



AYUSH
FOR IMMUNITY

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AYUSH FOR IMMUNITY Campaign Bulletin



Strategic Policy Unit: One among the steps initiated by the Ministry of AYUSH to make the Ayush sector future-ready



Ministry of AYUSH and M/s Invest India will form a collaboration to set up a strategic policy unit called “Strategic Policy & Facilitation Bureau (SPFB)” to facilitate planned and systematic growth of the Ayush Sector. This is among the various steps which the Ministry has initiated to chart future directions along which the stake-holding groups of the Ayush Sector can move.

Carving out an independent Ministry for the seven Ayush systems in 2014 by Prime Minister Shri Narendra Modi led to these disciplines being placed on a trajectory of accelerated growth. The six years that followed have seen the potential of these being tapped on an unprecedented scale to address some of the long-standing challenges of public health in India. The picture that emerges from various studies and reports on the Ayush Sector in this period indicates that the affordable and easily accessible solutions of Ayush systems are a boon to large sections of the society in their pursuit of maintaining satisfactory levels of health.

Setting up of the SPFB is a forward-looking step which will make the Ayush systems future-ready. This Bureau will support the Ministry in strategic and policy making initiatives that shall help pave the way to reach the full potential of the Sector and stimulate growth and investment. At a time when the pandemic is leaving indelible imprints in the health-seeking behaviours of people around the world, such a strategy unit can be of immense support to the stake-holding groups of the Ayush Sector.

As a partner in the project, M/S Invest India would collaborate extensively with the M/o AYUSH to frame the work plan of the Bureau and define its short-and long-term targets. Invest India would deploy highly trained and expert resources to implement and execute the plans of the Ministry of AYUSH.

The activities to be undertaken by the SPFB would include :

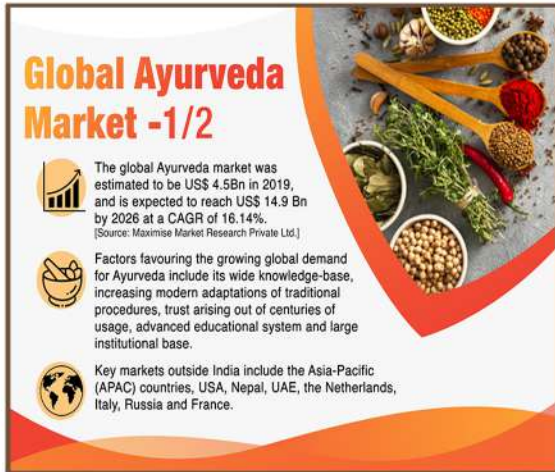
- (i) Knowledge Creation and Management,
- (ii) Strategic & Policy-Making Support,
- (iii) State Policy Bench marking: Undertaking State Policy bench marking to formulate uniform guidelines/regulations regarding AYUSH sector in India,
- (iv) Investment Facilitation: Follow up and facilitation of investment cases and MoUs, and coordination among different Department, organisations and States.
- (v) Issue Resolution: Invest India would work with companies and other institutions on issue resolution across States and among various sub-sectors.

Some of the Specific Deliverables of Bureau would include project monitoring for Inter-Ministerial Groups, Skill Development Initiatives, setting up Strategic Intelligence Research Unit and initiating an Innovation Program.




The M/o AYUSH would assist the Bureau in responding to investment proposal, issue and queries and fund Invest India for undertaking activities assigned. The Ministry will support the Bureau in building links with various stakeholders such as industry associations, affiliate bodies of Ministry and Industry representation.

The SPFB is the latest in a series of steps – like setting up the comprehensive IT backbone called Ayush Grid for the entire Sector, streamlining of Ayush Education on modern lines, evolving global standards for Ayush systems for diagnostics and terminologies in the ICD framework and setting up a vertical for Ayush Drugs Control – initiated by the Ministry to enable the Ayush systems to move into the centre-stage of healthcare activities in the 21st century, many of which have already progressed into the implementation phase.

Global Ayurveda Market



Global Ayurveda Market - 1/2

-  The global Ayurveda market was estimated to be US\$ 4.5Bn in 2019, and is expected to reach US\$ 14.9 Bn by 2026 at a CAGR of 16.14%.
[Source: Maximise Market Research Private Ltd.]
-  Factors favouring the growing global demand for Ayurveda include its wide knowledge-base, increasing modern adaptations of traditional procedures, trust arising out of centuries of usage, advanced educational system and large institutional base.
-  Key markets outside India include the Asia-Pacific (APAC) countries, USA, Nepal, UAE, the Netherlands, Italy, Russia and France.

While the search for a cure to Covid 19 continues, the delay in its discovery has turned public attention to preventive health solutions. There has consequently been considerable interest in Ayurveda, the ancient healthcare system from India, which is also one among the oldest medical disciplines of the world. However, the growing acceptance and adoption of Ayurveda across the world is not a Covid 19-related development, but has been a trend over the last few years.

According a report by Maximise Market Research Private Ltd., the global Ayurveda market was estimated to be US\$ 4.5Bn in 2019, and is expected to reach US\$ 14.9Bn by 2026 at a CAGR of 16.14%. (For details use

the URL: <https://www.maximizemarketresearch.com/market-report/global-ayurvedic-market/23882/>) This CAGR makes Ayurveda a sector with significantly high growth potential and makes it attractive for investments.

Factors supporting growth of global market of Ayurveda:

- One of the oldest systems of medicine which has gained people's trust over centuries of usage.
- Elaborate knowledge-base with rapid adoption of current and modern approaches.
- Well-developed systems of education, regulation, medical services and manufacturing infrastructure.
- Large pool of skilled man power
- Proactive International Cooperation policies of Ministry of AYUSH, including collaborations with bodies like the WHO
- The massive local market in India with the patronage of a growing middle-class population.
- Significant and growing adoption of Ayurveda in countries like USA, UAE, Russia, Japan and many more destinations ensuring stability locally and internationally.

Nutraceuticals (products derived from food sources but which provide extra health benefits) and personal care products like lotions, oils and shampoos are among the major product segments, apart from medicinal formulations. The nutraceuticals include those providing cellular health support, immune health support, bio-chemical/neuroendocrine support and nutritional support through phytonutrients.

The huge and loyal domestic market support for Ayurveda in India (estimated to be US \$ 4 Billion according to Research and Markets) is a key factor that augers well for the future of the sector. The Indian market accounts for 89% of the global market. Supported by a large pool of trained manpower and patronized by a large and growing middleclass, the domestic market is expected to grow at a CAGR of 16% in the coming years.

The major markets for Ayurveda outside India include the Asia-Pacific (APAC) countries, USA, Nepal, UAE, the Netherlands, Italy, Russia and France

Disclaimer: The above note is based on industry reports available in public domain, and is for the purpose of awareness creation.

References:

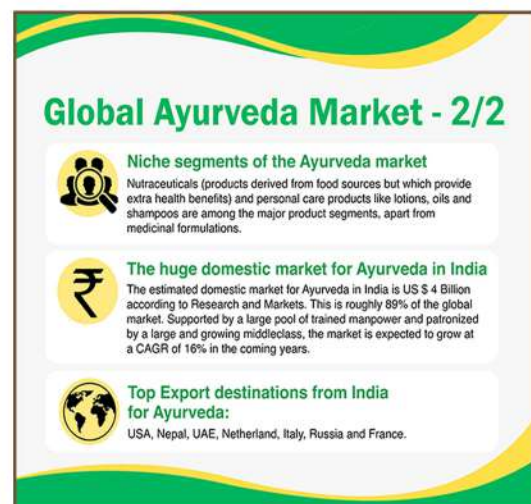
(1) Global Ayurvedic Market - Industry Analysis and Forecast (2 0 1 9 - 2 0 2 6)

<https://www.maximizemarketresearch.com/market-report/global-ayurvedic-market/23882/>




(2) How to export Medicaments Of Ayurvedic System from India | HS 30049011 Export Import Data.
<https://connect2india.com/global/export-MEDICAMENTS-OF-AYURVEDIC-SYSTEM-from-india/hs-code-30049011>

(3) Growth Potential of AYUSH in India.

<https://www.investindia.gov.in/team-india-blogs/growth-potential-ayush-india>.



Global Ayurveda Market - 2/2

-  **Niche segments of the Ayurveda market**
Nutraceuticals (products derived from food sources but which provide extra health benefits) and personal care products like lotions, oils and shampoos are among the major product segments, apart from medicinal formulations.
-  **The huge domestic market for Ayurveda in India**
The estimated domestic market for Ayurveda in India is US \$ 4 Billion according to Research and Markets. This is roughly 89% of the global market. Supported by a large pool of trained manpower and patronized by a large and growing middleclass, the market is expected to grow at a CAGR of 16% in the coming years.
-  **Top Export destinations from India for Ayurveda:**
USA, Nepal, UAE, Netherland, Italy, Russia and France.

From the Minister's Desk

Inaugurated the newly constructed building of the Central Council for Research in Ayurvedic Sciences (CCRAS), Itanagar via VC on the 28th of October 2020.

I believe this unit of CCRAS will increase the research and development work and will also be beneficial for the people of Arunachal Pradesh.



Shripad Naik

October 28 at 16:09



AYUSH Ministry supports Tamil Nadu Dr. MGR University's Siddha research project in Covid-19



Ministry of AYUSH has extended support to a research study into "Effectiveness of Siddha Herbal Formulations (*Notchi Kudineer* and *Chittrarathai Kudineer*) on SARS-CoV-2 infection among asymptomatic infected patients" by the Tamil Nadu Dr. M.G.R. Medical University.

The assistance is being extended under the modified Extra Mural Research (EMR) Scheme as part of Covid-19 initiatives. The study is currently in progress.

The research proposal was taken up by Dr. Sudha Seshayyan, MS, Vice-Chancellor, The Tamil Nadu Dr. M.G.R. Medical University, Chennai. The proposal was approved by the Project Approval Committee (PAC) of the EMR Scheme in its 2nd Special meeting held on 15th and 16th June 2020, with the stipulation that it was to be completed in four months' time from the day of admitting first case. The PAC also made some revisions in the proposal, and further directed to obtain clearance of the Institutional Ethics Committee for the revisions. The proposal was since modified by the University as per the observations of the PAC.

Activities forming part of the study include preparation/procurement of the Trial Drug, designing of stainless equipment for preparation of Trial Drug, Lab Investigation (Immunology Assay, N Protein IgM/IgG antibodies, inflammatory markers, RT PCR Test, Blood Investigations), and preparation of report.

The EMR Scheme is the main vehicle of the Ministry of AYUSH to promote quality research efforts in the Ayush disciplines. In the aftermath of Covid 19, the Ministry received many proposals for taking up research projects related to utilising Ayush solutions to combat Covid-19. As a pro- active step to support such projects, the Ministry simplified and streamlined the guidelines of the EMR Scheme so as to provide support to such studies. The instant project is one among the early ones approved under the said modified EMR Scheme.

When do people adopt Ayurveda Treatment?

In India, Ayurveda is a medical discipline on par with conventional Western medicine and other recognised systems. It would be interesting to check out which are the common ailments for which people resort to Ayurveda treatment.

The National AYUSH Morbidity and Standardized Terminologies Electronic (NAMASTE) Portal is a comprehensive dashboard which gives information about adoption of Ayurvedic treatments. The Portal captures Reasons for Encounter (RFE) based on Ayurveda Morbidity Codes and the statistics are available in public domain at <http://namstp.ayush.gov.in>.

Total Number RFEs recorded from 74 Ayurveda Hospitals under the Ministry of AYUSH, Government of India, since October 2017 till August 2020 is 2930261. Out of these, the top 6 health issues for which Ayurveda treatment is adopted are as follows:

1. Osteoarthritis (348132)
2. Cough, Cold and Dyspnoea (162151)
3. Skin Disorders (74850)
4. Constipation, Haemorrhoids, Anal fissure (142542)
5. Diabetes mellitus (63648)
6. Hyperacidity (53421)

(The above information is drawn from the data available on NAMASTE Portal. This is not to be reckoned as a representation of the national or global picture)

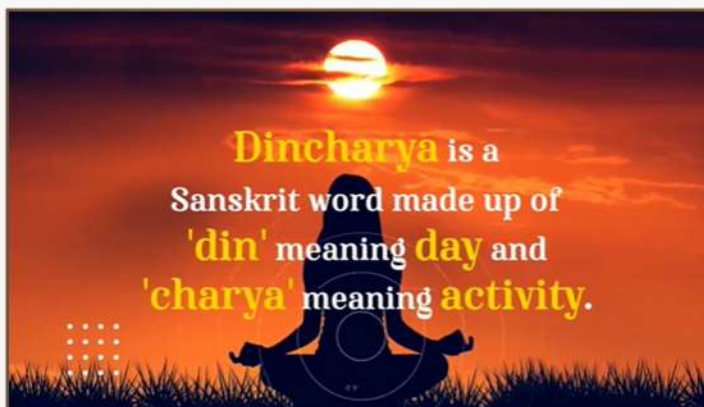
Dinacharya as advocated by Ayurveda

As is well known, Ayurveda is much more than a system of medicine. It is the art and science of leading a full and happy life.

Ayurveda advocates a balanced *dinacharya* for well being. *Dinacharya* is a Sanskrit word made up of *din* meaning day and *charya* meaning activity. It is a daily routine designed to maintain and connect us to our circadian rhythms or the internal body clock.

As per the *Dinacharya* principle of Ayurveda, here are some dietetic rules following which can help our digestive and immune systems function optimally.

- Eat as per digestive capability.
- Take freshly cooked Warm food.
- Include easily Digestible Foods as it helps the digestive system to function better.
- Have Dinner within 3 hours after sunset or within 8 pm.
- Eat only when hungry.



Jan Andolan against Covid-19 gains traction in Ayush Sector



With thousands of members of the public joining the Ayush professionals in the *Jan Andolan* against Covid 19, the movement has gained considerable traction in the Ayush Sector, covering Ayush dispensaries, hospitals, educational institutions, wellness centres and other units. Ayush professionals work closely with the public at the grass roots level, and hence they have been successful in adding momentum to the campaign by influencing public behaviour during this 2-month campaign launched on the 8th of October.

It was seen in a review done at AYUSH Ministry that during the 5-period from 26th to 30th October 2020, Ayush stake-holders reached out to an estimated 110 lakh people with messages propounding Covid 19-appropriate behaviours, through channels ranging from face-to-face communication to digital media. The ongoing festival season poses public health challenges as people tend to drop caution in the spirit of the festivals, increasing the risk of spread of the pandemic. It is expected that the interventions of the Ayush professionals will add to the efforts to encourage people across the country to adopt COVID appropriate behaviours.

Partnerships forged by the Ministry of AYUSH through its attached and subordinate offices with the private sector industry and academia have been successful in roping in many stake-holders into this activity. Ayush Directorates in States and UTs with Ayush dispensaries supported by the National Ayush Mission of Ministry of AYUSH under them, have together served as a major network for spreading the instant behavioural change communication. The Health Secretaries of many States/UTs have also initiated campaigns aligned with these messages.

The different Ayush units (Ayush dispensaries, hospitals, educational institutions etc.) together put up nearly 5000 posters and 8000 banners with customised messages in different institutions in different States and UTs during this 5-day period. These included standard messages on “wearing mask, washing hands and keeping physical distance” as well as targeted messages on Ayush immunity practices and relevant Yogasanas.

This five-day period also saw nearly 200 news-paper articles being published thanks to the efforts of Ayush stake-holders, and nearly 300 print advertisements issued. Further, as part of the patient-education efforts, nearly 3 lakh pamphlets and brochures were distributed. A few institutions also brought out e-newsletters. The network of about 750 Ayush Medical Colleges with their communities of students and teachers have been particularly active in this effort.

The five-day period also saw the Ayush institutions sending out nearly 200 Social Media messages on the subject collectively, reaching an estimated 5 lakh people. Talks and news items on health awareness and Covid appropriate behaviour figured on TV and radio on 78 occasions during this period. Thousands of people were reached through the different webinars organised on the subject by Ayush institutions.

Some institutions took up high-value promotional activities like distribution of medicinal plants, *Ayur Raksha* Kits, masks and prophylactic medicines. Nearly 9 lakh beneficiaries received these in different States. Demonstrations to OPD patients and inhabitants of 'AYUSH Gram's regarding the way to wear mask properly, method of hand washing and appropriate food habits to strengthen immunity were held at multiple places, and keenly attended. A few institutions also organised lecture on topics relating to appropriate ways of conducting oneself in crowded places.

The other activities included awareness camps, workshops, lectures, pledge-taking, Yoga demonstrations and health camps.

Sleep-deprived? Ayurveda has some positive news for you.

If you've come across the recent spate of news stories about the terrible effects of long-term sleep deprivation and are worried about you yourself missing out on the recommended 7 to 8 daily hours of shut-eye, there is some re-assurance coming your way from India's traditional healthcare wisdom. The broad area of study called '*anidra*' in Ayurveda deals with sleep-deprivation and related conditions, and it offers some time-tested solutions.

A recent case study published in *AyuHom*, the research journal of North Eastern Institute of Ayurveda & Homeopathy, Shillong has brought out new evidence in support of Ayurveda's efficacy in resolving *anidra*-related issues. The case study is authored by Gopesh Mangal, Associate Professor & Head, PG Department of Panchkarma, National Institute of Ayurveda (NIA), Jaipur along with Nidhi Gupta and Pravesh Srivastava, both PG Scholars in the PG Department of Panchkarma at the NIA.

A 37 year old male patient who has been suffering from sleeplessness for 10 years was the subject of the study. Ayurveda treatment to him has yielded positive results, giving clear indications of the efficacy of Ayurveda treatment for *anidra*.

Before we look into the details of the case study, let us get a brief grasp of the concept of *anidra* in Ayurveda.

Medical Science has linked inadequate sleep to a number of health problems ranging from obesity to lowering of immunity. Ayurveda also considers *nidra* or sleep as extremely significant to health. It is, in fact, described as one among the *trayoupastambha* or the three supportive pillars of life. Ayurveda also considers *nidra* as one of the essential dimensions for happiness and good life. *Nidra* leads to a relaxed mental state. *Anidra* can be clinically correlated with Insomnia which is a common sleep problem worldwide. According to World Health Organization (WHO), health is a state of complete physical, mental or social well being and not merely the absence of disease, and sleep is one its essential pre-requisites. In the present times of erratic lifestyles, stress and other unpredictable environmental factors, quality of sleep has deteriorated for a large number of people. According to the estimates of the National Sleep Foundation of America, 1/3 rd of people the world over suffer from sleep disorders.

Against this backdrop, the potential of traditional *Panchkarma* therapy of Ayurveda to resolve the problems of *anidra* cannot be over-emphasised.



Returning to the case study, its results provide evidence to the effectiveness of the Ayurveda. The patient had associated conditions of excessive thoughts, constipation, tiredness and headache along with the main problem of disturbed sleep leading to excessive stress and anxiety. The patient reported that he visited Panchkarma OPD, NIA, Jaipur for Ayurveda treatment after persisting with treatment based on conventional medicine for 8 years which did not give him relief from the symptoms.

The patient was given *Shirodhara* with *Ashwagandha Taila* for 45 minutes for 14 days along with *Shamana Chikitsa*. A widely used relaxation therapy, *Shirodhara* is known to relieve mental exhaustion as well as pacify the aggravated *Vata Dosha*. In this, oil is applied over the forehead of the patient.

The study report states that the Ayurveda treatment led to a remarkable improvement in the patient's condition in terms of sleep. The study included thorough examination and assessment grading before and after treatment of all the symptoms which were selected for assessment. This included Yawning, Drowsiness, Fatigue, Quality of Sleep etc., and improvements were noticed in all the parameters.

The case study, thus, puts forward another instance of *Shirodhara* with *Ashwagandha Taila* accompanied by *Shamana Chikitsa* playing a beneficial role in the management of *anidra*.

Reference: AYUHOM (ISSN 2349-2422) (Vol 6, Issue 1), a peer reviewed bi-annual research journal of Ayurveda & Homoeopathy published by North Eastern Institute of Ayurveda & Homoeopathy (NEIAH), Shillong, Meghalaya-793018.

Morarji Desai National Institute of Yoga (MDNIY), New Delhi springs back to life after the Covid 19 break

After a few months of lull in the wake of the pandemic, Morarji Desai National Institute of Yoga (MDNIY), New Delhi, the country's premier Yoga institution, has come back to life. The intensity of activities are still nowhere near the frenetic pace that MDNIY was accustomed to in the pre-Covid months, but the Institute is trying out all possible options within the Covid 19 appropriate behaviour guidelines to take Yoga to the public. The officials are conscious that Yoga has many solutions to offer in this health emergency, and that they have a responsibility to take these solutions to as many people as possible. The institute has taken up a few research studies and training projects which are specifically devoted to Covid 19. The results and findings of a few of them are expected within the coming month.

MDNIY has adopted digital and social media platforms in a big way, to keep in touch with the public. Facebook and YouTube Live Webinars are conducted every Friday as part of the "AYUSH for Immunity" Campaign. Besides this, the institute also organizes live Yoga Sessions every day from 8.00 am to 8.30 am (except Sunday). The live sessions conducted till now were on the following:

- To celebrate Gandhi Jayanti, a session on "Relevance of Gandhi for a Healthy Lifestyle" by Prof. C V Venugopal, Former Professor & Head Department of English, Karnataka University was organised.
- To observe World Mental Health Day, a Live Webinar on "Yoga for Mental Health" was organised, with lead talk by Dr. C G Deshpande, Former Head Dept. of Psychology, the University of Mumbai on 9th October.
- "Role of Yoga in the prevention of Epidemics including COVID-19 and Health Promotion" was covered in a session by Dr. Chandrakant S. Pandav, Former Professor" Head of the Department, Centre for Community Medicine, AIIMS, New Delhi.
- Another session was on "Yoga and the Human System" by Prof. M.A. Lakshmithathachar, Recipient of Award of President of India, President, Samskriti Foundation, Mysore, along with Dr. I V. Basavaraddi, Director, MDNIY, Ministry of AYUSH, Govt. of India.

The Institute has also been enhancing its reach through collaborations. The most significant among the recent collaborations is the one forged with the Indian Council for Cultural Relations (ICCR). Shri Dinesh K Patnaik, Director General, ICCR and Dr. I. V. Basavaraddi, Director, MDNIY signed an MoU for ICCR and MDNIY to develop academic links covering the entire world, through the ICCR network. This includes conducting the Foundation Course and various Certificate and Diploma Courses in Yoga for the public through various Centres of ICCR in India and abroad. Both organizations will jointly promote Indian classical Yoga in different parts of the World and also promote the Certification of Yoga professionals to bring about standardisation in Yoga training.

Vigilance Awareness Week-2020 at the Ministry of AYUSH



The Ministry of AYUSH is observing the "Vigilance Awareness Week-2020" from 27th October to 2nd November, 2020 with the theme "*Satark Bharat, Samridh Bharat* (Vigilant India, Prosperous India)". The awareness week campaign affirms the Government's commitment to the promotion of integrity and probity in public life through citizen participation.

Officers and the staff of the Ministry of AYUSH took the Integrity Pledge on Vigilance Awareness Week-2020 at AYUSH Bhawan on 27.10.2020 at 11:00 AM. Shri Pramod Kumar Pathak, Additional Secretary & Chief Vigilance Officer along with senior officers of the Ministry were present at the Integrity Pledge ceremony, while other officers/staff took the Pledge from their desks. As part of the observations, the Ministry organised a competition on the 29th of October, 2020.

The Unani Research Council intensifies activities of the 'AYUSH for Immunity' Campaign



The different units of the Central Council for Research in Unani Medicine (CCRUM) dipped into the long tradition of the Unani system to intensify their activities as part of the 'AYUSH for Immunity' Campaign. These simultaneous efforts in different parts of the country created an 'immunity buzz' among the Unani fraternity as well as the public.

At the Regional Research Institute of Unani Medicine, New Delhi, Dr. Danish K Chishti delivered a lecture on the topic "Kalonji Seeds as immune Booster" to about 100 people on the 19th of October 2020. "Daily Tips" topic for prevention of COVID was displayed, through which a series of messages were given out to the public, especially visitors at the OPD. Pamphlets on "Tips to enhance your immune system" were distributed to the visiting patients and their attendants. A few samples of immunity enhancing *Mufrad Advia* were also displayed at the OPD.

On 20th October 2020, Prof. Munawwar Husain Kazmi, Director of National Research Institute of Unani Medicine for Skin Disorders (NRIUMSD), Hyderabad delivered a public talk on "Natural foods as Immunity Enhancer", to OPD patients at the Institute. Dr. Mohd Kashif Husain wrote the daily tip as: "Dates (*Khajoor*) Boost Immunity". More than 140 OPD patients attended the talk. Pamphlets on balanced diet and immunity boosting measures were distributed to the OPD patients. Dr. Mohd Kashif Husain explained the medicinal plant posters displayed near the round circle inside the NRIUMSD building.

The efforts of NRIUMSD, Hyderabad continued on 23rd of October 2020 as well, with Prof. Munawwar Husain Kazmi delivering a public talk on "Importance of Vitamin C in Immunity" to the OPD patients. The space near round circle of NRIUMSD was converted into a Covid 19 compliant venue for this. More than 150 OPD patients attended the talk. Dr. Aslam Siddiqui wrote the daily tip as: "Vitamin C regulates the White blood cell". Pamphlets on Balanced diet and immunity enhancing measures were distributed among 150 OPD patients. Dr. Mohd Kashif Husain spoke about various immunity enhancing plants.

On the 24th of October 2020, Dr. Mohd Abid delivered a lecture on "Importance of adequate sleep to increase immunity" at The Regional Research Institute of Unani Medicine, New Delhi. Nearly 100 people attended the talk. Daily tips topic "Importance of green vegetables for enhancing immunity" was displayed and explained to nearly 125 people. Pamphlets on "healthy eating tips to enhance your immune system" were distributed to about 200 visiting patients and their attendants. Some samples of immune enhancing *Mufrad Advia* were also displayed at the OPD.

Unani Researchers across numerous units of CCRUM came out with enthusiasm and commitment to make this campaign a success and proved that Ayush systems with their close connect with the public can contribute significantly in the fight against the pandemic.



Campaign Lecture at RRIUM, Kolkata



Awareness creation at Clinical Research Unit, Burhanpur

NEWS FROM THE STATES

WEST BENGAL

Jan Andolan on Covid appropriate behaviour at the National Institute of Homoeopathy, Kolkata



Contributing its mite to the country-wide *Jan Andolan* against Covid 19, the National Institute of Homoeopathy (NIH), Kolkata organized a special programme for hospital staff, academic staff and common public on 28th and 29th October 2020.

Distribution of masks, soaps and sanitizers to students Dr. Subhas Singh Director NIH, Dr. Pralay Sharma DyMS, and Dr. Shishir Singh gave brief lectures about Covid appropriate behaviours. They also spoke about Swachhta Pakhwada 2020, “AYUSH for Immunity” campaign and other initiatives taken by Ministry, with focus on the fight against Covid-19. The lectures were followed by distribution of masks, soaps and sanitizers among COVID warriors, students, street vendors and Rickshaw workers, many of whom could not afford these. The three most important Covid appropriate behaviors, namely wearing mask, use of hand sanitizer, and keeping a distance of at least one metre was emphasised. The importance of “AYUSH for Immunity” campaign in the context of the pandemic was re-iterated, and the entire Ayush fraternity was urged to come together in a spirit of service to fight the Corona virus.

PUDUCHERY

Jan Andolan against Covid 19 organised by Homoeopathy Research Unit

The Clinical Research Unit (Homoeopathy), Puducherry in association with Eeram NGO carried out awareness creation activities about Covid Appropriate Behaviour as part of the *Jan Andolan* Campaign at On 24.10.2020 .

The Campaign was held among the residents of Vambakeerapalayam, Puducherry. As part of the campaign, the homoeopathic prophylactic medicine Arsenicum Album30 was distributed to nearly 950 residents. AYUSH for immunity handbills also were distributed. The message about the critical importance of wearing masks, physical distancing and hand sanitizing was conveyed to the residents, many of whom also took the Covid 19 Pledge. The team from CRUH, Pondicherry was led by Officer-in-charge Dr. Ravi K Sadarla.



NEWS FROM THE STATES

TELANGANA

Homoeopathy Research Unit, Hyderabad introduces Yoga Break as part of “AYUSH for Immunity” campaign



As a part of AYUSH for Immunity campaign, activities on the Vihara component for the month of October 2020 were taken up by the Drug Standardisation Unit (Homoeopathy), Hyderabad.

The focus was on creating awareness among the staff by practicing a 10 minute Yoga drill at the work place to reduce stress, and to make the employees resilient to work and produce more qualitative output in work. Such practices at workplace not only improve the mental health of the staff but also increases the capacity to work for long hours. Simultaneously, counselling sessions were taken up for the OPD patients about the importance of Yoga asanas for maintaining health and fitness. Specific asanas for the control and prevention of non-communicable diseases such as diabetes, hypertension were explained in detail to the public with pictorial displays.

An awareness drive was taken up by the Institute on the *Vihara* component in the social media with various e-posters and educational videos. This series of messaging illustrated the importance of physical and mental exercises for the maintenance of health and fitness. In addition, IEC material on good nutrition, healthy exercise, good sleep and homoeopathy for immunity were disseminated to the public.

ARUNACHAL PRADESH

AYUSH Minister inaugurates the new building of the Regional Ayurveda Research Institute in Itanagar



The newly constructed building of Regional Ayurveda Research Institute (RARI), Itanagar was inaugurated through a virtual event on 28.10.2020 by Shri Shripad Yesso Naik, Union AYUSH Minister. Shri Kiren Rijiju, Union Minister for Youth Affairs & Sports also graced the event.

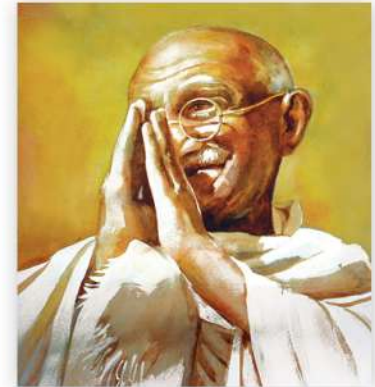
Ayurveda Regional Research Institute, Itanagar, Arunachal Pradesh, was established in 1979. Apart from scientific research projects, the institute is also provides O.P.D.

services and conducts survey of medicinal plants in Arunachal Pradesh. The institute operates a 10 bedded hospital with a well-equipped laboratory for Bio-Chemistry and Pathological investigations. The IPD started in 2009 with a total of 491 patients being treated and studied so far. The Institute has also developed a medicinal garden is developed in about 15 acres land, and it nurtures more than 200 varieties of plants.

The mandate of RARI, Itanagar is to popularize Ayurveda in Arunachal Pradesh along with utilization of the knowledge of Folk Medicine. It also aims to undertake clinical trials for studying the safety and efficacy of Ayurvedic drugs. Another goal is to carry out surveys to identify new drug resources available in the State. RARI runs a busy hospital treating nearly 12,000 patients (in OPD and IPD together) annually.

Fountainhead

NIN webinar series continues to unravel new layers of Gandhian thought on health



Did Gandhi Ji seriously consider a change of career to become a doctor during his days in South Africa?

A friend of his mentioned in a letter to a doctor in 1908 that “probably Mr Gandhi, who is a barrister-at-law, plans to go with me [to England] in order to study medicine in London....” A British book published in 1908 and entitled A Winter in South Africa also stated: “He practices as a barrister but is hoping to visit London again shortly, to study medicine...” Corroboration for this came from Gandhi Ji himself many years later, when he recalled: “I nearly went in for medicine.... But when I understood from a medical friend that I would have to practice vivisection, I recoiled in horror from it.” Though he did not become a doctor, healing became a passion for him, and hundreds of people gained from his zeal for healing.

As lecture after lecture at the ongoing mega series of webinars of NIN revealed to a 21st century audience, Gandhi Ji’s thoughts went beyond healing to the fundamental questions of health and wellbeing of India’s multitudes. For example, the talk by Dr. Bharat Shah, Director, Nisargopchar Kendra, Vinoba Ashram, Vadodara in the webinar on October 26th, 2020 gave deep insights into Mahatma Gandhi’s Experiments with Nature Cure, and Bapu’s belief this practice could bring good health to the vast population of India. The speaker introduced the viewers to Gandhiji’s association with Nature Cure by highlighting some of the practices prescribed by Gandhiji in his books namely, ‘Diet and Diet Reforms’ and ‘Key to Health’.

Earlier on 23rd October, Arun Budhiraja, Founder, Ayushman India spoke about Temple Foods of India. He established the connection between Gandhiji’s ideals such as Swadeshi, bread labour and non-possessiveness with features of the *prasads* of the temples. The connection came in the way they are made from locally available seasonal produce, the way they are consumed only after service and the way they are non-authored by the cook.

The talk by Dr. Thilakavathi of the Integral Yoga Institute, Coimbatore on October 24th 2020 was on ‘Minimalism and Wellbeing’, and it reminded the audience that the Mahatma was the ultimate minimalist. She explained how minimalism can contribute to mental and emotional wellbeing, and how it can be extended to dietary-practices. Robert Mazure, Naturopath from IHT Health, London spoke the next day about how Naturopathy in Europe can be revived by drawing inspiration from India. He also spoke about his delight upon learning about the association of National Institute of Naturopathy, Pune with Mahatma Gandhi.

Mahatma Gandhi’s views on Mental Wellness was the topic of discussion on October 27th, and the speaker was Dr. Pooja Maddela, from Dr. Pooja’s Yoga and Integrated Mind-Body Therapies, New Zealand. She introduced Gandhi Ji’s concepts of ‘*Ramanama*’, ‘*ahimsa*’ etc. and explained how they can contribute to mental wellness.

On October 28th, Saraswati Kavula, Environmentalist, Farmer and Social-film maker Spoke about the Role of Naturopathy in attaining Sustainable Development Goals. She emphasized how the ideals as envisioned by Gandhiji in ‘Constructive Programme’ can empower present-day policies to help attain sustainability in the society. The session on October 29th had two speakers, namely Mateen Ansari of, DOBARA, a senior wellbeing and recreation network from Hyderabad and Dr. Anjna Puri Surath, from Basavatharakam Indo-American Cancer Hospital, Hyderabad. They spoke about Gandhiji’s views on Dealing with Death and their relevance in present-times. Both the speakers were in conversation with Dr. Satyalakshmi, Director, NIN, Pune for the session. It emerged that Gandhi Ji was ever ready for death and was so in a composed manner. Continuing along his thoughts, there was a need to encourage the practice of talking about death when necessary, rather than treating it as taboo.