research into gut health aligns with this, showing that easily digestible, probiotic-rich foods foster a balanced gut microbiome, crucial for immunity and mental health in young people.

Routine and stability: Children thrive on routine, which Ayurveda encourages to stabilize Kapha's grounding qualities. Fixed schedules for meals, sleep, and play build physical and emotional resilience. Studies in child psychology support the benefits of routine, indicating improved cognitive and emotional stability with regular schedules.

Pitta phase

Adulthood, marked by productivity and responsibility, is governed by the Pitta dosha. This stage requires a focus on managing stress and energy to maintain balance.





Managing stress and clarity: The demands of adulthood often lead to stress, and Ayurveda recommends meditation, Yoga, and adaptogenic herbs like Brahmi and Shankhapushpi to support mental clarity. Brahmi enhances cognitive function by regulating neurotransmitters, while Shankhapushpi has calming effects that reduce stress. Scientific studies show that these herbs improve memory, reduce anxiety, and support overall brain health.

Digestive health and inflammation: Pitta governs digestion, and high metabolic activity defines this phase. Ayurveda advises cooling foods like cucumbers, leafy greens, and ghee to balance Pitta and prevent inflammation which by reducing

oxidative stress, support digestive health.

Reproductive health:

Ayurveda offers specific herbs to maintain reproductive health, such as Shatavari for women's hormonal balance and Ashwagandha for men's vitality. Studies in endocrinology validate the benefits of these herbs, showing that Shatavari can regulate oestrogen levels, while Ashwagandha reduces stress hormones, supporting reproductive health and resilience.

Vata phase

As people get older, the Vata dosha which is associated with qualities like lightness, dryness, and movement, naturally increases. Ayurveda focuses on

supporting joint health, improving digestion, and maintaining mental clarity during this stage of life.

Joint health and mobility:

Joint health becomes a priority in later years, and Ayurveda recommends warming oil massages and anti-inflammatory herbs like Turmeric and Boswellia. Research on curcumin in turmeric highlights its effectiveness in reducing inflammation, while Boswellia supports joint health by inhibiting inflammatory pathways. These findings confirm Ayurveda's approach to managing age-related joint issues.

Digestive health and appetite: Aging often brings digestive challenges. Ayurveda



Universal ayurvedic principles

Beyond life stages, Ayurveda emphasizes universal principles that benefit health across all ages, focusing on preventive care and alignment with natural rhythms.

Dinacharya (daily routine): Daily routines help align the body with natural rhythms, promoting health and stability. Ayurveda recommends starting the day with warm water, practicing regular mealtimes, and winding down with relaxation in the evening. Research on circadian rhythms supports these practices, showing that consistent routines regulate sleep, digestion, and mental clarity.

Ritucharya (seasonal adjustments): Ayurveda suggests adapting diet and lifestyle with the seasons, known as Ritucharya. For instance, warming foods are advised in winter and cooling foods in summer. Seasonal adaptation aligns with environmental health science, which shows seasonal diets boost immunity and improve nutrient intake.

Ayurveda's life-cycle approach provides a sustainable model for global health, adapting to the body's needs across all ages. It offers a personalized pathway to resilience and lifelong wellness worldwide. 🌿



suggests warm, easy-to-digest foods like soups and lightly spiced dishes to support digestive fire. Scientific studies show that warm, simple meals are beneficial for aging adults, promoting efficient nutrient absorption and digestion.

Cognitive health and emotional support: Mental clarity and emotional well-being are critical in older age. Ayurveda recommends cognitive-supportive herbs like Brahmi and Ashwagandha, which recent studies confirm as effective for reducing stress, improving memory, and supporting mental clarity. Social engagement and mental stimulation, which Ayurveda encourages, are also known to slow cognitive decline.

Prof. (Dr) Abhimanyu Kumar is the Vice Chancellor of the International University of Vedic Wellness (IUVW) in Streamwood, Chicago, USA, and the Chairman & CEO of the Centre for Ayurveda Education, Innovation & Technology (CAYEIT). With a distinguished career in Ayurveda, he previously served as Vice Chancellor of DSRRAU Jodhpur and UAU Dehradun, Director of the All India Institute of Ayurveda, and DG at CCRAS, New Delhi. Prof. Kumar is celebrated for advancing Ayurveda globally, integrating Ayurveda wisdom with technology and modern healthcare. He can be reached at: ak@cayeit.com

THE FUTURE OF HERBAL MEDICINE

Balancing Tradition and Science

Ashwagandha controversy highlights the need for a nuanced approach to herbal regulation.



Dr. Antonio Morandi

The intersection of ancient wisdom and modern science has led to a resurgence of interest in herbal medicine. However, the regulatory landscape for herbal products remains complex and often contradictory. The recent Danish ban on Ashwagandha, a widely used Ayurvedic herb, highlights the challenges and opportunities in navigating this space.

A flawed approach

The Danish ban, based on a risk assessment conducted by the Technical University of Denmark (DTU), has been widely criticized for its methodological flaws and overreliance on animal studies. The DTU report failed to consider the extensive body of scientific evidence supporting Ashwagandha's safety and efficacy, particularly in human clinical trials.

This incident underscores the need for a more nuanced approach to regulating herbal medicines. A one-size-fits-all regulatory framework may not be suitable for such diverse and complex products.

Balancing tradition and science

Traditional medicine systems, such as Ayurveda, Traditional Chinese Medicine, and Indigenous medicine, have a long history of using plants for therapeutic purposes. These systems offer valuable insights into the safe and effective use of herbs, often based on centuries of empirical observation.

However, to gain wider acceptance and regulatory approval, herbal medicines must meet the rigorous standards of modern science. Well-designed clinical trials can provide robust evidence to support the safety and efficacy of these products. It is essential to strike a balance between traditional knowledge and scientific validation.

The role of clinical research

Clinical research plays a pivotal role in advancing the field of herbal medicine. Rigorously designed clinical trials can help to:

■ **Establish Safety Profiles:** By evaluating potential side effects and adverse reactions, clinical trials can help to ensure the safety of herbal products.

■ **Determine Efficacy:** Clinical trials can assess the therapeutic efficacy of herbal medicines in treating specific conditions.

■ **Identify Optimal Dosages:** Determining the appropriate dosage and duration of treatment is crucial for maximizing benefits and minimizing risks.

■ **Understand Mechanisms of Action:** By investigating the underlying mechanisms of action, researchers can gain valuable insights into how herbal medicines work.

The challenges of standardization and quality control

One of the major challenges in the herbal medicine industry is ensuring the quality, purity, and potency of herbal products. Factors such as cultivation practices, harvesting methods, processing techniques, and storage conditions can significantly impact the quality of herbal ingredients.

To address these challenges, it is crucial to establish robust quality control standards. This includes:

■ **Good Agricultural Practices (GAP):** Adhering to GAP ensures that herbs are grown in a sustainable and environmentally friendly manner.

■ **Good Manufacturing Practices (GMP):** GMP guidelines help to maintain high standards of manufacturing and quality control.

■ **Authenticity Testing:** Techniques such as DNA barcoding and chemical fingerprinting can be used to verify the identity of herbal ingredients.

■ **Potency Testing:** Assays can be used to measure the concentration of active compounds in herbal products.

Regulatory challenges and opportunities

The regulation of herbal medicines presents a unique set of challenges. Different countries have varying regulatory frameworks, ranging from stringent to lenient. Some countries require herbal products to undergo rigorous clinical trials and regulatory approval, while others rely on self-regulation and traditional knowledge.



To address these challenges, international cooperation is essential. By harmonizing regulatory standards and sharing best practices, countries can ensure the safety and quality of herbal products worldwide. Additionally, transparent and accountable regulatory processes can help to build public trust.

Consumer education and empowerment

Educating consumers about the benefits and potential risks of herbal medicines is crucial. Consumers should be encouraged to choose reputable brands and consult with healthcare professionals before using herbal supplements. It is also important to be aware of potential interactions with other medications and underlying health conditions.

The future of herbal medicine

The future of herbal medicine is bright. By combining the wisdom of traditional medicine with the rigor of modern science, we can unlock the full potential of these natural remedies. A holistic approach that embraces both tradition and science is essential to ensure the safe and effective use of herbal medicines.

As the demand for natural and alternative therapies continues to grow, it is imperative to invest in research and development to advance the field of herbal medicine. By supporting innovative research and promoting evidence-based practices, we can pave the way for a future where herbal medicines play a significant role in promoting health and well-being.



To further explore the potential of herbal medicine, it is essential to address the following key areas:

- **Ethical Sourcing and Sustainability:** Ensuring the sustainable sourcing of herbal materials is crucial to protect biodiversity and prevent overexploitation.
- **Intellectual Property Rights:** Protecting intellectual property rights can incentivize innovation and investment in herbal medicine research.
- **Public-Private Partnerships:** Collaborative efforts between government, industry, and academia can accelerate the development and commercialization of herbal medicines.

By addressing these challenges and seizing the opportunities, we can harness the power of herbal medicine to improve human health and well-being. 🌿

Author: Dr. Antonio Morandi is a Neurology specialist and Founder/ Director of "Ayurvedic Point" in Milan, Italy. He holds a degree in Ayurveda from Ayurveda Academy in Pune, India and Joytina International College of Ayurveda. He is also the President of the Italian Scientific Society for Ayurvedic Medicine (S.S.I.M.A.) and serves as the Head of Medical Education at the European Institute of Vedic Studies in Switzerland. Additionally, he is a Professor of Ayurveda at the University of Milano-Bicocca in Italy and a member of various scientific committees and editorial boards. Dr. Morandi is actively involved in international clinical research projects in Ayurveda and has authored numerous publications. He is also a co-editor of the groundbreaking book "An integrated view of Health and Well-being - Bridging Indian and Western Knowledge" published by Springer. He was honoured with numerous awards and recognitions for his exceptional contributions to the global Ayurveda community.

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AYURVEDA FINDS NEW ROOTS IN CANADA'S WELLNESS BOOM

Canada's rising interest in holistic health fuels Ayurveda's growth, with wellness centres, education, and product markets flourishing despite regulatory hurdles.



Vaidya Harish K. Verma

The rise of holistic and natural wellness trends in the West has played a significant role in the increasing popularity of Ayurveda in Canada. People are turning to Ayurvedic practices to promote overall well-being, manage stress, and prevent illness. This interest is fuelled by the search for natural, non-invasive treatments for chronic conditions such as anxiety, digestive issues, skin disorders, and hormonal imbalances. In addition to individuals seeking personal wellness, there are growing number of practitioners, wellness centres, and even mainstream medical professionals integrating Ayurvedic principles into their practices. The global wellness industry, valued at over \$4 trillion, has helped to create a conducive environment for Ayurveda's popularity in the North American market.

Ayurvedic practices in Canada

Canada's multicultural landscape has made it a fertile ground for the acceptance and growth of alternative medicine, including Ayurveda. Cities like Toronto, Vancouver, and Montreal have become hubs for





Ayurvedic wellness centres, where residents can seek consultations, therapies, and personalized health regimens.

Ayurvedic clinics and wellness centres

Many Ayurveda practitioners in Canada offer services such as Ayurvedic consultations, Panchakarma detox programs, herbal treatments, yoga, meditation, and Ayurvedic nutrition. These centres cater to individuals looking for natural healing methods to complement conventional medical treatments.

Expansion of Ayurvedic product market

Ayurveda-related products, such as herbal supplements, oils, teas, and skincare items, have also seen an uptick in demand. Major retailers and online stores are now stocking Ayurvedic products, allowing consumers greater access to traditional Ayurvedic remedies.

Ayurvedic training and education

Educational institutions and private organizations across Canada offer courses and certifications in Ayurveda. For example, the Canadian College of Ayurveda and Yoga (CCAY) in

Toronto is one of the prominent institutions that provide training in Ayurveda & Yoga Therapy.

Collaborations with conventional healthcare

As more studies are conducted on the benefits of Ayurvedic practices, there may be further collaboration between Ayurvedic practitioners and conventional healthcare providers, paving the way for more integrative approaches to patient care. This could include more healthcare systems offering Ayurvedic treatments for pain management, chronic illness prevention, mental health, and overall health improvement.

Challenges and regulatory framework

Despite the growing popularity, Ayurveda still faces challenges in Canada regarding its regulation and acceptance within mainstream medicine. As on today, Ayurveda is not yet officially regulated as a medical system in Canada, there has been a growing effort to integrate its practices with conventional healthcare. Some of the healthcare providers are referring patients to Ayurvedic practitioners for complementary treatments, especially for chronic conditions like stress and digestive problems.

Lack of standardized guidelines

One of the challenges of Ayurveda's integration into the healthcare systems of North America is the lack of standardized practices. Unlike conventional medicine, which has widely accepted treatment protocols and clinical trials, Ayurveda's personalized, individualized approach can make it difficult to apply uniform guidelines or establish evidence-based practices in every instance.

Way ahead

Ayurveda's footprint in North America is expanding as more individuals embrace its integrated approach to health and wellness. With a rich history and a foundation based on natural healing, Ayurveda offers an alternative to conventional medicine that resonates with those seeking preventive care and natural remedies. As the awareness, education, and integration of Ayurveda grow, it is poised to become a significant part of the health and wellness landscape in both countries. The continued collaboration between Ayurvedic practitioners, researchers, and conventional healthcare providers will lead to more opportunities for Ayurveda to establish its place within the broader healthcare system in North America. 🌿

*The author, **Vaidya Harish K. Verma**, is the President of Best Ayurveda Limited & Canadian Ayurvedic Practitioners Association. An Ayurveda specialist since 1985, he is a member of the Governing Body of NIA, and author. He lectures globally and presides over the Canadian College of Ayurveda and Yoga.*

RUSSIA AND THE PRACTICE OF AYURVEDA

Ayurveda, while not officially recognized in Russia, has gained traction in preventive healthcare and holistic well-being. Here's a look at its growth and the unique challenges and opportunities in Russia.



Dr. Nousah Ali
Tachaparamban

The journey of Ayurveda in Russia began with efforts to integrate ancient Indian wisdom with traditional Russian phytotherapy. Russian culture, with its strong inclination towards natural remedies, was receptive to Ayurveda's herbal medicine and lifestyle-focused approaches. Ayurveda has evolved steadily in Russia since its introduction in 1996 by the NAAMI Medical Centre, to aid in the rehabilitation of victims of the Chernobyl nuclear disaster.

Current clinical practice

Let us take the example of a clinic that operates under licences for internal medicine, therapeutic massage, manual therapy, and pharmacy. Since Ayurveda is not officially recognised, these clinics function as health centres rather than specialised Ayurveda clinics. Despite these challenges, such a clinic will have both outpatient (OP) and inpatient (IP) facilities. These clinics aid in the treatment of infertility, hypertension, cardiovascular diseases, and other chronic conditions.

For example, infertility has been addressed using Ayurvedic therapies such as Panchakarma, herbal medicines, and Smriti meditation. These innovative approaches highlight Ayurveda's potential in



managing conditions where modern medicine has limitations, demonstrating its relevance in Russia. Following is an analysis of the current scenario.

Strengths

Health-conscious population

■ Russians are increasingly adopting alternative and natural therapies, creating a receptive audience for Ayurveda.



■ The rising awareness of holistic wellness aligns with Ayurveda's philosophy of balancing mind, body, and spirit.

■ Health trends like yoga and herbal medicine are gaining traction, making Ayurveda a natural fit.

Cultural alignment

■ Russia's long-standing tradition of phytotherapy (herbal medicine) resonates with Ayurveda's herbal-based treatments, providing cultural synergy.

■ Familiarity with herbal remedies can ease the adoption of Ayurvedic principles and products.

Focus on preventive care

■ Ayurveda's emphasis on lifestyle management and preventive measures aligns with Russia's growing focus on reducing the burden of chronic diseases.

■ Preventive healthcare is increasingly prioritised in Russia due to rising healthcare costs and an ageing population, making Ayurveda an appealing complementary system.

Weaknesses

Regulatory challenges

■ Ayurveda lacks official recognition in Russia, which restricts its practitioners to non-medical, advisory roles, limiting their impact and credibility.

■ The absence of legal frameworks for Ayurvedic practice creates uncertainty for practitioners and businesses.

Prohibitive costs

■ Registering Ayurvedic medicines and securing import licences for raw materials and finished products involves considerable financial and bureaucratic hurdles.



■ Customs duties, coupled with logistical complexities, drive up the cost of Ayurvedic goods, making them less accessible to the average consumer.

Resource limitations

- Key Ayurvedic herbs like ashwagandha, turmeric, and neem are either unavailable or face stringent import regulations in Russia.
- Limited local expertise in Ayurvedic pharmacology creates challenges in ensuring the authenticity and efficacy of treatments.

Opportunities

Educational initiatives

- Introducing Ayurveda-focused courses and certifications in Russian universities can build local expertise and enhance credibility.
- Training Russian healthcare professionals in Ayurveda can foster integration into mainstream healthcare systems.
- Collaborations with Indian Ayurvedic institutions can bring structured curricula and global recognition.

Collaborative research

- Research partnerships between Indian and Russian experts could explore using native Russian herbs within Ayurvedic frameworks,

creating localised formulations.

- Joint studies can highlight the efficacy of Ayurveda in treating chronic diseases, potentially earning scientific validation.

Healthcare integration

■ Ayurveda can complement Russia's healthcare system by providing cost-effective solutions for preventive care and chronic disease management.

- Partnerships with Russian healthcare institutions could pave the way for pilot programs in hospitals and wellness centres.

Threats

Competition from conventional medicine

■ Resistance from pharmaceutical companies and conventional healthcare providers could limit Ayurveda's growth, as they may view it as a threat to their market share.

- Misconceptions and lack of awareness about Ayurveda's benefits may slow its acceptance among medical professionals and consumers.

Climate challenges

■ Russia's extreme cold climate is unsuitable for cultivating many Ayurvedic herbs, increasing reliance on imports.

- Seasonal variations and harsh winters can complicate the storage and distribution of temperature-sensitive Ayurvedic products.

Unqualified practitioners

- The lack of strict regulation for Ayurvedic practice in Russia can lead to the proliferation of



unqualified practitioners, damaging the system's credibility.

■ Misuse or improper application of Ayurvedic treatments can lead to adverse outcomes, fostering mistrust among the population.

Challenges and Solutions

Practitioner recognition

Ayurvedic doctors are currently unable to register as medical practitioners in Russia. Introducing aptitude tests, similar to systems in the Middle East, could formalise their credentials.

Access to medicines and raw materials

Ayurvedic medicines are often classified as dietary supplements, limiting their clinical use. Streamlining registration processes and encouraging local herb cultivation can address this challenge.

Public awareness

Ayurveda remains unfamiliar to many Russians. Hosting seminars, workshops, and community outreach programmes can boost awareness and acceptance.

Integration with healthcare

Creating a self-regulation body involving Indian and Russian experts could facilitate Ayurveda's integration into mainstream healthcare.

Path forward

Advocacy and awareness

Conduct educational campaigns to improve public understanding of Ayurveda.



Government collaboration Work with Russian authorities to streamline regulatory processes and formalise Ayurveda's status.

Research initiatives Leverage Russia's local flora to develop alternative Ayurvedic formulations suitable for the climate.

Cost-effective treatments Offer affordable options to make Ayurveda accessible to a broader audience.

The journey of Ayurveda in Russia reflects its resilience and potential to thrive despite challenges. Its alignment with natural medicine traditions and the growing health-conscious demographic offers opportunities for growth. However, sustained efforts in public education, research, and regulatory advocacy are essential to establish Ayurveda as a recognised system of care in Russia. By addressing these challenges strategically, Ayurveda can play a significant role in improving the health and well-being of the Russian population. 🌿

The author, **Dr. Nousah Ali Tachaparamban**, who has specialised in Cardiovascular Surgery is the Managing Director and Chief Physician at Atreya Ayurveda, Moscow. He is instrumental in raising awareness and establishing Ayurveda practices in Russia. He was part of the rehabilitation project for victims of the Chernobyl nuclear disaster.

STANDARDIZING AYURVEDIC FORMULATIONS

Challenges and key considerations

Standardizing ayurvedic formulations, especially ingredient dosages, is crucial for global acceptance and credibility of ayurvedic medicine.



Dr. S. Ajit

As ayurvedic medicine gains popularity worldwide as a holistic approach to address physical, mental, and emotional issues, it faces significant challenges, particularly in the Western world. One of the most pressing concerns is the standardization of ayurvedic formulations, especially proprietary medicines, and the appropriate dosages of ingredients used.

Key challenges in standardization

■ **Ingredient Dosage:** A major discussion point among practitioners is the appropriate dosage of each herb in formulations. While traditional texts like the Charaka Samhita and Sushruta Samhita provide guidelines, the actual dosages used in commercially available products often deviate significantly from these recommendations. This discrepancy raises questions about the efficacy of ayurvedic products.





■ **Research and Validation**

With the rising interest in Ayurvedic herbs from various practitioners—such as naturopaths, herbalists, and integrative medicine professionals—many herbs are undergoing rigorous research. Studies focus on active constituents (e.g., alkaloids, glycosides, flavonoids) to determine effective dosages. For instance, Brahmi and Ashwagandha, which are well-researched, have recommended dosages of 1.5-2 grams. However, many commercial formulations use much lower dosages, leading to concerns about their effectiveness.

■ **Regulatory Oversight**

In India, the AYUSH regulatory authority is responsible for

overseeing ayurvedic formulations. However, there is often a lack of satisfactory answers regarding why manufacturing companies do not consistently adhere to traditional dosage guidelines, which can undermine the credibility of Ayurvedic products.

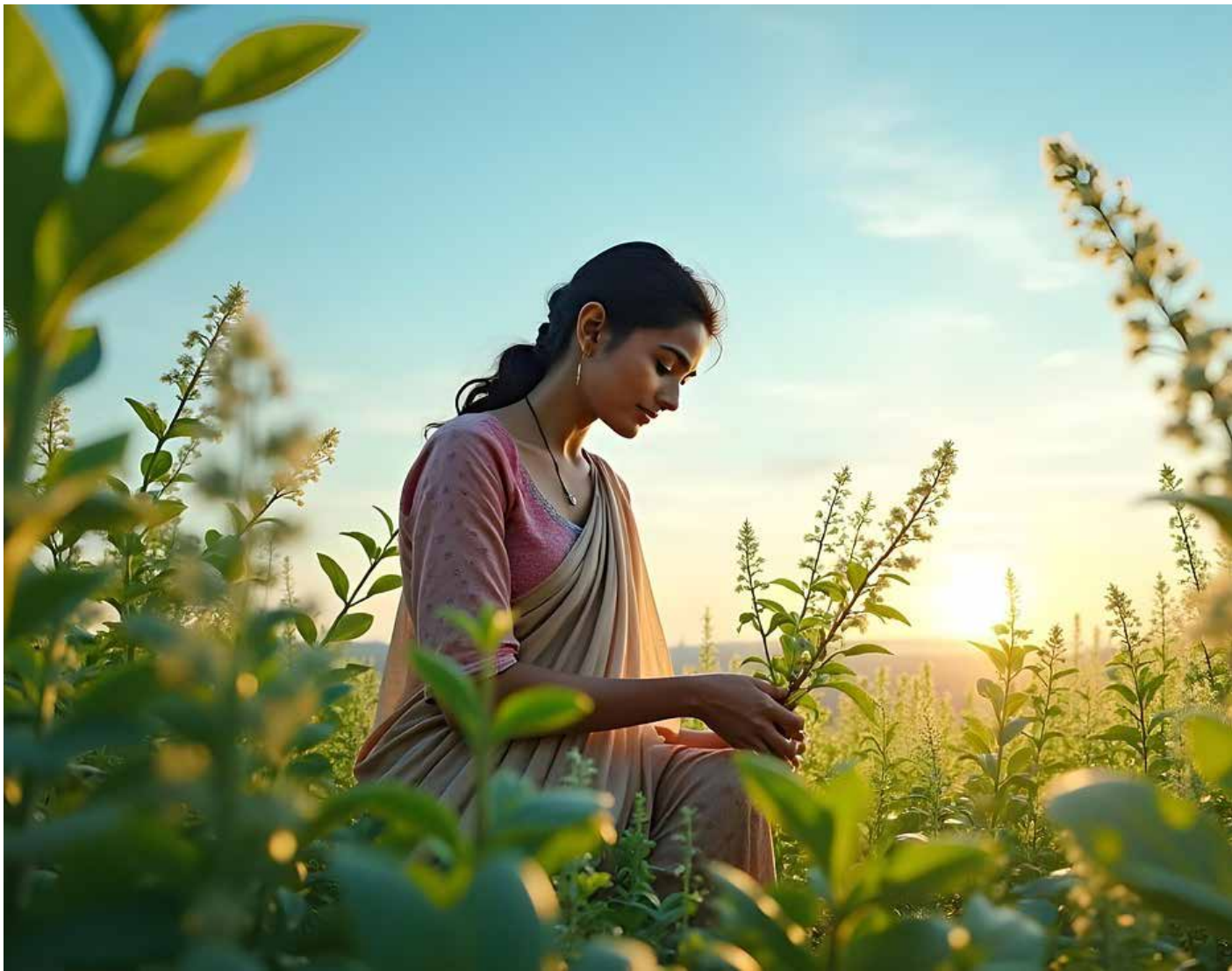
■ **Manufacturing Standards**

In the Western world, regulatory bodies such as the Therapeutic Goods Administration (TGA) in Australia and the Food and Drug Administration (FDA) in the US oversee the quality, safety, and efficacy of herbal products. Alarmingly, no Ayurvedic company has achieved GMP (Good Manufacturing Practices) certification from the TGA, which significantly affects the credibility of Ayurveda on a global scale.

Implications for credibility

The inability of ayurvedic companies to meet established regulatory standards and the widespread discrepancies in herb dosages cast doubt on the efficacy of Ayurvedic products. As a result, practitioners and consumers in the Western world may question the reliability of these formulations, potentially compromising the overall credibility of Ayurveda.

The standardization of ayurvedic formulations, particularly regarding ingredient dosages, is critical for the future acceptance and credibility of ayurvedic medicine in a global context. Addressing these challenges



through rigorous research, improved regulatory oversight, and adherence to traditional guidelines can enhance the effectiveness and trustworthiness of ayurvedic products. By bridging the gap between traditional practices and modern scientific validation, Ayurveda can secure its place in contemporary healthcare. An important aspect that may surprise readers is the stringent requirements for approving Ayurvedic formulations in countries like Australia. To gain approval from the Therapeutic Goods Administration (TGA),

products must be manufactured in GMP-certified facilities. Moreover, the formulations submitted for approval must adhere to specific guidelines regarding ingredient dosages based on classical Ayurvedic texts or the latest research.

Case study: Rejuva Ton

For example, when submitting a product called Rejuva Ton, which contains ingredients like Ashwagandha, Brahmi, Arjuna, and Long Pepper, we were required to specify dosages of 2 grams each for Ashwagandha and Brahmi, along with appropriate amounts of the other herbs, all within a 500 mg capsule. This requirement reflects a commitment to ensuring that formulations are both effective and based on established standards.

Discrepancies in standards

While such countries rigorously enforce dosage standards in line with traditional Ayurvedic guidelines, the situation is markedly different in India. Many products manufactured and approved by the AYUSH



Implications for credibility and acceptance

The discrepancy between international standards and those followed in India contributes to scepticism about the effectiveness of Ayurvedic formulations. This situation hampers the acceptance of Ayurveda among practitioners and the public, as there is a growing expectation for products to meet rigorous scientific and regulatory criteria.

Conclusion

To enhance the credibility and acceptance of Ayurvedic formulations globally, it is crucial for Indian manufacturers and regulatory bodies to align with the dosage standards outlined in traditional texts and supported by modern research. Addressing these issues will help bolster the effectiveness of Ayurvedic products and foster greater trust among practitioners and consumers alike 🌿

regulatory authority often do not meet these same stringent dosage requirements. This inconsistency raises significant concerns about the efficacy and credibility of Ayurvedic products produced domestically.

Dr. S. Atith, an esteemed Ayurvedic physician, has dedicated over four decades to advancing Ayurvedic medicine globally. He served as an Ayurvedic Medical Officer in Punjab, India, for nearly 20 years before establishing Planet Ayurveda and Ayurda Wellness in New Zealand. Dr. Atith has made significant contributions, including developing WHO benchmarks for Ayurveda and collaborating with the Australian TGA on certified formulations. As Director of the Australasian Institute of Ayurvedic Studies, he pioneered authentic Ayurvedic education in Western contexts. He also created Vaidya, an Ayurvedic diagnostic software, integrating traditional principles with modern technology to support holistic practitioners worldwide.

THE SYMBIOTIC DANCE OF HEALTH IN THE GUT

The gut's microbes and Ayurveda's vipaka and veerya concepts unite modern science and ancient wisdom, revealing how food and digestion shape health and combat disease.



Dr. Poornima
Mukkanniyil Sreelal



Dr. Sreelal Sankar

In the vast landscape of health and well-being, a harmonious balance exists within our bodies, maintained by trillions of microorganisms residing in the gut. This article explores the mysterious yet powerful role of gut bacteria, bridging these modern scientific insights with Ayurvedic principles of veerya (potency) and vipaka (post-digestive effect). By linking these concepts, we aim to provide a deeper understanding of how they influence our health, supporting more informed decisions for both preventative and therapeutic care.

Understanding gut bacteria

Our gastrointestinal tract hosts a vast ecosystem of microorganisms, each with a specialized function. These gut bacteria participate in various processes, from carbohydrate breakdown and protein digestion to vitamin synthesis, forming an intricate web essential for digestion and immune health.

When food passes into the large intestine, undigested compounds—such as complex carbohydrates, fibre, and resistant starches—provide nutrition for beneficial gut bacteria. Foods that act as substrates for these bacteria fall into two categories: prebiotics and probiotics.

Prebiotics

Prebiotics are non-digestible fibres or compounds that fuel beneficial gut bacteria, promoting their growth and function. Found mainly in plant-based foods, they encourage a healthy and diverse gut microbiome.

Key roles of prebiotics

- **Feeding beneficial bacteria:** Prebiotics reach the large intestine intact, nourishing good bacteria.
- **Enhancing gut health:** By supporting beneficial bacteria, prebiotics help maintain a balanced microbiome.
- **Producing Short-Chain Fatty Acids (SCFAs):** Fermentation of prebiotics leads to SCFAs, which have a variety of health benefits.

Examples of prebiotic foods are Cereals, pulses, and vegetables like garlic, onions, and asparagus.

Probiotics

Probiotics, primarily beneficial bacteria, are live microorganisms that support the gut microbiome and confer various health benefits when consumed adequately.

Functions of probiotics

Balancing the microbiome: Probiotics introduce helpful bacteria, promoting diversity.

Supporting digestion: They help break down and absorb nutrients, sometimes producing enzymes to aid digestion.

Immune Health: Probiotics may enhance immunity, reducing infection risk.

Examples of probiotic foods are Yogurt, kefir, kimchi, and sauerkraut.

Gut Bacteria: Mode of action

SCFA-Producing Bacteria: Specialized in fermenting dietary fibres, producing SCFAs like butyrate,

acetate, and propionate. Examples are Bacteroides thetaiotaomicron, Firmicutes (e.g., Faecalibacterium prausnitzii).

Fermentation-Stimulating Bacteria: Convert sugars into lactic acid through fermentation. Examples are Lactobacillus, often found in fermented foods.

Mucin-Degrading Bacteria: These bacteria break down mucin, the protective layer of the gut lining, playing a role in gut barrier maintenance. Examples include Akkermansia muciniphila, Ruminococcus species.

This functional diversity reflects the complexity of gut health, showing how gut bacteria contribute to digestion, nutrient absorption, and immune function.

Ayurvedic perspectives on digestion: Vipaka and Veerya

Vipaka - The Post-Digestive Effect: In Ayurveda, vipaka represents the effect of food after it is digested, specifically in the large intestine. Vipaka is classified into three types:

Madhura (Sweet): Supports growth, tissue formation, and energy.

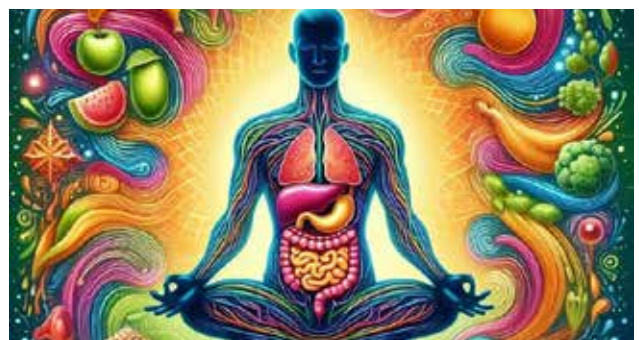
Amla (Sour): Stimulates digestion and increases metabolic rate.

Katu (Pungent): Helps detoxify the body, aiding in the breakdown of heavy or Kapha-rich foods.

Each type of vipaka has specific post-digestive effects, impacting doshas and influencing gut health and disease prevention.

Veerya: The potency of foods

Veerya, or the potency of food, relates to its energetic impact on digestion, classifying it into ushna (heating) and seetha (cooling). Ushna





promotes digestive fire and metabolism, while seetha soothes inflammation and balances excess heat in the body.

Bridging gut bacteria with Ayurvedic Vipaka and Veerya

The concept of gut bacteria aligns with Ayurvedic vipaka and veerya, especially since both primarily operate in the large intestine. The action of SCFA-producing bacteria on prebiotics mirrors the Ayurvedic understanding of madura vipaka, while fermentation bacteria align with amla vipaka, and mucin-degrading bacteria resonate with katu vipaka.

Correlations for health and disease management

Madhura Vipaka & Seetha Veerya: SCFA-Producing Bacteria and Anti-Inflammatory Effects

Madhura vipaka and seetha veerya foods—like cereals, sweet fruits, butter, and organic milk—act as prebiotics, supporting SCFA-producing bacteria and reducing inflammatory diseases (e.g., systemic lupus erythematosus, inflammatory bowel disease).

Amla Vipaka & Ushna Veerya: Fermentation-Stimulating Bacteria for Digestive Health. Foods with amla vipaka and ushna veerya (e.g., sour fruits,

fermented foods like buttermilk, and kimchi) encourage the growth of fermentation-stimulating bacteria. These support weight management and help control metabolic disorders like high cholesterol and PCOD.

Katu Vipaka & Ushna Veerya: Mucin-Degrading Bacteria and Metabolic Disease Control

Katu vipaka and ushna veerya foods (e.g., spices, animal proteins) stimulate mucin-degrading bacteria, aiding in reducing Kapha-related conditions, such as obesity and diabetes.

Managing degenerative diseases

Ayurveda categorizes degenerative diseases based on nutrient deficiency (dhatukshaya) or obstruction (avarana).

Dhatukshaya: Nutrient deficiency

For conditions like lean-type PCOD or osteoarthritis, madura vipaka and ushna veerya foods (e.g., ghee, ginger) act as both prebiotic and probiotic sources, supporting nutrient availability.

Avarana: Obstruction

For diseases like osteoarthritis in overweight individuals, katu vipaka and ushna veerya foods (e.g., garlic, black pepper) reduce excess fat. Follow-up with madura vipaka and ushna veerya ingredients helps rebuild nutrient stores and strengthen gut health.

Optimising health and vitality

Through understanding gut bacteria alongside Ayurvedic principles of vipaka and veerya, we gain a more integrated view of health. This synergy between ancient wisdom and modern science offers a comprehensive approach to fostering well-being by maintaining gut balance and promoting disease resistance. By embracing this harmonious framework, we support our bodies in achieving optimal health and vitality. 🌿

About the authors: **Dr. Poornima Mukkanniyil** specializes in Ayurvedic dietetics and nutrition and directs Dronagiri Ayurveda Solutions. **Dr. Sreelal Sankar**, Head Ayurveda, Ananda in the Himalayas, focuses on Ayurveda and bioinformatics, specializing in musculoskeletal issues, metabolic disorders, and autoimmune disorders.

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AYURVEDA AND GENOMICS

The pathway to personalized medicine

The emerging field of AyuGenomics seeks to integrate the ancient wisdom of Ayurveda with the innovative science of genomics.



Prof. Bhushan Patwardhan

Recently, science has made remarkable strides in understanding the blueprint of life through genomics—the study of genomes and how they function. As researchers explore the vast complexity of the human genome, they are also uncovering the ways in which our environment, lifestyle, and genetic makeup shape our health. Interestingly, these discoveries echo the principles of Ayurveda, an ancient system of medicine that has long emphasized the importance of personalized healthcare. The integration of these two disciplines is opening the door to a new frontier in healthcare—AyuGenomics, a field that combines the insights of Ayurveda with the precision of modern genomic science.

This article explores the concepts of genomics, epigenetics, pharmacogenomics, and AyuGenomics (also known as Ayurgenomics), leading to the promising vision of personalized medicine.

The genome: The blueprint of life

At the heart of every living organism is the genome, a complete set of genetic material encoded in deoxyribonucleic acid (DNA). The genome carries the instructions for the development, functioning, growth, and reproduction of all organisms. In humans, the genome is composed of around 20,000-25,000 genes, organized into 46 chromosomes (23 pairs). These genes act as blueprints for building proteins, the molecular machines responsible for nearly all of the body's processes.

Each person's genome is unique, a product of the combination of genetic material inherited from their parents. The genome not only determines physical traits—like eye colour, height, and skin tone—but also influences an individual's predisposition to certain diseases, how they process drugs, and even how they respond to their environment.

Genomics: Understanding our genetic code

Genomics is the study of an organism's entire genome. It goes beyond genetics, which typically focuses on single genes, to examine how all genes of an individual interact with each other and with the environment. One of the most significant achievements in genomics is the Human Genome Project, which mapped the entire sequence of human DNA. This breakthrough has transformed our understanding of genetics and opened the door to new fields like pharmacogenomics and epigenetics.

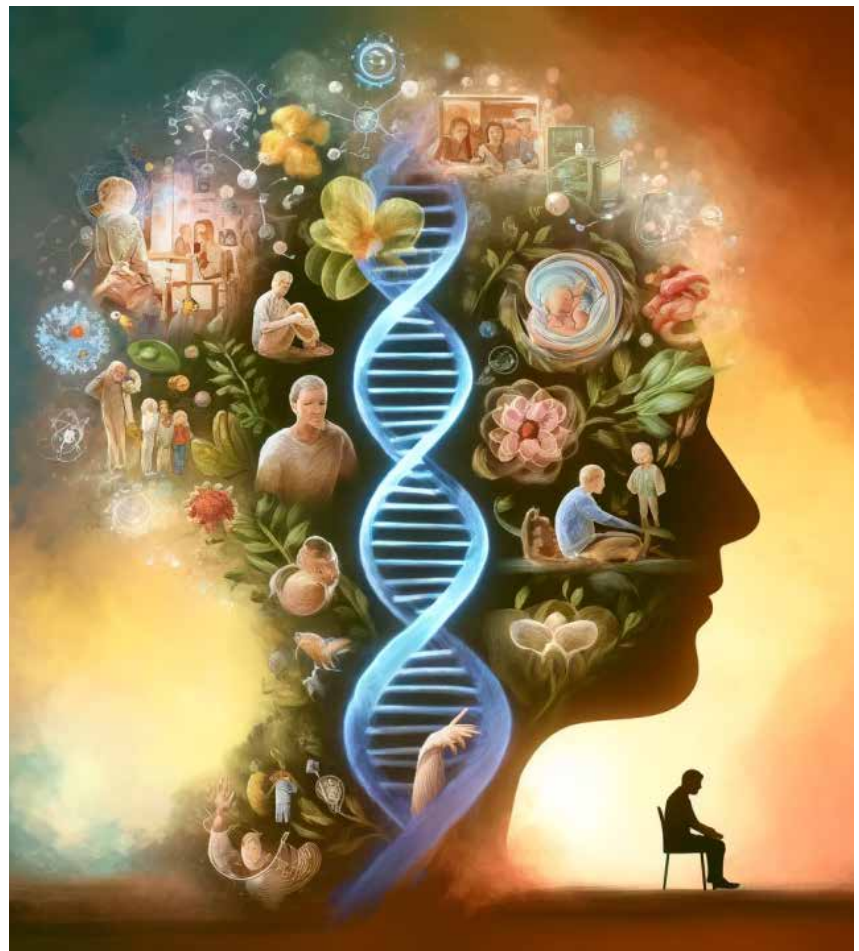
Genomic research has shown that small variations in our DNA, known as single nucleotide polymorphisms (SNPs), can have profound effects on how we experience health and disease. These variations help explain why two people with the same diagnosis might respond differently to the same treatment or why one person may be at higher risk for a disease than another. However, it's not just our genes that shape us—our environment plays a significant role too, which brings us to the study of epigenetics.

Epigenetics: How environment shapes gene expression

While our genetic code is fixed at birth, epigenetics reveals that the way our genes are expressed can change throughout our lives. Epigenetics studies how factors like diet, stress, and environmental exposure can influence gene expression without altering the underlying DNA sequence. These changes occur through processes like DNA methylation and histone modification, which act like switches, turning genes on or off.

For instance, environmental factors such as smoking, pollution, or even our mental state can modify the way our genes function, potentially leading to long-term health consequences. Moreover, some epigenetic changes can be passed down to future generations, meaning that our lifestyle choices today could affect the health of our descendants.

Ayurveda has long acknowledged the influence of lifestyle and environment on health, with concepts like samskara, which refers to the imprints left by life experiences. The alignment between Ayurveda's holistic approach and modern epigenetic research underscores the potential for these two fields to complement each other in understanding human health.





AyuGenomics: Bridging Ayurveda and Genomics

The emerging field of AyuGenomics (also known as Ayurgenomics) seeks to integrate the ancient wisdom of Ayurveda with the cutting-edge science of genomics. Ayurveda has long recognized that each individual is unique, both in their susceptibility to disease and their response to treatment. Prakriti, or the constitution of an individual, is at the heart of this approach, and modern science is now beginning to validate these ancient insights through genetic research.

A growing body of research is exploring the links between Prakriti and genomics:

Genetic Markers and Prakriti: Studies have shown that specific genetic markers may correlate with different Prakriti types. For example, researchers have found that individuals with a Pitta Prakriti are more likely to be extensive metabolizers of drugs, while those with a Kapha Prakriti tend to be poor metabolizers. This research suggests that Prakriti-based classifications in Ayurveda may have a genetic foundation.

HLA-DRB1 Alleles and Prakriti: A study examining HLA-DRB1 alleles (genes involved in immune response) among individuals of different Prakriti types revealed significant differences in allele distribution. This discovery indicates that genetic variations may underlie the differences in disease susceptibility and treatment response observed in Ayurveda.

Pharmacogenomics: Tailoring treatments to your genes

One of the most promising applications of genomics is pharmacogenomics, a field that studies how a person's genetic makeup affects their response to drugs. The concept of "one-size-fits-all" in medicine is being challenged by pharmacogenomics, which reveals that genetic variations can influence how effectively a drug works or how likely it is to cause side effects in an individual.

For example, two people with the same illness may be prescribed the same medication, but one may experience relief while the other suffers from severe side effects. Pharmacogenomics helps explain these differences by analysing the genetic factors that affect drug metabolism, absorption, and excretion. It holds great promise for developing personalized medicine, where treatments are customized to fit an individual's genetic profile.

Ayurveda, which has practiced personalized medicine for thousands of years, recognizes the uniqueness of each individual through the concept of Prakriti—a person's constitution. Just as modern pharmacogenomics aims to tailor treatments to genetic differences, Ayurveda tailors treatments to the balance of the three doshas—Vata, Pitta, and Kapha—in each person.

High-Altitude Adaptation:

Another intriguing study linked EGLN1, a gene that helps the body adapt to high altitudes, to Kapha Prakriti. This gene was more highly expressed in Kapha individuals who were more susceptible to high-altitude sickness, whereas Pitta individuals, who adapted better, had lower expression levels of the gene. This research further illustrates the genetic basis of Ayurvedic classifications.

Genome-wide analysis:

Interesting research using genome-wide analysis has begun to unveil specific gene signatures that correspond to different Prakriti types as described in Ayurveda. Several studies have identified unique genomic markers for Vata, Pitta, and Kapha constitutions, supporting Ayurveda's long-held view that each person's Prakriti is associated with distinct physiological and metabolic traits. For instance, studies of drug-metabolizing enzyme (DME)

loci have shown that slow-metabolizing alleles are predominantly found in individuals with Kapha Prakriti, which may explain Kapha's traditionally slower metabolic profile. Another groundbreaking study published in Nature Scientific Reports highlighted the PGM1 gene, which is crucial for energy production and carbohydrate metabolism, as being more active in Pitta Prakriti individuals. This finding aligns with Ayurveda's association of Pitta with high energy and metabolic intensity. These gene-prakriti associations offer a promising path toward validating the ancient Ayurvedic classification system and refining personalized medicine strategies that align with each individual's genetic makeup.

Epigenetics and samskara: How lifestyle influences genes

In addition to genetics, AyuGenomics recognizes the importance of epigenetics in shaping health outcomes. Ayurveda's concept of samskara—the imprints left by life experiences, upbringing, and behaviour—parallels the idea that our environment and lifestyle can influence gene expression.

Epigenetic changes, such as DNA methylation, are influenced by factors like diet, stress, and social interactions, all of which Ayurveda has long recognized as critical to health. By adopting lifestyle practices such as specific diets, herbal treatments, and stress-reduction techniques (like yoga and meditation), Ayurveda offers methods to positively influence gene expression and promote overall well-being.

Personalized Medicine: The future of healthcare

The integration of genomics, pharmacogenomics, and Ayurveda into personalized medicine is a significant leap forward in healthcare. Personalized medicine tailors treatments to an individual's unique genetic makeup, moving away from the one-size-fits-all approach of traditional medicine. By combining the precise data offered by genomics with Ayurveda's deep understanding of individual constitution and lifestyle factors, personalized medicine offers a holistic and highly targeted approach to health and disease management.

AyuGenomics provides a comprehensive framework for personalized medicine by combining genotype (an individual's genetic makeup), phenotype (observable characteristics), and environmental factors into one unified model of health. This model allows practitioners to create tailored treatment plans that consider not only a person's genetic profile but also their Prakriti, lifestyle, and environmental influences.

For example, an individual with a Vata constitution might benefit from treatments that stabilize their energy levels and improve circulation, while a Kapha individual might need therapies that promote metabolism and prevent stagnation. Combining this Ayurvedic wisdom with genomic data allows for more precise, personalized interventions.





In my recent book, *Genome to Om*, the journey from the genome—the blueprint of life—to the universal resonance of Om symbolizes the deep connection between modern science and ancient wisdom. Just as the genome contains the instructions for life, Ayurveda's concept of Prakriti provides a framework for understanding individual health through the balance of mind, body, and environment. This linkage is at the heart of AyuGenomics, which blends Ayurveda's rich understanding of human diversity with the precision of genomics.

By exploring the microcosm of the genome and aligning it with the macrocosm of universal consciousness, *Genome to Om* illustrates how ancient systems like Ayurveda can guide the way toward healthcare innovations that are both personalized and universal. This integration of traditional knowledge and modern science fosters a holistic approach that not only treats specific diseases but also promotes overall well-being. As we advance, AyuGenomics stands at the forefront of a promising new era, where science and spirituality converge to lead humanity toward a future of universal health and balanced living—a future where personalized medicine is not merely a treatment but a pathway to universal well-being. 🌿

*The author, **Prof. Bhushan Patwardhan** is National research Professor-Ayush, Savitribai Phule Pune University.*

The future of AyuGenomics

The future of AyuGenomics holds tremendous potential for revolutionizing healthcare. As more research is conducted, the field will likely lead to the development of organized databases that include human constitutions (genotype), disease profiles (phenotype), and drug responses. These databases can inform healthcare providers about the best treatment approaches for individuals based on both their genetic and Ayurvedic profiles.

By integrating genomics, epigenetics, and Ayurvedic principles, AyuGenomics promises to create a more personalized, effective, and holistic form of healthcare. It offers the possibility of preventive care, where treatments are designed not just to cure diseases but to prevent them from occurring in the first place by restoring balance to the body and mind.

A union of ancient wisdom and modern science

The fusion of Ayurveda and genomics through AyuGenomics represents a transformative development in healthcare. By merging the ancient principles of Prakriti and holistic wellness with the advanced insights of genomic science, AyuGenomics offers a revolutionary path toward personalized medicine that honours the unique constitution of each individual. As research in this field continues to evolve, it holds immense promise for reshaping how we approach health and disease, ushering in a future where healthcare is not only personalized but also preventative and integrative.

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ANIMAL STUDY TO EVALUATE COMPARATIVE DIURETIC ACTION OF *PALASHA KSHARA*

पलाशकनिशुकपर्णोयग्ययोरकृतपुष्पकः। कषारशेषठोवातपोथोबृम्हवृक्षसमदिवरः।
पलाशोदीपनोवृष्यसरोषणोवर्णगुल्मजति। भग्नसन्धानकृतदोषग्रहन्यरशः क्रमीन्हरेत्।
कषायकटुकत्तकित्सन्निधिगुदजरोगजति॥ (Bha. Ni. Vatadivarga 49-50)



Dr. (Vaidya) Meenakshi Jaiswal

The plant Palasha (*Butea monosperma* Lam.) has been mentioned in the Bhavprakash Nighantu as Ksharashrestha . Kshara Kalpana is an alkaline substance used as a medicament and is prepared from the ashes of plants, animal and minerals. The greatest advantage of Kshara Kalpana is the easy availability of the plants. It is available in abundance due to hot climate of India. From distance it appears like fire in the forest so it is commonly recognised as Flame of forest.

It is recognized that Kshara therapy (alkaline medicine therapy) can cure severe disorders also. Kshara Kalpana is one of the pharmaceutical area of Ayurveda which has been less explored by scientific research and hence a study was undertaken to

evaluate its diuretic property. According to Ayurveda compendia Kshara kalpana is prepared by using all parts of plant. But there is a limitation that all five parts of Palasha plant (Palasha Panchanga) are not available throughout the year .

Palasha Kshara has the diuretic property as mentioned in Rasa Tarangini . Comparative pharmaceutical standardization of Palasha Kshara prepared from Palasha Panchanga and from only root, stem, leaves is not found done. A number of studies have been found reported on Palasha Kshara and its efficacy in the management of Bahya Vidrudhi, Uterine fibroid etc, but, studies on the current trial drugs (different combinations of Palasha Kshara) were not attempted to study its diuretic action on rats. The current initiation is first of its kind towards evaluating the pharmaceutical standardization of different combinations of Palasha Kshara and to compare diuretic efficacy of both the combinations of Palasha Kshara in wistar rats and safety was evaluated with hematological parameters like CBC, KFT and total protein values of wistar rats before and after intervention of the research drugs.

Materials and methods: Procurement and preparation of test drugs

The fresh parts of Palasha (Panchanga) were collected from the forest of Wardha region and authenticated from by Foundation of Revitalization of Local Health Tradition Centre for Conservation of Natural Resources (FRLHT), Bengaluru. Parts were cut into smaller pieces and shade dried separately. The dried parts burnt to ashes. Two combination of ashes prepared to form i) Palasha Kshara (PK-1) form Palasha Panchanga (Roots, Stem, Leaves, Flowers, Fruits) and ii) Palasha Kshara (PK-2) prepared from parts available throughout year namely roots stems and leaves by following general principles mentioned in Rasa Tarangini (14/59-61) . Here ashes of different part of Palasha were taken in equal quantity to prepare both combinations.

Animal study

24 wistar rats of either sex, age between 7 to 9 months, weighing 200 g-350 g, were selected from the animal house of MGACH, DMIHER, Wardha, Maharashtra. The animals were exposed to 12 hour natural day light and 12 hour dark cycle at night

with the relative humidity of 50 to 70% and the ambient temperature during the period of experimentation was $22 \pm 03^{\circ}\text{C}$. They were fed with diet VRK brand rat pellet feed supplied by VRK nutritional solutions laboratory animal feed Sangli, Maharashtra, India. For their drinking purpose R.O. (reverse osmosis) water ad libitum was used. The experiments were carried out in accordance with the directions of the Institutional Animal Ethics Committee (IAEC) DMIHER, Wardha.

Experimental study protocol

Experimental study has been carried out in order to evaluate comparative efficacy of diuretic action of both trial drugs PK-1 and PK-2 with gold standard drug Furosemide .There were four groups of wistar rats have been formed; six rats in each group with equal sex ratio. The animal dose was determined using the Paget and Barnes (1964) table for dosage calculation in experimental research. The diuretic study had been done by using metabolic cage. The blood was collected from the retro orbital area of wistar rats.

Dose determination

Using the rat conversion factor, the animal dose was estimated from the human dose. The animal dose was determined using the Paget and Barnes (1964) table for dosage calculation in experimental research. The formula can be found below.

Formula

The dose of Kshara for human being weighing 60 kg is 500 mg/day

Human dose (mg/kg) = $500/60 = 8.333$ mg/kg

Animal dose (rats)(mg/kg) = Human dose (per Kg per day) $\times 6.2$

= $8.333 \times 6.2 = 51.66$ mg/kg

The dose of Furosemide for human being weighing 60 kg is 20 mg/day

Animal dose (rats) (mg/kg) = $20 \times 6.2 = 124$ mg/kg

Vehicle or medium used for the drug administration was distilled water which was 5ml.

In control group 5 ml distilled water was administered to each rat.

Grouping and Posology

The animals were divided into following 4 groups, each containing 6 rats which included 3 male and 3 female rats in each group as follow:

Table 4.1: Grouping and Posology

Group	Group code	Drug	No. of animal	Dose	Route	Study duration*
Group A	NC	Distilled Water	06	-	Oral	15 days
Group B	SC	Furosemide	06	2.066 mg/kg	Oral	15 days
Group C	PK -1	PK -1	06	51.66 mg/kg	Oral	15 days
Group D	PK -2	PK -2	06	51.66 mg/kg	Oral	15 days

*14 days as an acclimatization period and 1 day for diuretic study

(Where NC= Normal Control, SC= Standard Control, PK-1 Palasha Kshara prepared with Panchanga of Palasha plant i.e. root, stem, leaves, flowers & fruits, PK-2= Palasha Kshara prepared with root, stem & leaves of Palasha plant.)

Diuretic activity

The serum & urine parameters were evaluated before and after intervention of the research drug Palasha Kshara PK-1 and PK-2. It is done for total urine volume, urine pH value and urine total protein value.

The diuretic activity was carried out as per procedure described by Gillard et. al. Diuretic agent increases the quantity of urine. Normal urine output in rats is very small (1-3 ml/rat per day) hence to get the measurable quantity of urine, the rats were necessarily hydrated with tap water ad libitum till the administration of drug, but they were not given food prior 24 hours of drug administration. The rats were administered with drug dissolved in 5ml of distilled water to ensure uniform hydration. After drug administration the rats were not provided with water and food for next 24 hours.

The rats were housed in individual metabolic cages with netted floors following oral medication delivery, and urine was collected & measured after completion of 5 hours and 24 hours in conical volumetric flasks placed beneath the polythene funnel of the metabolic cages. The urine output was increased after administration of diuretics.

Increases in volume of urine was measured and compared with normal urine output. The urine samples were taken for the estimation of pH of urine by pH paper and CBC values, KFT analysis, total protein value were measured with the sophisticated instruments available at Central Research Laboratory, DMIHER, Wardha.

Observations and result

In pharmacological study, it is observed that there was significant diuretic action on wistar rats with the administration of PK-1 and PK-2 both; it was more with PK-1 than PK-2 and non-significant result on hematological parameters of CBC values of hemoglobin content, WBC count, neutrophil percentage, lymphocyte percentage, eosinophil percentage, monocytes count, PCV, RBC count, platelet count, MCV, MCH and MCHC, KFT analysis for serum uric acid, serum creatinine, serum sodium and serum Potassium.

Comparison between volumetric observations of urine with time

Group	Urine after 5 hours	Urine after 24 hours	T-value
Group A	0.78±0.25	1.30±0.37	7.90 P=0.001,S
Group B	2.63±0.43	3.43±0.54	3.78 P=0.013,S
Group C	4.23±1.63	7.00±2.93	4.71 P=0.005,S
Group D	4.46±1.86	6.86±3.01	4.50 P=0.006,S

Statistical analysis

The observed values were calculated and expressed as Mean ± SEM (standard error of mean). The data were analyzed by unpaired t test. A level of P < 0.05 was considered as statistically significant.

Discussion

Statistically significant variation was found in mean urine volume after 5 hours among wistar rats of four groups (F=10.91,p-value=0.0001). The Pharmacological study showed the significant effect of diuretic action of both Kshara PK-1 and PK-2 on wistar rats and it was comparatively more with PK-2. There was no significant change in the hematological parameters of CBC, KFT, and no

significant change in the alkalinity and total protein values of urine of wistar rats.

Present study was limited with the pharmaceutical preparations of the drug Palasha Kshara according to Rasa Tarangini only. So, the efficacy of drug was limited with only one reference of pharmaceutical preparation of Rasa Tarangini. The study was limited to pharmaceutical, analytical and experimental aspects only, the clinical evaluation of both the samples of Palasha Kshara were not done. The sample size was small so it was not possible to achieve accurate precision of the efficacy of research drug Palasha Kshara. Hence, there is need of further study to elaborate the role of functional groups present in both samples of Palasha Kshara.

Conclusion

The Pharmacological study shows the significant effect of diuretic action of both Kshara PK-1 and PK-2 on wistar rats and it is comparatively more with PK-2. There was no significant change in the hematological parameters of CBC, KFT, and no significant change in the alkalinity and total protein values of urine of wistar rats which indicates the safety of PK-1 and PK-2 both. Furthermore clinical trials are needed to evaluate the safety and efficacy of the test drug. 🌱

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Annexures:

1. IMAGES OF PHARMACEUTICAL PROCESSING OF PALASHA KSHARA



Images of Animal study at MGACH, DMIHER, Wardha



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THE FUTURE OF AYURVEDA

Poised for global transformation, Ayurveda evolves as a mainstream health system, offering integrative, preventive, and curative solutions to meet 21st-century healthcare challenges



Rajiv Vasudevan

As we stand at the cusp of 2025 Ayurveda, the first structured health science of the world, with the longest unbroken tradition of formal practice since nearly 3000 years, is poised to serve and transform healthcare systems globally in the 21st century.

Notwithstanding advances in modern medicine and in medical and computational technology it would not be inaccurate to state that the nations of the world uniformly have failed to serve their citizens with effective, accessible, affordable solutions to health disorders that prevail. Everyone knows the problems- noncommunicable diseases (NCDs), a burgeoning geriatric population, longevity accompanied by disability/poor quality-of-life, and high out-of-pocket expenses. In this scenario, Ayurveda is the change agent that the world needs to assure a healthy future for all.

Ayurveda as a mainstream system of health

In recent years there has been a quantum leap in awareness, adoption, acceptance, and credibility amongst all stakeholders- consumers, insurance sector, policy makers, health professionals- in India and

globally. The popularity of Ayurveda products and services has significantly grown as evidenced by the first exclusive all-India survey on 'Ayush' conducted by the National Sample Survey Office (NSSO) from July 2022 to June 2023, as part of the 79th round of the National Sample Survey (NSS):

- Approximately 95% of rural and 96% of urban respondents are aware of Ayush.
- At least one member is aware of Medicinal Plants/Home remedies/ Local Health Tradition/Folk medicine in about 85% of rural and 86% of urban households.
- Around 46% of rural and 53% of urban individuals (i.e., approximately 50% of all Indians) used Ayush for prevention or treatment of ailments in the previous 365 days period
- Of this 50% approximately 50% were for Ayurveda and the balance was for a mix of one or more Ayush systems. Thus, Ayurveda is the most commonly used Ayush system across both rural and urban areas for treatment.

With an annual intake of over 59,000 graduates each year and 7,450 in post-graduate courses Ayurveda doctors shall be able to effectively complement modern medicine reach with services ranging from primary to tertiary Ayurveda care.

Ayurveda healthcare shall increasingly find payer support spanning health insurance companies, self-managed medical schemes of both public and private sector organisations, Central Government and State Government health schemes. Sooner than later, Ayurveda can be expected to be included under the scope of coverage of Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (ABPMJAY) that provides free healthcare to the poorest 500 million of India's population. This shall be the biggest step toward mainstreaming Ayurveda since it shall enable Ayurveda doctors to set up hospitals in Tier-1 to Tier-4 towns across India.

Ayurveda for curative, preventive, promotive health

Ayurveda addresses mainstream medical conditions across different disease stages as summarised in the following picture:

Treatment Stage	Ayurveda	Integrative	USPs
Pre-Acute (Preventive Care)	⊙	⊙	Comprehensive health risk assessment and risk mitigation plan
Acute (Diagnosis, Prevent, Care)	⊙	⊙	Whole Person Disease Management for those with several co-morbidities - Serious 'Acute on Chronic' conditions treated
Subacute (Manage)	⊙	⊙	Co-Managed Care, Adjunct Care, Step-Down Care
Post-Acute (Prevent, Care, Educate)	⊙	⊙	Tertiary Prevention & Survivorship Programs, Promotive Health

Mainstream Medical Conditions Addressed
<ul style="list-style-type: none"> • Musculoskeletal & Neurological: Arthritis, Spondylosis, Gout, Low Back Pain, Frozen Shoulder, RA, SLE Migraine, Stroke Rehab, Parkinsonism, Pain management, Muscular Dystrophy, Paediatric Dev. Disorders • Gastrointestinal: IBS, Hyperacidity, Peptic Ulcer, Chronic Constipation, FIBES • Para-Surgery: Ano-rectal Conditions, Non-Healing Wounds of All Types, Acute Pain Management • Cancer Care: Prevention, Adjuvant Treatment, Rehabilitation, Survivorship Programs • Metabolic Disorders: Diabetes & its complications, Hypertension, Hypercholesterolemia, Obesity • Skin: Psoriasis, Eczema, Urticaria, Acne, Skin Allergies & Rashes, Hair fall • Respiratory: Asthma, Chronic Bronchitis, Sinusitis, Allergic Rhinitis • Gynaecology: Menstrual Disorders, PCOD, Fibroids, Post Menopause Syndrome • Mental Health: Depression, Anxiety, Schizophrenia, Panic Attacks, Dementia, Paediatric Dev. Disorders • Communicable diseases (Viral, Bacterial): Prevention, Adjuvant Care, Rehab for COVID-19, TB, Dengue, Chikungunya, etc.

There is a rapid epidemiological transition with a shift in disease burden with proportion of deaths due to NCDs (among all deaths) increasing from 38% in 1990 to 62% in 2016. Ayurveda is poised to play a strong complementary, integrative role to complete the healthcare value chain.

In the context of preventive healthcare Ayurveda offers a mainstream treatment option for approximately two-thirds of healthcare demand- as primary, secondary, and tertiary disease prevention.

Ayurveda can play an important role in promotive health of geriatric patients as well as in rehabilitation and convalescent care with its time tested Rasayana/Jara Chikitsa modalities.

Another key use case is the whole-person-care model offered by Ayurveda wherein people with multiple co-morbidities are rendered a personalised and unified prescription of diet-lifestyle-counselling-medicine-therapies that addresses the one or more diseases at a root cause level.

Further, Ayurveda will significantly contribute to reducing the out-of-pocket expense burden of the common man by obviating/preventing/delaying the need for a significant proportion of elective surgeries.

Ayurveda -based integrative medicine

Integrative medicine, as defined by the Academic Consortium for Integrative Medicine and Health, USA, is the practice of medicine that reaffirms the importance of

the relationship between practitioner and patient, focuses on the whole person, is informed by evidence, and makes use of all appropriate therapeutic approaches, health care professionals, and disciplines to achieve optimal health and healing.

There are three broad avenues for Ayurveda and modern medicine to work together in the best interests of patients:

- Ayurveda as a complementary treatment to allopathy to enhance functional-health (state-of-mind, sleep, bowels, appetite, digestion, vitality, etc.) and overall quality-of-life.

- Ayurveda as adjuvant to primary allopathy care to manage specific signs and symptoms of disease or treatment side effects including- oedema, myelosuppression, cachexia, spasms/cramps, mobilisation, mucositis, diarrhoea, rashes, nausea, and pain, etc.

- Ayurveda along with physiatry (physical & medical rehabilitation) for step-down-care post tertiary/quaternary allopathy management, to prevent disease recurrence and to restore good health (e.g., rehab post CVA-stroke/ cancer/polytrauma).

Ayurveda medicines, foods, and lifestyle products

The last 10 years has seen significant investment and growth in Ayurveda based start-ups. Product innovation spans Ayurveda products (pharmaceuticals, foods, nutraceuticals, cosmetics, lifestyle products) and innovative



med-tech based on Ayurveda principles. While there is a lot of emphasis on innovation in dosage forms driven by user convenience (contrary to current trends) where launching patent and proprietary products is the preferred industry strategy, there is a resurgence of a new class of higher quality, purity certified Ayurveda classical medicines as health consumers seek authenticity, efficacy, and safety.

Consumer preference is clearly gravitating towards herbal, natural, organic, wholesome products and services. Ayurveda embodies the very same values and is also an integral part of India's ethos accelerating growth and acceptance. Foods- the range from ingredients to processed foods and drinks- based on Ayurveda will multiply. Mouthwashes for diabetics, bathing solutions for those with skin conditions, bedsores, non-healing wounds, and disinfectants/ fumigation agent/fragrances infused with Ayurveda herbs are examples of Ayurveda lifestyle products that will be launched.

Ayurveda, Data, AI-ML

The Ayurveda sector will increasingly embrace the use of technology in all aspects of its functioning across products and services. It will be fully integrated into the Ayushman Bharat Digital Mission (ABDM) platform offering seamless connectivity for patients across conventional and Ayurveda health facilities. Whole-person clinical data that is captured by Ayurveda physicians will enable a whole new medical data layer to be leveraged through AI-ML.

Digitalization will also enable consumer life-cycle-health-management with near real-time clinical outcomes and functional health status, based on Ayurveda science, becoming the norm. Ayurveda digital solutions will empower consumers with knowledge of their own health status and in case of any health issues enable delivery of advice appropriate for a given place and time. It will go beyond transactional

symptom management to true, personalized health management by treating the primary aetiologies and disease pathways.

Ayurveda for the world

Over the years the concept of preventive healthcare has evolved significantly - from mere disease management to lifecycle health management at individual/community level. "To ensure healthy lives and promote well-being for all at all ages" is the Sustainable Development Goal 3 (SDG 3) of the United Nations. The 13 targets and 28 indicators of SDG 3 cover and focus on various aspects of healthy life and healthy lifestyle.

Ayurveda inherently approaches preventive, curative and promotive health from a life-cycle perspective with interventions that are appropriate to the disease stage, the individual, place, and time. Further, it adopts a whole-person approach that is culturally sensitive. Ayurveda thus offers a comprehensive life-cycle health management framework for society at large that enables the achievement of several of the 13 targets of the SDG 3.

It is common knowledge that a majority of tourists who come to India have Ayurveda and Yoga as one of their primary experiential visit objectives- either for disease management or for wellbeing in body-mind-spirit dimensions. These tourists come from the most developed OECD countries. India, with Ayurveda and Yoga, is uniquely placed to become a health and wellbeing destination for the world.

Several countries including Switzerland, Latvia, Malaysia, UAE, etc. have defined pathways for physician accreditation and practice of Ayurveda medicine in their country. Progressively, as evidence is built for safety and efficacy of Ayurveda medical care in accordance with international standards more and more countries will include Ayurveda as an approved medical system in their country.

Ayurveda human resources and evidence building

Ayurveda's transformation across different dimensions is enabled today by a new generation of confident, competent, and committed



Ayurveda doctors complemented by professional caregivers/therapists and management professionals who are equally committed to the values and potential societal impact that Ayurveda offers. They will be privileged for the level and type of care that they have to deliver ushering in safety and efficacy, reliably and reproducibly. Ayurveda chikitsa (health management) with standard treatment guidelines (STGs) will be mainstream, enabling the production of robust evidence from the practice setting as well as in the controlled research setting- both as standalone Ayurveda intervention as well as part of integrative medicine interventions. The demand for quality Ayurveda education will continue to grow and attract high quality talent.

The future starts now

For the Ayurveda sector, 2025 will be the beginning of a new phase of growth. By 2047, Ayurveda will be present globally as a mature, vibrant system of health and medical care effectively complementing modern medicine to complete the spectrum of healthcare services spanning preventive, curative and promotive health. Let us work together to translate this vision to reality. 🌱

*The author, **Rajiv Vasudevan** is the founder, MD & CEO of Apollo AyurVAID Hospitals. He is responsible for providing overall organisational leadership to align the team's efforts with Apollo Ayur Vaid's strategic vision.*

A LEGACY OF COMPASSION

Three 'one-on-one' encounters revealed a compassionate leader who championed Ayurveda, leaving a lasting impact despite brief interactions, says the author.



Prof. Darshan Shankar

My experience of Ratan Tata is confined to my three interactions on a 'one-to-one' basis with him in the knowledge space, the earliest being when I was 22 and he worked as the MD of a small company called NELCO. While I vividly remember each of those interactions, Mr. Tata, who would have met hundreds of people like me in the course of his life, would hardly be expected to say he knew me personally.

I am sure, of course, that he was aware of the support the Tata Trusts had given to the Trans-Disciplinary University.

My best description of him is that of a compassionate and noble human being. Nobility is a rare quality in human beings. These are special humans who give abundantly and gracefully to worthy causes, on merit, but without "ever" expecting anything in return. Nobility is usually naturally accompanied by humility just as a fever is often accompanied by chills.

I was always struck by the utter humility and lack of ego in Mr. Ratan Tata whenever I met him. Just to cite one experience, I was once introduced to him in a room in which he was seated alone but before I could reach the sofa

RATAN TATA AND AYURVEDIC RENAISSANCE

Ratan Tata's contribution in the field stands as a testament to his legacy as a pioneer and a visionary who helped India reestablish its credentials on the global stage and stand among nations as the leading light towards health for all.

On October 9, 2024, India lost one of its gifted sons in Ratan Naval Tata. A visionary who transformed Tata Group from a national enterprise to a global power brand, Ratan Tata played an instrumental role in making India Inc. one of the most durable entities in the international market. A pioneer, Ratan Tata led the way when it came to embracing traditional wisdom and taking pride in the country's cultural and civilisational ethos long before it took centre stage in the nation's political arena.

A champion of tradition

Nowhere was Ratan Tata's appreciation for India's traditional wisdom more apparent than in the keen interest he took in legitimizing Ayurveda. Before the government assumed charge to reclaim India's legacy in the traditional medicine sector by revitalizing the AYUSH Ministry, Ratan Tata was enabling the establishment of I-AIM, an Ayurveda institute of international standards, by donating a cool Rs 30 crore to the Foundation of Revitalization of Local Health Traditions (FRLHT) trust. Ratan Tata

to shake his hands, he had already got up from his seat and moved towards me before I reached it. I am a nobody and normally a person of his stature would simply remain seated until I would walk up to his seat, but the humility of the person is evident to those reading this anecdote.

I felt an unexpected emotion that usually arises when one experiences loss of someone close when I heard he had passed away. I did not expect to feel so because although I have met Ratan Tata several times for long conversations, I certainly did not have a personal relationship with him. But each time we met he listened carefully with an open mind and with attention. I probably felt so emotional because of the deep respect, admiration and gratitude I carried for him deep within my

consciousness and, of course, because of the tremendous institutional help we received from him for establishing both the Trans Disciplinary University (www.tdu.edu.in) and its 100-bedded Institute of Ayurveda and integrative Medicine (www.iaimhealthcare.org) because these were major philanthropic investments towards “institution building” seeded by the TATA TRUSTS that have grown and fructified.

Ratan Tata, like JRD before him, had a deep respect for Ayurveda. I have his voice on video when he visited TDU in 2011 for half a day. This is what he said about Ayurveda... “I think those of us who have an open mind realize that if there could be a fusion of Ayurveda and Western Medicine, we could improve treatments and early detection of some disease.” 🌿

*The author, **Prof, Darshan Shankar**, is the Vice Chancellor of The University of Trans-Disciplinary Health Sciences and Technology. He is a renowned educational innovator and social entrepreneur. He founded the Foundation for Revitalisation of Local Health Traditions (FRLHT) and TDU, pioneering institutions focusing on holistic health and transdisciplinary education.*

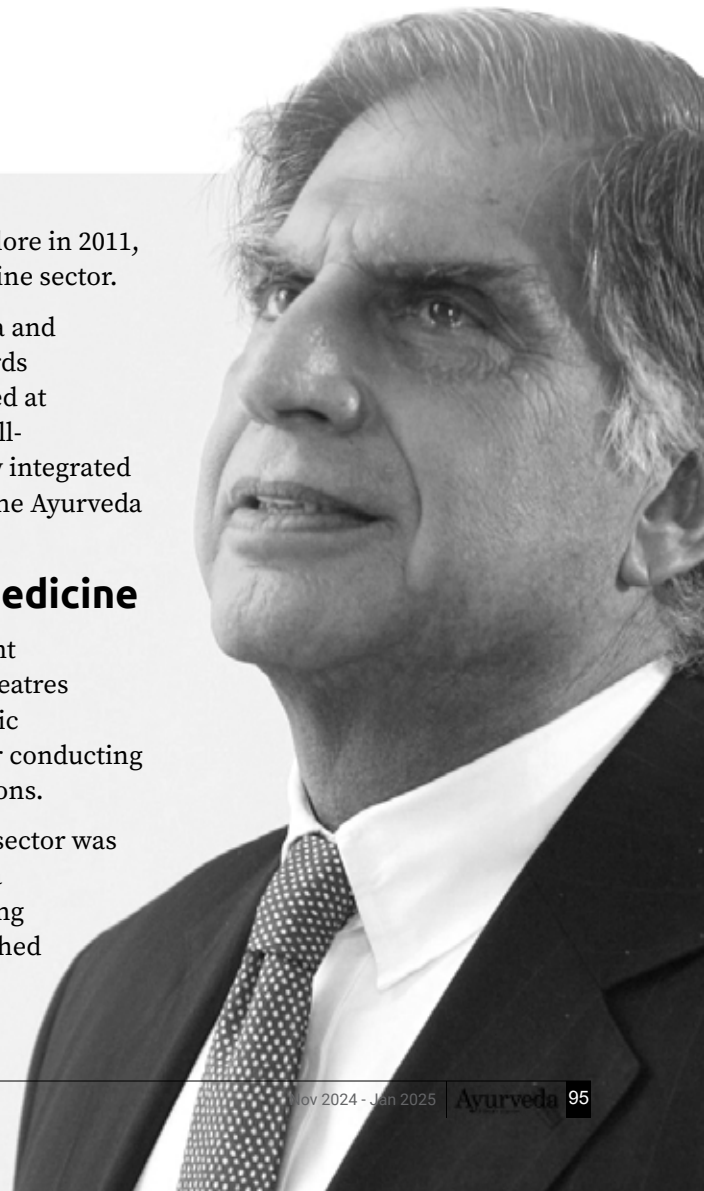
inaugurated the institute and its 100-bed hospital in Bangalore in 2011, heralding the re-entry of Ayurveda into the modern medicine sector.

Funded by four of Tata’s ventures, the Institute of Ayurveda and Integrative Medicine (I-AIM) was the first major step towards establishing authentic alternative healthcare services aimed at wellness, prevention and disease management through well-researched applications of traditional medicine judiciously integrated with modern sciences and treatment principles based on the Ayurveda and Yoga knowledge systems.

Integrating ayurveda with modern medicine

I-AIM also led the way in establishing a surgical department based on traditional methodology by running operation theatres with integrative facilities where the Ayurveda and allopathic techniques of surgical management were used together for conducting open as well as laparoscopic surgeries with minimal incisions.

Another foray of Ratan Tata into the traditional medicine sector was the significant investments he made in Generic Aadhaar, a pharmaceutical startup that offers vital medicines, including Ayurvedic medicines, at less cost. The company accomplished this feat by taking the medicines directly from the manufacturers to the customer, eliminating the intermediaries.





The I-AIM Healthcare Center was inaugurated on 17th March 2011 by Mr. Ratan Tata.

It was Tata's involvement that enabled the 4-year-old startup to expand its reach to all corners of the country. This gave Ayurveda manufacturers the benefit of introducing their products to new markets at a substantially lesser cost than what it would have incurred if they were to go through alternative channels.

Imprint on research

Ratan Tata was the brain behind the establishment of the J.R.D Tata Foundation for Research in Ayurveda and Yoga Science. Established in 1993, it was one of the earliest attempts to utilize India's two ancient sciences of Yoga and Ayurveda to provide pointers towards finding an alternative path towards lifelong health at a corporate level. Here commenced the first steps towards legitimizing Ayurveda in the eyes of modern science by gathering evidence on its effectiveness as an alternative method to cure diseases and maintain a healthy body.

Recognising the need for standardization and scientific validation of the herbs and preparations used in Ayurveda, five modern labs, with the latest scientific equipment to standardize and validate Ayurvedic herbs in accordance with allopathic protocols, were opened at the Centre. The objective was to try and isolate the active ingredient in these herbs so that, in the future, the preparation can be presented as a 'medicine' acceptable to the world!

Taking cancer care to the masses

Tata Memorial Hospital in Mumbai has a historic place in taking cancer care to the masses in India. Under Ratan Tata's mentorship, the institution took the bold step of integrating Ayurveda into cancer treatment. The 100-bed facility to come up in Khopoli by 2026 will combine Ayurveda with modern medicine to treat cancer. The hospital will also grow its own medicinal plants for research. The initiative will not only reduce the cost of cancer treatment, but also provide a platform for Ayurveda to display its efficacy to the world.

All of this is proof that Ratan Tata was a true patriot who took pride in the traditional wisdom embedded in his country's culture. He paved the way for the renaissance of Ayurveda in this age of evidence-based medicine, a monumental feat that is often overlooked while highlighting his other major accomplishments. Ratan Tata's contribution in the field stands as a testament to his legacy as a pioneer and a visionary who helped India reestablish its credentials on the global stage and stand among nations as the leading light towards health for all. 🌿

*The author, **Mukesh Venu M** is a content writer and freelance journalist based in Thiruvananthapuram. He is a regular contributor to the magazine, Ayurveda & Health Tourism. You can contact him at mukesh.venu@gmail.com*

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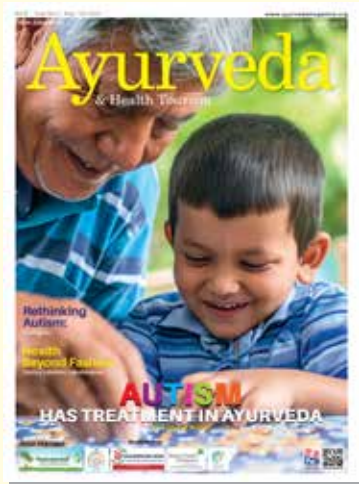
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