



# Monthly Ayurveda Bulletin (Embassy of India Ayush Information Cell, Berne)

## Third Ayurveda Day Celebrations



Ministry of AYUSH, Government of India observes Ayurveda Day every year on Dhanawantari Jayanti (Dhanteras). This year 3rd Ayurveda Day was observed on 5 November.

On this occasion, the Ministry organized a “National Seminar on Entrepreneurship and Business Development in Ayurveda” in association with NITI Aayog on 4-5 November 2018 in New Delhi to encourage entrepreneurs and Ayurveda stakeholders towards businesses opportunities in the sector.

to the awardees. The winners of the National level Ayurveda quiz conducted by All India Institute of Ayurveda (AIIA), New Delhi, were also felicitated during function.



Another highlight observation of the 3rd Ayurveda Day was launch of the AYUSH-Health Management Information System (A-HMIS), a dedicated software application for Electronic Health

Nearly 800 participants from across the country participated in the main function of 3rd Ayurveda day. On this occasion “National Dhanwantari Ayurveda Award” were also conferred to eminent Vaidyas. This year, these prestigious awards are given to Vd. S.K. Mishra, Prof. M. S. Baghel and Dr.Itoozhi Bhavadasan for their significant contribution for the promotion of Ayurveda. A cash prize of Rs. 5 lacs along with citation are given

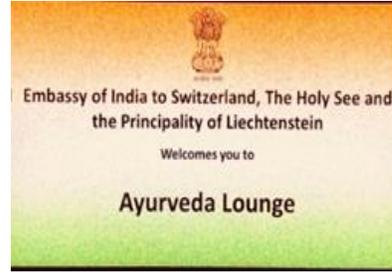
Record (EHR) for the AYUSH systems of Healthcare which is expected to revolutionize the way Ayurveda, Yoga, Unani, Siddha and Homoeopathy are practiced in the country, by inducting modern IT-solutions into these systems.

Minister of State for AYUSH Shri Shripad Yesso Naik announced that Ayurveda Departments will be opened in the new 19 AIIMS.

## International Conference on Yoga



## Ayurveda Lounges Set up by the Embassy of India, Berne



During September to November 2018, Ayurveda Lounges were set up by Embassy of India, Berne in 13 major cities of Switzerland

and Liechtenstein. And the lounges evoked very good response from all quaters.

Ministry of AYUSH, Govt. of India successfully organized International Conference on Yoga on the theme “Yoga for Public Health” on 12-13 November, 2018 at Kala Academy, Goa with a view to create greater awareness regarding the benefits of Yoga in the public health sector.

The conference witnessed the auspicious presence of Smt. Mridula Sinha, Hon’ble Governor of Goa; Shri Shripad Naik, Hon’ble Minister of State (I/C), Ministry of AYUSH, Government of India; Gurudev Sri Sri Ravi Shankar, Founder, The Art of Living International Centre, Vadiya Rajesh Kotecha, Secretary AYUSH; Dr. H.R. Nagendra, Chancellor, SVYASA; other dignitaries.



Geneva



Lugano



Fribourg



More than 750 eminent dignitaries, Experts of Yoga and Allied Sciences, Yoga enthusiasts besides 50 foreign delegates were participated the event. Morarji Desai National Institute of Yoga played an important role for overall successful organization of the event under the abled leadership of Dr. I V Basavaraddi, Director MDNIY.



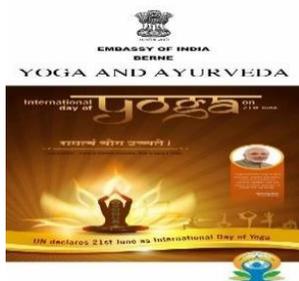
Brugg Windisch



Vaduz, Liechtenstein



Schaan Liechtenstein



## News on Ayurveda



**Indian ayurvedic industry to grow to \$ 4.4 billion by the end of this year:** A study by the Confederation of Indian Industry (CII) said

the ayurveda sector in the country will achieve a gross market size of \$ 4.4 billion, or roughly Rs 30,000 crore by the end of 2018. To add to the bullish outlook, the Indian ayurveda industry is projected to record a compounded annual growth rate of a robust 16 % until 2025.



**CII-PwC report on Ayurveda:** A recently published CII-PwC report on Ayurveda said that an increased emphasis on lifestyle and wellness, driven by a rise in

non-communicable and chronic diseases, was driving the demand for Ayurveda in India. The report stated that 77 per cent of Indian households used Ayurvedic products in 2017, up from 69 per cent in 2015. The report which was released at the Global Ayurveda Summit in Kochi that the global market for Ayurveda is also growing. The size of the global ayurvedic market is expected to almost treble from \$3.4 billion in 2015 to \$9.7 billion in 2022.



**Ayurveda and Yoga make Inroads in Japan:**

The Memorandum of Cooperation (MoC) between the Ministry of

AYUSH of India and the Kanagawa Prefectural Government signed during PM Modi's visit to Japan promotes bilateral cooperation, for the first time, in Indian traditional medicinal systems such as Ayurveda and Yoga under the rubric of healthcare and wellness. This is the first ever Agreement to promote Ayurveda and Yoga with Japan.

The MoC will complement another MoC concluded earlier to promote cooperation in the areas identified under the National Health Protection Mission, such as primary healthcare, prevention of non-communicable diseases, sanitation, hygiene, nutrition and elderly care. The two MoCs will provide impetus to the healthcare sector covering not only the conventional healthcare system, but also Ayurveda and Yoga in order to provide holistic healthcare and wellness in both countries.

## Naturopathy Day



The AYUSH Ministry celebrated its first Naturopathy Day across the country on 18 November 2018. The Central Council for Research in Yoga and Naturopathy organised health

camp, workshops and exhibitions in association with local naturopathy centres and hospitals.



Inaugurating the first Naturopathy Day Programme in New Delhi, AYUSH Minister Shripad Yesso Naik said his Ministry is introducing several schemes to expand the Naturopathy treatment. He said, work on building natural clinics is already in progress in Pune, Goa,



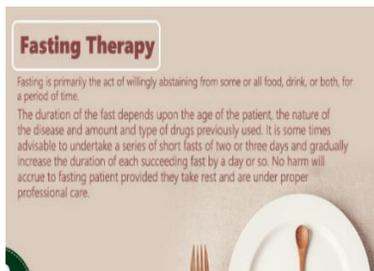
Delhi, Haryana, Karnataka, Kerala and Andhra Pradesh. The Minister said, common man should take benefit of Naturopathy treatment. More than 1,000 Naturopathy specialist doctors from all over the country participated in the event, which was organised by International Naturopathy Organisation in association with Ministry of Ayush.

National Institute of Naturopathy, Pune organized first Naturopathy day celebrations on 18th November 2018. On the occasion of First Naturopathy day Prakruti mela: A health and wellness expo was organized at Wadia college ground. Four books were released on the occasion namely, A Practical Manual on Hydrotherapy, Calendar of Naturopathy concepts and a Special edition of Nisargopachar Varta and Heart of Medicine and Health Care was released by all the dignitaries.

## Useful Naturopathy Therapies



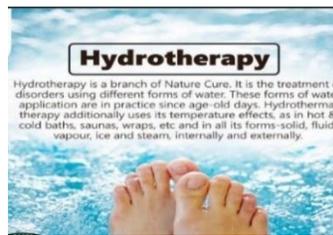
According to 'Diet Therapy', the food should have its original essence, taste and smell, and preferably consumed in its natural form. Cooking should be minimum.



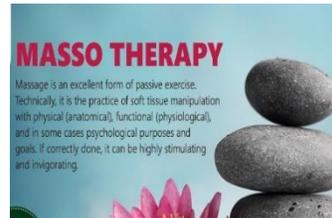
As per the 'Fasting Therapy', fasting is primarily the act of willingly abstaining from some or all food, drink, or both, for a specific period of time. Methods of fasting are water, juices or raw vegetable juices. The best, safest and most effective method is lime juice fasting.



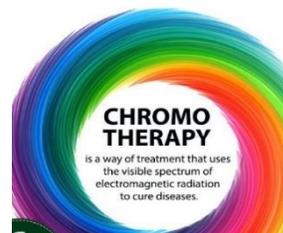
Through 'Mud Therapy', the mud's black color absorbs all the colors of the Sun and conveys them to the body. Mud retains moisture for a long time, when applied over the body part causes cooling.



'Hydro Therapy' says taking bath properly with clean cold water is considered an excellent form of Hydrotherapy. According to Naturopathy, such baths open up the pores of the skin and make the body light and fresh.



'Masso Therapy' it mean massage involves acting on and manipulating the body with pressure – structured, unstructured, stationary, or moving – tension, motion, or vibration, done manually or with mechanical aids.



'Chromo Therapy' according to Naturopathy, the seven colours of Sun rays have different therapeutic effects. These colours are - Violet, Indigo, Blue, Green, Yellow, Orange and Red. These colours have their impact on individuals in helping them to be healthy or in treatment of different diseases.



'Magnet Therapy' as per principles of Naturopathy, magnetic treatment is to be applied directly to the affected body parts by the therapeutic magnets, or as general treatment to the body. Specially designed magnetic belts are available for different parts of the body.



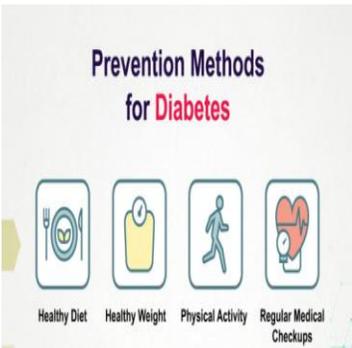
'Air Therapy' process recommends daily walk in light clothes in clean surroundings where adequate fresh air is available. An alternate method is a specially constructed room without roof and surrounded by shutter like walls so as to allow free passage of air.



Reflexology is a therapeutic process that aims to restore body's balance and helps to relax the body. Reflexology improves Nerve Function,

Boosts Energy Level, Improves Circulation throughout the body, Reduces Headaches and Helps in Speedy healing.

## Scope for Ayurveda in the Treatment of Diabetes



Ayurveda considers Prameha, as a disease of Medadhatu (Body Fats or adipose tissue) Dushti with additional derangement in mansadhatu (muscle tissue), Kleda, Rasadhatu, Raktadhatu,

Majja, Shukra etc. Ayurvedic line of Treatment starts from correction of medadhatu dushti (Deranged Adipose Tissue), which is responsible for further Pathophysiology of Prameha.

Until recently, it was a belief of Modern Science, that Diabetes is a disease of deranged Carbohydrate Metabolism. But research in this field has highlighted the importance of lipid metabolism and its role in the development of diabetes. Uniqueness of Ayurveda in the diagnosis and treatment of Prameha / Madhumeha:

- Causes are well described according to dosha dominance in Prameha /Madhumeha. These causes are mainly diet related, dietary routine related, lifestyle related and acquired.
- Twenty types of Prameha / Madhumeha are described as per characteristics of urine and urination. Few types are found even today. Twenty Medicinal combinations for treatment of each type is also suggested.
- Prameha / Madhumeha Poorvaroop Avastha, which can be called as prediabetic stage, is well described. This stage can be diagnosed well before the actual manifestation of Prameha / Madhumeha. Charak Samhita suggests starting

the treatment of Prameha Madhumeha right at this stage.

- Ayurvedic Treatment line differs for obese and non-obese type of patients, Sanshodhan for obese and Shamana for obese and non-obese patients.
- Dietary regime is a vital part. New research in the field of dietetics and Nutrition is supporting the Ayurvedic ideas of diet in Prameha /Madhumeha.
- Emphasis on exercise is given, Sushrut Samhita suggests even the type of exercise, which seem to improve muscle tone.
- Prognosis of the disease as per dosha type of Prameha / Madhumeha, duration of disease and seriousness of symptoms is given.
- Ayurveda describes Madhumeha, in which patient passes sweet urine. This is one of the pathways for manifestation of Prameha. Efforts are required to treat this condition. It can be regarded as Diabetes Mellitus. The advanced stage of the Prameha is also called Madhumeha, which is regarded as incurable. (Source: Protocol for prevention and control of Diabetes through Ayurveda, Ministry of Ayush)

## Upcoming Events

- Ayurveda Lounge in Prattlen, Basel on December 5, 2018
- Ayurveda Lounge in St.Gallen on December 6, 2018
- Ayurveda Lounge in Gumligen, Berne on December 7, 2018
- National conference on “Dinacharya and Ritucharya for public health promotion ” 10th and 11th December 2018 at Constitutional club of India, New Delhi , Organised by All India Institute of Ayurveda (AIIA)
- Yoga classes in Zurich on December 15, 2018
- Yoga classes in Gumligen from 18th December to 22nd December.
- Siddha for Public Health- Second Siddha Day on 26th December 2018, By Ministry of Ayush

For any queries, please do not hesitate to contact us at [info.berne@mea.gov.in](mailto:info.berne@mea.gov.in)