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# AYUSH FOR IMMUNITY

Campaign Bulletin



# Ayush infrastructure in Jammu & Kashmir gets a boost.



Shri Shripad Naik, Hon'ble Union Minister of State (Independent Charge) AYUSH and Dr. Jitendra Singh, Hon'ble Union Minister of State PMO & Ministry of Development of North Eastern Region, jointly laid the foundation stone for a Post Harvest Management Centre for Medicinal Plants at Bhaderwah and launched 21 AYUSH Health & Wellness Centers in Jammu & Kashmir on 25<sup>th</sup> Sept 2020 through video conferencing.

The Post Harvest Management Centre for Medicinal Plants will be game-changer for medicinal plants cultivation in the district. It will have facilities for drying, sorting, processing, certification, packaging, and safe storage of herbal raw materials produced and collected by local people. This will serve as an assurance of quality, and hence would fetch better price and enhance the income of farmers associated.

During the e-event, 21 AYUSH Health and Wellness Centres were also inaugurated under Ayushman Bharat in Jammu & Kashmir. A holistic wellness model would be created through these centres, leading to reduction in the disease burden and out of the pocket expenditure for the people of the respective localities. The main focus of AYUSH interventions would be to empower the people for “self-care” on the prevention of diseases through a healthy lifestyle, food, Yoga, and medicinal plants. In other words, these centres would spread awareness about the concepts of *ahara*, *vihara* and *nidra*.

Dr. Jitendra Singh, Hon'ble Union Minister of State mentioned in his address that the creation of the Ministry of AYUSH in 2014 and the announcement of 21<sup>st</sup> June as International Yoga Day by the United Nations are milestones in the history of Ayush systems. He underlined that the Post-Harvest Centre at Bhaderwah will create employment avenues among the youth in addition to infrastructural facilities for the growers and collectors of medicinal plants.

Further, he emphasized that the Ayush Health and Wellness Programme will not only provide services to the local people but also promote Ayush at the international level, as the network grows in size and scope.

Shri, Shripad Yesso Naik, the Union AYUSH Minister, in his address stated that the “Post Harvest Management Centre” of medicinal plants in the Bhaderwah region of Jammu & Kashmir was a long pending demand of people of this area. The huge untapped potential of the region in the cultivation of many unique Himalayan medicinal plant species can now be tapped, with the emergence of this centre. Shri Naik appreciated the effort of UT Government officials in implementing the centrally sponsored National AYUSH Mission programmes and stated that Govt. of India is according top priority to J&K for accelerating the pace of development.

# National Nutrition month sees numerous “Ayush for Immunity” awareness programmes across Uttar Pradesh

The month of September 2020 has seen numerous “Ahara”-focus activities being organized by the Ayush Department and Ayush Society across the State. Some of the recent events included:

## (A) At the district level:

1. In Ayush hospitals, the patients and residents of the village are being provided information related to nutrition, information about measures to avoid infections (especially Covid -19) and information related to sanitization and hygiene.

2. Medical camps are being organised in all Ayush dispensaries of the state. Awareness programmes related to malnutrition specific for children, adolescents, pregnant women and elderly persons are also held in the dispensaries.

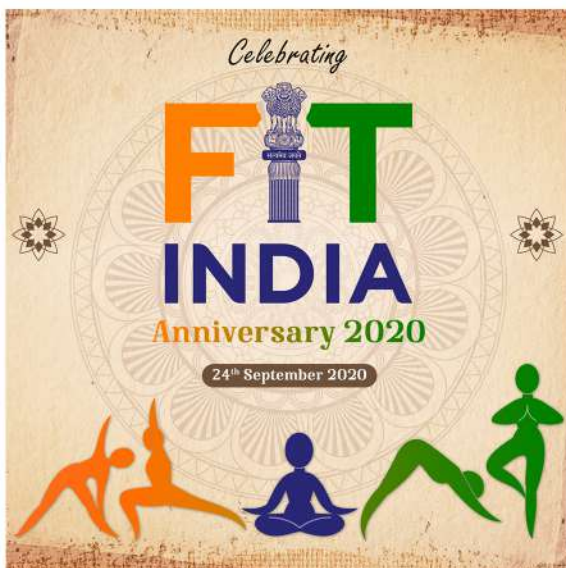
## (B) At the UP State Ayush Society Campus:

1. Ayush-centric sensitization on problem of malnutrition is being done through O.P.D.s in the campus (Ayurveda, Homeopathy, Unani). Seminars on topics of daily relevance are being organised by experts every day to make patients aware the problem of malnutrition.

2. Through *Ayush Samvad*, live programmes on various topics of nutrition are being broadcasted by Ayush experts on Ayush Kawach app. The same is also being relayed on social media.



## Fit India Movement



Traditional healthcare wisdom of India advocates an appropriate degree of activity in the daily routine of every individual, as suited to her or him.

The Fit India Movement aims to take the nation on a path of fitness and good health.

The first anniversary of the Fit India Movement was observed on 24<sup>th</sup> September 2020. The Ministry of AYUSH was proud to be associated with the occasion. Staying fit and active helps to reduce the risk of many diseases. The importance of regular practice of Yoga as an effective means to maintain physical and mental fitness is being increasingly recognised all over the world.

## From the Minister's Desk



Attended & addressed an International webinar on "Role of Traditional Medicine for Sustainable Development Goal (SDG-3) in SCO Countries" organized by the Ministry of AYUSH, Government of India.

Stressed on the importance of traditional medicine and its efficacy in bringing sustainable development.

Representatives from the Eight Shanghai Cooperation Organisation

(SCO) countries are taking part in this e-event to discuss cooperation in the field of Ayurveda and other Traditional Medicine under SCO. Participating countries include India, Kazakhstan, Kyrgyzstan, China, Pakistan, Russia, Tajikistan and Uzbekistan.



**Shripad Naik,**

September 22 at 3.05 PM

## Homoeopathy Research Institute promotes *Nutrigardens* at Guwahati

Taking the spirit of the *Poshan Maah* observation and the Ayush for Immunity campaign forward, the Regional Research Institute (Homoeopathy), Guwahati is setting up *Nutrigardens* to create awareness about medicinal and nutritional plants.

The novel programme was developed by Dr. Ranjit Soni, Officer Incharge, and his team will emphasise the concept of personal action for promoting health. The programme demonstrates that vegetables with high nutritional properties can be easily grown at your own household. The system of *Nutrigardens* can be adopted by schools to help provide kids will nutritional mid-day meals. *Nutrigardens* promoted on a large scale can become a potent resource for tackling malnutrition country-wide.



## Lecture on “Food habits for increasing immunity” at CCRAS unit in Bangalore.

As part of the observation of the “Ayush for Immunity Campaign” during the month of September 2020, patient education efforts have been taken up at the CCRAS unit in Bangalore.

Dr. Seema Jain, R.O (Ay.) delivered a lecture on the topic “Food habits for increasing immunity” in the CCRAS institute OPD campus on 15.09.2020. Patients of different age groups attended the lecture. She emphasized the importance of Immunity boosting formulations like Golden Milk, Ayush Kwath, Chyawanprash, an herbal tea made of *Dalchini*, *Shunthi*, *Tulsi*, and *Maricha*. People took an active interest in the lecture and also asked their queries regarding the same.

## Mobile App *Covid Kavach* being used in the Ayush-CSIR Covid study

*Covid Kavach*, a mobile application that monitors and helps to restrict the spread of the disease, is being used in the ongoing Ayush-CSIR Covid drug trial study, as reported by The Indian Express on 23<sup>rd</sup> September 2020.

As per the report, M/s Dimakh Consultants have developed the App under the aegis of the Council of Scientific and Industrial Research (CSIR). The organisation was awarded the Engineering Excellence Award at the Global India Business Forum (GIBF) recently for designing the app.

*Covid Kavach* was conceptualised by Dr Arvind Chopra, director of the Centre for Rheumatic Diseases, Pune, and his team. The app functions by addressing seven core questions related to whether the person has any symptom suggestive of COVID19, or a drug side-effect. Based on the inputted data, the app would then permit daily contact between the study participant and study investigator.

Though the app has been developed for an Ayurvedic research project, the developers are confident that it can be used in any clinical research project concerning Covid-19.

## Coconut and it's benefits

The nutritional benefits of coconut are so diverse that we can call it a superfood. Different food products extracted from the coconut fruit provide different nutritional values.

The flesh of the fruit is a source of the B-vitamins and potassium. Coconut oil is one of the healthiest cooking oils in use the world over. Coconuts are gluten-free, non-toxic, hypoallergenic, and also contain antibacterial, antiviral, antifungal, and anti-parasitic healing properties. More importantly, coconut is free from trans fats, thus giving it anti-aging properties.



Coconut helps to aid and support the overall Immune System. Coconut is rich in fibers, is good for heart health, regulate blood sugar, and has anti-cancerous properties.

## Awareness Campaign under “Poshan Maah” at RRIUM, Chennai.

Activities under the “AYUSH for Immunity” campaign launched by the Ministry of AYUSH has been initiated along with the Nutrition Awareness Campaign under “Poshan Maah” at Regional Research Institute of Unani Medicine, Chennai. Dr. N. Zaheer Ahmed, Head of the Institute in his Inaugural addressed the role of Immunity and Nutrition in the prevention of COVID 19 Pandemic and other Illnesses. An awareness lecture was delivered by Dr. T.Shahida Begum, Research officer (Unani) on the importance of Asbab Sitta zarooriya (Six Essential factors) which are as follows :



- Hawa-e-Muhit (Atmospheric Air)
- Makool-wa-Mashroob (Foods and Drinks)
- Harkat-wa-Sakoon-e-Jismani (Rest and Physical activity)
- Harkat-wa-Sakoon-e- Nafsani (Psychological activity and Repose)
- Naum-wa-Yaqzah (Sleep and Wakefulness)
- Istifragh-wa-Ihtibas (Elimination and Retention)

These six factors are important for the preservation of health and to build Immunity by maintaining the balance in these six factors in day to day life. The program was concluded with a vote of thanks by Dr. Venkatesan, ARO (Bot), and the program was Hosted by Mrs. Nancy Priscilla, a Social worker. Daily Health Tips on Healthy foods were displayed at the entrance of OPD and few Immuno boosting medicinal plants were also displayed at the OPD for the benefit of the public. Around 225 visiting patients benefited from this Awareness program.

## Unani Research Council (CCRUM) takes “Ayush for Immunity” campaign to SC and ST villages in different States.

Ten Research Units of CCRUM, namely the Central Research Institutes at Hyderabad and Lucknow, the Regional Research Institutes at New Delhi, Chennai, Mumbai, Kolkata, Aligarh and Patna, the Regional Research Centre at Allahabad and the Clinical Research Unit at Bhopal have taken special efforts during September 2020 to spread awareness among the people on the concepts of “Ayush for Immunity” by integrating these activities into the Scheduled Caste Sub- Plan (SCSP) and the Tribal Sub-Plan (TSP) programmes.

The activities focus on creating awareness on the importance of immunity in the times of Covid-19 pandemic. Mobile Healthcare program under SCSP and TSP have been tapped actively for the cause of creating awareness regarding pandemic, preventive measures and role of AYUSH through outreach program in some of the deprived localities of the country. The above SCSP and TSP are actively promoting the AYUSH Immunity Campaign by creating awareness through delivering lectures related to theme “AYUSH and immunity”, distributing related IEC in adopted spots to create awareness among SC and TSP population. Screening /examining the SC and ST population to find their health status in the OPD of these centres as well as in the health camps and to providing Unani-based counselling and treatments to the patients are in progress.

In all, nearly 50 villages have been covered by 10 centres under SCSP program and 3 centres cover 15 villages under TSP program as part of “Ayush for Immunity” campaign.



Lecture Delivered to creating awareness under AYUSH for Immunity campaign at Kolkata



Mobile Health-care programme under “AYUSH for Immunity campaign:” at Hyderabad

# COVID Care Centre started at Karnataka State Open University (KSOU)

Department of Ayush, Karnataka has started COVID Care Centre (CCC) at the premises of Karnataka State Open University (KSOU) at Mysuru amid the rising COVID cases in Karnataka, as reported by STAR OF MYSORE on 20 th September 2020.

Speaking at the event, MLA shri L. Nagendra, who inaugurated the CCC, said that it was the first CCC that has been established in the state by Ayush Department. Amid the increasing cases, the CCC can provide treatment for upto 154 men and 56 women. Asymptomatic patients will not be admitted at the centre.

The patients will be treated with lehya, choorna and ayurvedic medicines to increase diseases preventive capacity of the body. Entertainment facilities are also provided, including indoor games, to ensure that patients remain stress-free.

## Winners of the “Ayush for Immunity” Quiz - Fifth Week

The Ayush for Immunity Quiz launched by the Ministry of AYUSH in collaboration with MyGoV platform completes 5 weeks! The Quiz continues to be immensely popular with more than 87500 participants taking part in it from across the country.

The names of 7 winners from the 5th week, selected on the basis of points scored by them, are:

- Srivatsan (Chennai, Tamil Nadu)
- Valipe Raja Shekar Rao (Telangana)
- Dinesh chandra kohli (Nainital, Uttarakhand)
- Kathyayini Reddy (Andhra Pradesh)
- Harishkumaran P (Tiruvannamalai, Tamil Nadu)
- Remya Nair (Chengannur, Kerala)
- Luckyson Mrm (Churachandpur, Manipur)



# Stress can make susceptible to infections

Stress reduces our immune system's ability to fight off diseases. This makes us more prone to infection and illnesses.

Here are three simple measures from Ayush systems by which we can reduce stress and enhance immunity:

- **Ahara:** A healthy and nutritious diet helps counter the impact of stress and strengthens the immune system
- **Vihara:** Daily practice of Pranayama or Yogasna, or other appropriate exercise for 30 minutes helps to reduce stress.
- **Nidra:** Adequate sleep, say 7-8 hours every night equips our body to handle stress more effectively.



## Central Council for Research in Yoga and Naturopathy (CCRYN) hosts “Poshan Aahar”, a national webinar on nutrition science.



Nutrition in Community:  
Challenges and Solutions



Dr Mahesh Kumar Mummadi  
MBBS, MD (Community Medicine), FCD, FCGP  
Scientist-C, Clinical Epidemiology Division  
National Institute of Nutrition  
Indian Council of Medical Research



As part of the “AYUSH for Immunity” campaign of the Ministry of AYUSH, Govt. of India, a webinar on Nutrition Science and Advancements, titled POSHAN AAHAR was conducted on 23rd September 2020. Experts, researchers, Clinical Nutritionists, Surgeons and Yoga & Naturopathy physicians participated in the webinar. The webinar was organised by the Central Council for Research in Yoga & Naturopathy (CCRYN), an Autonomous Body under the Ministry of AYUSH.

The first session was by Prof Kalidas Shetty, Professor of Plant Science at North Dakota State University, North Dakota, USA and he highlighted the significance of indigenous foods. The contribution of ecology to our existence cannot be overlooked, though adaptations are possible. From the ecological perspective the indigenous foods are to be brought back to the food chain which is necessary for the maintenance of health and also to combat the diet linked chronic diseases.

Dr Vimal Karani Associate Professor, Nutrigenomics from University of Reading, UK, Dr Praveen Jacob, associate Professor, KS Hegde Medical College, Nitte, and Dr Esther Sathiaraj Head, Clinical Nutrition, Health Care Global Enterprises Ltd presented some well-attended sessions covering subjects like a wide range of nutrition principles, the importance of personalised diet and modification of the lifestyle for prevention of diseases, and healthy choices of food based on the nutritional values.

The other speakers included Dr Prabhu Nesargikar, a Consultant Oesophageal & Gastric Oncosurgeon, HCG Oncology Hospitals, Dr Mahesh from National Institute of Nutrition, Dr Dayakar from Indian Institute of Millet Research and Dr Chidambaram Murthy, Principal Scientist from MS Ramaiah Medical Teaching College, Bengaluru.

Some subjects of critical relevance like the nutrition status in both urban and rural communities and the role of community-based nutrition programmes including the health of the communities in various states of India, the nutritional significance of millets and the role of minerals and trace elements in facilitating better immune response were discussed.



# NEWS FROM THE STATES AND U.Ts

## Ladakh: Observation of "Poshaan Maah"

The National Research Institute for Sowa Rigpa (NRISR), Leh is observing the "Poshaan Maah" (Nutrition Month) during September 2020 by intensifying its activities under the project Tribal Health Care Research Programme. The Tribal health care team has developed the concepts of Sowa Rigpa Poshan, to suit the requirements of the Ladakh region, and is promoting the same among the local people.

Sowa-Rigpa is one of the oldest systems of traditional medicine. The term 'Sowa Rigpa' is derived from Bhoti language which means 'Knowledge of Healing'. It is an ancient Indian medical system that has been enriched by drawing upon the local wisdoms and natural resources of the entire Trans-Himalayan region. Free medical consultations and medicines were provided to the people of the Markha Valley villages of Leh District from 14 to 21 September by the NRISR team. These villages are remotely located and there are no roads available yet. The tribal health care team did four days trek to reach the villages, and used donkeys and horses to carry the medicines and survey related items. A lecture on the importance of balance Nutrition, Poshan, and on the prevention of Anemia was given by Dr. Tenpa. A total of 321 patients were treated during the camp and medicines as well as herbal remedies were distributed.



## SIKKIM: Workshop on Nutritional Food



A workshop was organized on the 22<sup>nd</sup> of September in Lower Karek village in the state of Sikkim, under the Ayush Society for celebrating Poshan Maah month. The workshop was held for promoting wellness and to address issues regarding malnutrition.

Information on nutrition about home-cooked food and its benefits were shared with Antenatal care (ANC), Postnatal care (PNC) mothers, and adolescents girls.

Further, information on various topics of relevance such as the importance of a balanced diet, deworming to improve child's immunity, and protecting him/her

from chronic illnesses caused by worms, anaemia caused by iron deficiency and preventive measures that can be taken to avoid anaemia were discussed. The importance of exclusive breastfeeding and nutritious weaning foods were shared with the women present there.

## KERALA: E-Marathon to form part of 'Ayush for Immunity' campaign

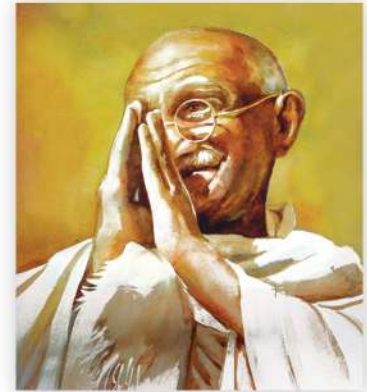
As part of the three month long 'Ayush for Immunity' campaign, Ministry of Ayush joins hands with Rajagiri College of Social Sciences and Rajagiri Business School in Kochi to organise a novel e-marathon. The e-marathon is an event tailored to the new realities of post-pandemic life, and has the twin aims of supporting the education of COVID19 affected children and enhancing the well-being of the participants of the event. The theme of the e-marathon is 'Recharge Mental Health: During and beyond the COVID-19 Pandemic'.

The participants will be able to take part in the e-marathon in timings of their choice and places considered safe. They will have a long duration of 10 days to complete the challenges. A wellness app will record the individual running readings of the participants to a central server so that all participants will be connected via the centralised software application. The event will be open from 28th September 2020 to 10th October 2020 and all the registration fees will be donated to 50 children in Mumbai who lost their parents to COVID19. Childline India Foundation will facilitate this charity to procure learning devices. Around 8,000 participants from India and abroad are expected to join this novel event.

This publication is supported by the Ministry of AYUSH, for the purpose of dissemination of information. However, this is a broad-based forum, and the views and articles appearing here are not to be taken as official communications from the Ministry.

## Fountain Head

### Bapu's lesser known passion - the study of Food and Nutrition



In his essay “Gandhi on Health”, Dr. Mark Lindley an academician and a scholar on Gandhi, quotes an eye-witness account of an episode from 1930 during one of Gandhi's detentions, when he used dietary treatment to cure one of his aides.

The person in question was Dattoba, who was employed to cook for Bapu. He suffered from pain in his foot, and limped noticeably as he went about his work. When medical treatment failed to cure his problem, Gandhi Ji sought the permission of the Superintendent, Major Martin, to treat him, who promptly granted the same. Bapu said: ‘Diet is the most important part of my treatment. I shall provide him with the special things I want him to eat.’

Bapu started giving treatment to Dattoba. He began by keeping him on fast for a few days, and cleaned out his stomach with an enema. Then, for a few days, he kept him on nothing but vegetables. Later on, he kept making adjustments in his diet as occasion arose.

The lame man began to improve. He said to a fellow prisoner of Gandhi's, ‘I have been bothered by this pain for years and now, look how much better my foot is! I find no difficulty in walking whatever. I find it so surprising – to be able to walk like other men.’

This was one of the many instances when Gandhi Ji's belief in the all-pervading relevance of the food that we eat has on our lives was successfully demonstrated. In his book, *Key to Health*, Gandhi Ji wrote, “Whilst it is true that man cannot live without air and water, the thing that nourishes the body is food. Hence the saying, food is life”.

In another book, *Diet and Diet Reform*, he gives a sample of one of his own experimental diets. “I take generally: 8 tolas of germinating wheat, 8 tolas of sweet almonds reduced to a paste, 8 tolas of green leaves pounded, 6 sour lemons, and 2 ounces of honey. The food is divided into two parts, the first meal is taken at 11 a.m. the second at 6.15 p.m. The only thing touched by fire is water. I take in the morning and once more during the day boiling water, lemon and honey.”

According to Dr Lindley, Gandhi's diet and healthcare concerns harmonise very well with the trends in the 21<sup>st</sup> century. Nico Slate, another Gandhi scholar known for his book “Gandhi's Search for a Perfect Diet,” too observed that healthy eating was always part of Gandhi's life. According to him, Gandhi Ji “had the desire to think deeply about his food.”

The age when Gandhi Ji lived seems like the distant past when looked at from the new millennium, but there is no denying that his diet was well ahead of its time. While the composition of his diets was often frowned upon by ‘experts’ of those days, they are commonplace today, and are even counted among the so-called fashionable diets.