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FOR IMMUNITY

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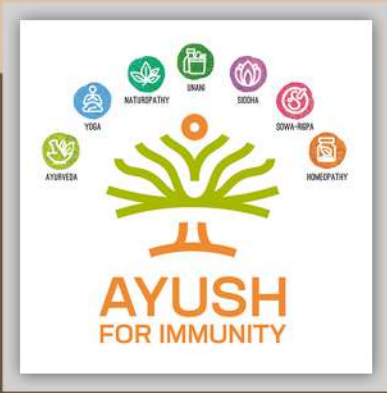
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**News from
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AYUSH FOR IMMUNITY

Campaign Bulletin



National Clinical Management Protocol based on Ayurveda and Yoga for the management of Covid-19

The “National Clinical Management Protocol based on Ayurveda and Yoga for the management of Covid-19” released by the Ministry of AYUSH on 6th October 2020 is a milestone in the rapidly evolving scenario of Covid-19 responses in the country.

As the pandemic wreaks havoc across the globe and mankind scrambles to put together effective counters to it, attempts are being made in many countries to integrate traditional interventions along with standard of care. In India, experience from Covid-19 response activities as reported from different parts of the country have shown that Ayurveda and Yoga can play a pivotal role to

augment the standard preventive measures for Covid-19. (The standard preventive measures are those provided in the guidelines issued by the Ministry of Health and Family Welfare). Taking note of this potential of Ayurveda and Yoga, expert committees from the concerned National Institutes and Central Councils for Research Centres along with a few other noted research institutions have collaborated and developed a protocol for the management of Covid-19.



Dr. Harsh Vardhan, Union Minister for Health and Family Welfare releases the National Clinical Management Protocol based on Ayurveda and Yoga for the management of Covid-19 in an e-event at New Delhi on 6th October 2020. Shri Shripad Yesso Naik, Union AYUSH Minister joined the event virtually from Goa.

The Protocol is based on the following three considerations:

1. Knowledge from Ayurveda and Yoga classics and experience from clinical practices.
2. Empirical evidences and Biological plausibility.
3. Emerging trends of ongoing clinical studies related to Covid-19.

This is the Version 1.0 of the Ayush Protocol for Management of Covid-19, and covers Ayurveda and Yoga. The subsequent versions will incorporate the other Ayush systems. It is added that the instant protocol is for the management of mild Covid-19. Individuals with moderate to severe Covid-19 can have the informed choice of treatment options. All severe cases need to be referred.

This protocol and its annexures are approved by the Chairman, Interdisciplinary Committee for inclusion of Ayurveda and Yoga in the management of mild COVID-19 as well as by the empowered committee of the Interdisciplinary AYUSH Research and Development Taskforce on COVID- 19, both constituted by the Ministry of AYUSH.

The significance of the National Clinical Management Protocol based on Ayurveda and Yoga for the management of Covid-19 is that it ends the ambiguity around deploying Ayurveda and Yoga based solutions for the clinical management of Covid-19. The present protocol provides clear guidance to Ayush practitioners of the said two disciplines on how to approach treatment of Covid-19 in patients in different conditions of Covid. This brings in uniformity and consistency in the Ayush-based responses to the pandemic across the country. It also helps State Governments to plan and incorporate these solutions into the Covid-19 responses activities that they would be deploying on ground.

The protocol is expected to contribute to the mainstreaming of Ayush solutions of the management of Covid-19, and will be immensely beneficial to the public since these solutions are easily accessible and will help to alleviate the hardships brought in by the pandemic.

You can use the following URL for more details: <https://main.ayush.gov.in/event/national>

Yoga finding its way to Cuban hearts

The rising popularity of Yoga in Cuba has been a matter of happiness to Yoga-lovers of India. This timeless gift from our ancestors is truly a universal inheritance and is now finding disciples all across the globe. In the current context of the pandemic when individuals increasingly seek self-health solutions to ward off diseases, the rewards of Yoga are becoming increasingly relevant.

According to information received from Indian Embassy in Havana, Cuba, Prof. Eduardo Pimentel Vázquez, the President and Founder of the Cuban Yoga Association, is a leading figure for yoga in that country. He has been teaching Yoga in Cuba for 30 years, and has trained 50 instructors. This is a significant contribution to the sustainable growth of Yoga in Cuba, a country with a population of 1.13 crore.

A recent interview of Prof. Pimentel in *Juventud Rebelde* by Luis Raúl Vázquez Muñoz and Rafael Pinares González has been widely read in Cuba, and it throws light on how Yoga has become quite popular in the country. People of all ages are spotted in parks, rooms, and museums performing yoga, and a visitor from India cannot be faulted for a brief illusion that he is back home in Mysuru or Haridwar.

As per the interview, it was a book that changed the life of Professor Eduardo Pimentel Vázquez. He was a chess player since the age of 12 and, one day, he was gifted a book on Yoga when he saw the Yoga techniques (in 1972), he started practicing by following books and he has not stopped studying Yoga since then. Prof. Pimentel defines Yoga as a philosophy more than anything else. He further adds that Yoga is of immense interest to the western world, especially its physical practice. He has taught Yoga lessons in the United States, Brazil, and Mexico. In his last book published in 2018, *Tu sesión de yoga* (Your Yoga session) he quotes that Yoga is a preventive system and that it has been acknowledged as a part of the Traditional and Natural Medicine Department of the globally acclaimed Ministry of Public Health of Cuba since 1995.

Prof. Pimentel believes that a single posture doesn't make a yoga session. He recommends practicing a series. There are two of his favorite postures which help in releasing stress. One of them is *Trikonasana* which helps to reduce stress and anxiety as well as relaxes the hormones. The other is head *shirshasana* which helps in improving core strength and blood circulation.

The immunity enhancing impact of Yoga is well recognised in India, and health administrators and doctors are increasingly inducting this practice in the efforts to prevent and manage Covid-19. Considering the emerging evidence that supports such an effective supporting role for Yoga, it is hoped that Yoga would figure as a standard element globally, in the fight against the pandemic.



From the Minister's Desk



In the wake of rising COVID19 cases, I will not be celebrating my birthday this year and thus, I request all my well-wishers not to spend on bouquets/gifts. Instead, please donate the amount for CM relief fund which shall be gracefully used for the one's in need.



Shripad Naik

3 Oct at 14:03

All India Institute of Ayurveda and Amity University sign MoU to collaborate in Ayurveda Research.

An MoU with considerable significance for promoting research in Ayurvedic sciences was signed between the All India Institute of Ayurveda (AIIA) and the Amity University on the 7th of October 2020 at a Memorandum of Understanding Signing Ceremony.

As a major objective of the MoU, the two institutions will work together for evolving knowledge and procedures which will benefit the National Healthcare System by providing health solutions for the greater benefit of the people.

This collaboration which is in continuation with the Ministry of AYUSH's policy of forging partnerships for increasing the depth and scope of Ayush healthcare solutions will also include joint projects and publications.



National Webinar "Homoeo Vigilance"

Ministry of AYUSH

- Issued an **Advisory** dated 31.08.2018 to the manufacturers and the advertising agencies to refrain from using the name of Government Departments or Institutions in the Advertisements of ASU&H Drugs.
- **Caution** issued in leading newspapers for General public not to fall prey to fake calls and advertisements of ASU&H Drugs using the name of Government Departments or Institutions for promoting sale of products and refrain from self-medication with such drugs.

A National Webinar "Homoeo Vigilance" on Pharmacovigilance Awareness Programme for ASU&H Drugs was organised by the Intermediary Pharmacovigilance Centre (IPvC), National Institute of Homoeopathy (NIH), Kolkata on the 5th of October.

Dr. D.C. Katoch, Advisor Ministry of AYUSH, who was also the chief guest, spoke on the practical considerations of Pharmacovigilance and shared his valuable inputs and suggestions on the same with IPvC, NIH.

Other eminent speakers also shared their valuable inputs on various issues related to the topic to create awareness among the participants for ensuring patient safety. During this webinar which had more than 500 participants, the National Institute of Homoeopathy was selected for hosting the India National Seminar on Pharmacovigilance Initiatives for ASU&H Drugs in the year 2021.

Siddha Research Council sets up Nutri-Garden at Mettur, Tamil Nadu

As per the directions from the Ministry of AYUSH and Central Council for Research in Siddha, the Siddha Medicinal Plants Garden, Mettur Dam established a Nutri-Garden on the theme 'AYUSH FOR IMMUNITY' logo at the Siddha Medicinal Plants Garden (SMPG) premises on 30th September 2020. The arms or waves in the logo have been landscaped with important medicinal plants that possess properties which modify the immune response or the functioning of the immune system by the stimulation of antibody formation.



Mindful eating - a form of meditation.



Mindful eating involves the full attention of the person to the experience of eating and drinking, both inside and outside the body. The colors, smells, textures, flavors temperatures, and even the sounds (crunch) of our food get our attention. Mindful eating is of utmost importance in the light of the rising epidemic of non-communicable diseases like obesity, cardiovascular disease, diabetes, etc. where weight gain is found to be a major risk factor.

Mindful eating is a skill, a form of meditation that can be acquired with practice. There may be times when you might forget to eat mindfully and with regular practice and full attention, the habit will develop and evolve. By acquiring this skill, you learn to eat when you are hungry and stop when you are sated. Further, you steadily start to realize that unhealthy food is neither as tasty as you thought, nor does it make you feel good.

Polished vs unpolished grain.

Studies have shown whole-grain consumption to be positively correlated with good health. The reason is the increased content of fibre, minerals, vitamins, plant phenols, and other bioactive chemicals. However, in the current era of mechanised food processing, we hardly eat whole grains.

Polished grains refer to the grains which have been milled to remove the husk, bran, germ, and varying amounts of nutrients contained in them, leaving a starch-rich grain. Fibre-less grain possess a major threat to human health. The National Cancer Institute recommends 25 grams of fiber a day, a cup of brown rice adds nearly 3.5 grams, while an equal amount of white rice, not even 1 gram. Components of the oil present in rice bran have been shown in numerous studies to decrease the risk of heart diseases.

To summarise, the nutrients in the whole grains are depleted by milling. The more polished the grain, the greater the loss. There is, thus, a need for increased awareness about the advantages of unpolished grain.



Covid19 has instilled interest in resistance boosters from Ayurveda and homeopathy : Minister Jitendra Singh



Speaking against the backdrop of the current health emergency, Union Minister Jitendra Singh stated that the Covid19 pandemic has shifted the attention of the medical fraternity to integrated healthcare. He also said that several medical professionals of the conventional stream have also started taking interest in immunity-building drugs and resistance boosters from Ayurveda and Homeopathy.

As reported by PRESS TRUST OF INDIA (PTI) on 3rd October 2020, the Minister said this while addressing a global conference on integrated healthcare and communication in which experts from different countries participated. He added that even in pre-covid times, the efficiency of certain Yogaasana and lifestyle modifications available in Naturopathy for the treatment of non-communicable diseases like Diabetes-Mellitus had been proven with evidence.

Notable speakers at webinar included Professor Elissa Epel from University of California, Peter Wayne from Harvard, Susan Bauer Wu from Latin America, Professor Vikram Patel from Harvard. The minister also spoke about the efforts of Prime Minister Narendra Modi in highlighting the importance of indigenous medical management system and establishing Ministry of AYUSH for promoting the said practices.

Strengthen your body. Help it to fight diseases.

Our immune system is our body's first line of defence against viruses, bacteria and harmful toxins.

By strengthening our immunity we can help our body fight infections better.

Here are some simple immunity enhancing steps from Ayush that can help our immune system function optimally.

- Practise *Pratimarsha Nasya* by administering 2 drops of Sesame/Coconut oil in each nostril
- Take a balanced and nutritious diet, which includes plenty of fresh fruits and vegetables
- Gargle with warm water added with a pinch of Turmeric, Salt, *Triphala*, and *Yashtimadhu*
- Practise Meditation or *Pranayama* for 30 minutes every day.



Covid 19: Care for recovered patients

Continued care and support of patients who are cured of COVID 19 is essential for their complete recovery. Even after recovering from the illness symptoms like body ache, cough, sore throat, difficulty in breathing etc are sometimes reported.

Some simple healthcare protocols followed at home can help in taking care of those who have recovered from COVID.

- Continue following preventive measures like using a mask, maintaining a physical distance and practising good hygiene
- Take immunity promoting Ayush medicines (prescribed by a qualified practitioner of Ayush)
- Practise *Yogasana*, *Pranayama* and Meditation daily as advised.
- Practice Breathing exercises as prescribed
- Follow a balanced and nutritious diet. Prefer easily digestible freshly cooked food.
- Get adequate sleep and rest
- Do saline gargles and take steam inhalation.



AYUSH FOR IMMUNITY page on MyGov: Keeping the focus on disease prevention intact.



AYUSH For Immunity



The “Ayush for Immunity” page on MyGov platform continues to draw eye-balls, thanks to its useful mix of information on Ayush-based solutions for sustaining good health.

The page offers information that is hugely relevant in today’s context through promotional content in engaging formats like Podcast, Blog, Advisories, Video and various Creatives. Further, there is ample scope for visitors to MyGov to engage with the subjects of Health and Immunity through activities like Discussion, Quiz, Pledge and Video Competition.

A glance through the large number of comments received from the public shows that enhancing disease resistance and immunity through appropriate foods or diet is a thought that is foremost in the minds of people in the present scenario. Many people highlight the need to be careful about what we eat, the need to avoid junk food, importance of regular exercise and the criticality of remaining stress-free.

The Ayush for Immunity Pledge on the campaign page has been taken so far by 77,064 users. Further 1,12,480 users have participated in the Quiz competition, where weekly winners are gifted with an Ayush-based Immunity Kit.

A recent addition to the campaign page is the Video Blogging Contest. Titled “Ayush Jeevan Shakti”, this contest aims to increase awareness about Ayush practices that help to enhance the lifestyles of people through improved wellbeing.

The contest has been divided into 3 categories, namely:

- For Ayush practitioners
- For People above 18
- For Kids

Video links are to be uploaded directly on the MyGov platform. The Contest which will remain live till the 14th of November 2020, focuses on three areas of a healthy life which primarily includes - *Aahara* (Diet), *Vihara* (Physical Activity), and *Nidra* (Sleep). Participants are encouraged to make and upload videos not exceeding 2 minutes 30 seconds on how by incorporating these three areas of focus (*Aahara*, *Vihara*, and *Nidra*) in their lives, they have been able to stay healthy and free from diseases. Have you visited the Ayush for Immunity campaign page yet? If not, do not wait any longer.

You can use the following URL for more details:

https://www.mygov.in/campaigns/ayush/?utm_source=mygov_campaign

CCRAS unit in Nagpur intensifies Ayush for Immunity Campaign

As part of the “Ayush for Immunity” Campaign, Dr. Savita Sharma, Research Officer, delivered an informative lecture on “Importance of Aahar vidhi visheshayatan in immunity-boosting” to OPD patients at Regional Ayurveda Research Institute for Mother and Child Health (RARIMCH), Nagpur on 29th of September 2020. Dr. Prashant Shinde, Research Officer and Dr. Zaheer, SRF also participated in the interactions.



Continuing the efforts to take these contemporary messages on health maintenance to a larger audience, RARIMCH also reached out to the public under the RCH-SCSP program. As part of this effort Dr. Smruti delivered a lecture on "Role of *Amala* in Immunity Boosting” at Isasani Village, Dist. Nagpur and Dr. Ashwini, gave a lecture on “What destroys your immune system?” at Wadner Village, Dist. Nagpur.

Essay Writing & Slogan Competitions by Unani Research Council

AWARDS

The Winner :	Rs. 4,000/-
First Runner Up :	Rs. 3,000/-
Second Runner Up :	Rs. 2,000/-
Consolation Prize :	Rs. 1,000/-

THEME OF THE COMPETITION
“Unani Medicine for Immunity”

The Central Council for Research in Unani Medicine (CCRUM), Ministry of AYUSH is organising Essay Writing and Slogan Competitions as part of the *AYUSH for Immunity* campaign.

The competitions aim to bring talented young writers on a platform to develop Unani content around brand Ayush and to develop content based on rich knowledge available within Ayush systems for the benefit of general public. The theme of the competition is “Unani Medicine for Immunity” and is open to all till October 15th, 2020

(to close at 17:00 hrs). Submissions for Essay Writing should be within 600 to 1000 words.

Creative Slogans and Essays both may be submitted at the following e-Mail address: unani.ayushforimmunity@gmail.com.

Heartiest Congratulations to the winners of the “Ayush for Immunity” Quiz Contest- 7th week!

The Ayush for Immunity Quiz launched by the Ministry of AYUSH in collaboration with MyGoV platform completes 7 weeks! The Quiz continues to be immensely popular with more than 1,12,000 participants taking part in it from across the country.

The names of 7 winners from the 7th week, based on points scored by them, are:

- Ramananda V H (Karnataka)
- Alok Kumar (Bihar)
- Unnati Chopra (Himachal Pradesh)
- Ankit Mishra (Uttar Pradesh)
- Rohit Sharma (Rajasthan)
- Mahrufa Bee (Madhya Pradesh)
- Rudrakant Pathak (Bihar)



NEWS FROM THE STATES

TELANGANA: Health Minister calls for promotion of Ayush medicines that help in disease prevention



Telangana Assembly Building, Hyderabad)

State Health Minister of Telangana, Eatala Rajender has committed to take steps to promote Ayush systems of healthcare and to ensure the availability of Ayush medicines that help in disease prevention, as reported by THE TIMES OF INDIA on 4th October 2020. This decision came during a detailed review of the functioning of the Health Department and all its wing conducted by the minister during which he also focused on Ayush system of medicines and related topics.

He underlined the need to expedite the implementation of various important decisions that were taken in the past in the AYUSH Department. He directed the Ayush dispensary centres to be converted into wellness centres. All PHCs have been asked to have an Ayush unit whereas dispensaries with less patients have been asked to be shift them to PHCs. The state currently has 440 government dispensaries.

During the review meeting, the minister also asked for adequate stock of vaccines to be made available at PHCs at all times in order to ensure that the Department runs on full strength. He also directed to deploy patient counsellors at hospitals in order to bridge any communication gap between the patients and doctors.

LADAKH: Cultivation of Superfoods in Leh

As part of the *Poshan Maah* observation, two events were organized by the National Research Institute for Sowa-Rigpa (NRISR), Leh on 30th September 2020.

A Health and Nutrition camp was organized at the hospital campus to spread awareness about healthy foods and lifestyle. Dr. Tsewang Dolma delivered a lecture on the concept of health and nutrition in Sowa Rigpa with a display of healthy food and drinks. A total of 40 participants had joined the event.



A program to establish a Nutri-garden was initiated by Dr. Padma Gurmet, Head, NRISR at Trans Himalayan herbal garden. The Nutri-garden will conduct research on the cultivation of superfoods like buckwheat, quinoa, seabuckthorn and Rhodiola, as well as some leafy vegetables in greenhouse conditions during wintertime in Ladakh. Due to extreme cold conditions, no grass or vegetables grows in Ladakh from November to March, and greenhouse cultivation is the only mode to have vegetables. The potential for the cultivation of superfoods like buckwheat quinoa and seabuckthorn etc. is also high in Ladakh. The Nutri-garden will also serve the agenda of improving the nutrition requirements of the local population.

NEWS FROM THE STATES

TAMIL NADU: Siddha Institute launches campaign with remedies for a healthy life in post Covid19 scenario

National Institute of Siddha (NIS), Chennai has launched a campaign focusing on traditional medicine solutions to enhance disease-resistance during the post Covid19 time. The campaign will bring to the forefront the health benefits of everyday ingredients, either in combination or alone, that have traditionally been used in Indian cuisine, as reported by PRESS TRUST OF INDIA (PTI) on 3rd October 2020.

The campaign, explains Dr R Meenakumari, Director-NIS, involves sharing and spreading information regarding these remedies and ingredients by Siddha doctors and students through online mode. It will also include face-to-face interactions, to cover those visiting the Institute. The Siddha for Immunity campaign, which is a component of the AYUSH Ministry's three-month 'Ayush for Immunity' initiative, aims to acquaint the people with the strengths of various Siddha-based solutions for enhancing immunity and preventing diseases.

The doctors at the premier Institute recommend *nellikai leghiyam* (made of goose berry) and *Amukkura choornam* to overcome post recovery complications, strengthen the body and maintain good health. The Institute has been working hard to create awareness about *Kabasura* Herbal concoction and now wants to spread information about *Nilavembu* concoction, *Amukura choornam* and *Triphala choornam*, and other locally available herbs which can help in sustaining good health.



NEWS FROM THE STATES

RAJASTHAN: NIA holds event to spread awareness about National Ayush Protocol on Covid 19

The National Institute of Ayurveda, Jaipur organised a function on 6th Oct 2020 for spreading awareness about the National Ayurveda and Yoga Protocol for COVID 19 treatment. The event served to disseminate the message about the significance of the Protocol to the media, faculty, students and staff.

In the program speakers expressed satisfaction on the mainstreaming of Ayurveda and Yoga, and thanked Govt of India. Vaidya Sanjeev Sharma, Director of the Institute committed on behalf of NIA to stand for any such cause and upliftment of Ayurveda.



Press Conference held in Nagpur to raise awareness around the release of “National Clinical Management Protocol based on Ayurveda and Yoga”

A press conference was organised today (6th October 2020) at Nagpur to spread awareness about the release of the National Clinical Management Protocol based on Ayurveda and Yoga for the management of Covid-19. Dr. R. Govind Reddy, Assistant Director (Ayu)-In-charge, Regional Research Institute (Unit of CCRAS), Nagpur addressed the media.



Fountain Head

Remembering Mahatma Gandhi, the healer



The National Institute of Naturopathy (NIN), Pune an Autonomous Body under the Ministry of AYUSH, which in an earlier avatar (before being taken over by Government of India) was home to the All India Nature Cure Foundation trust founded by Gandhi Ji in 1945, observed the Mahatma's 151st birth anniversary in a spirit of gratitude to his contributions to humanity, on 2nd October 2020.

As already reported by this Bulletin, the NIN initiated a mega-series of 48 webinars which commenced on Gandhi Jayanti, the 2nd of October 2020, to re-ignite public interest in Mahatma Gandhi's thoughts on health, food and nutrition. The first week of the mega-series was received keenly by the public, and covered some elements of Gandhian thought that are as relevant today as they were during his times.

NIN's Gandhi Jayanti observation started on 2nd October with the opening of "Living Gandhi" memorial to the public. The ceremonial opening was by Shri Lal Ghanshani, Member, All India Nature Cure Foundation Trust, Society of Servants of God, who is also a member of the Governing body of NIN, Pune. The live Bhavanjali sung by a team from Regional Outreach Bureau (Maharashtra and Goa) at Gandhi prayer platform of NIN set the tone for the homage to Bapu. The results of the essay competition conducted by NIN for the students of Yoga and Naturopathy colleges, was announced in the event.

The first program of the mega-series was streamed on 2nd October, in which Shri A.N Tripathi, former Additional Principal Chief Conservator of Forests, Government of Maharashtra spoke about the Mahatma's Insights on Health.



The webinar series continued through the week as per schedule, with an e-lecture every day at 11 AM.

Prof. Gita Dharampal from Gandhi Research Foundation, Jalgaon spoke about Gandhiji's Impact as a Healer on the 3rd of October, and Dr. George Mathew of the Institute of Social Sciences, New Delhi spoke about Gandhiji, Gram Swaraj, and Gram Aarogya on the 4th. Gandhi Ji's concepts about Compassionate Lifestyle were explained by Shri Nikhil Lanjewar, noted Conservationist on the 5th of October, and Dr. Rajnikant Srivastava of the Regional Medical Research Centre (RMRC), Gorakhpur explained Gandhian Virtues and their relevance to Health, the next day.

The 7th of October saw Shri Nishant Choubey, noted Corporate Chef sharing some interesting perspectives on the Gandhian Meal for the 21st Century. The interlinkages between Non-violence and Wellbeing were explained by Shri. Gambhir Watts of the Bharatiya Vidya Bhavan Australia.

The daily series of webinars will continue till 18th November 2020, elaborating on the relevance of Mahatma Gandhi's legacy in the 21st century in different walks of life in general, and health in particular. All are invited to partake in this diverse intellectual treat on Gandhian thoughts and ideas through this URL:

<https://www.facebook.com/watch/punenin/>