



# Monthly Ayurveda Bulletin

## (Embassy of India AYUSH Information Cell, Berne)

### World Integrated Medicine Forum (WIMF)



**WIMF Mission:** The mission of the World Integrated Medicine Forum is to further develop evidence based Traditional and Integrated Systems of Medicine by promoting public-private co-operation.

**WIMF Vision:** The World Integrated Medicine Forum (WIMF) engages government, political, business and academic leaders to shape global and regional agendas concerning Integrated Medicine. Progress and change happens by creating mutual understanding and bringing together diverse stakeholders from the global community. This will foster the implementation of Traditional and Integrated systems of medicine into health care and health promotion both globally and regionally.

#### What makes the World Integrated Medicine Forum unique?

- A place where key stakeholders in the rapidly growing field of Traditional and Integrated Medicine can meet for high level strategic discussions on the current status and future.
- Focused on a specific theme.
- High level, strategic discussion on themes affecting the delivery, availability and development of evidence based Traditional and Integrated Medicine systems.

The World Integrated Medicine Forum on the regulation of Homoeopathic Medicinal Products with the theme 'Advancing Global Collaboration' was inaugurated on 23 January, 2019 by Hon'ble Minister of State for AYUSH (I/C), Shri Sripad Yesso Naik. The three-day forum from 23 to 25 January, 2019 has been organised by Central Council for Research in Homeopathy (CCRH), with the support of Ministry of AYUSH, Homoeopathic Pharmacopoeia Convention of the United States (HPCUS) and European Coalition on Homeopathic & Anthroposophic Medicinal Products (ECHAMP), Pharmacopoeia Commission of Indian Medicine and Homoeopathy and Central Drugs Standard Control Organization (CDSCO). The forum has participation of key public and private sector stakeholders, such as representatives from World Health Organisation (WHO) and drug regulatory authorities, as well as pharmacopoeia experts and industrialists from various countries. Among the delegates are also present veterinary experts, as well as the regulators and drug controllers of various states of India.

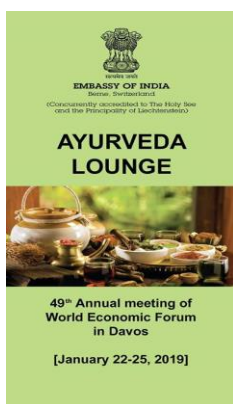


Hon'ble Minister of State for AYUSH (IC), Shri Sripad Yesso Naik released a book 'A ready reckoner of Homoeopathic Medicines in different

Pharmacopoeias' at the inauguration of the World Integrated Medicine Forum on the Regulations of Homeopathic Medicinal Products at Goa.

# AYURVEDA IN SWITZERLAND

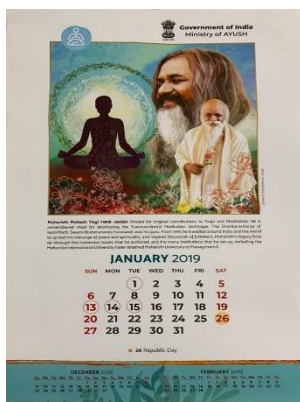
## AYURVEDA & YOGA LOUNGE AT DAVOS



Embassy of India set up Ayurveda Lounge in Davos and gave yoga sessions to the

visitors during the sidelines of World Economic Forum annual meeting.

## AYUSH Calendar of 2019



AYUSH Calendar of 2019 starts with a tribute to Maharishi Mahesh Yogi who lived at Seelisberg in

Switzerland from 1972 to 1983 and spread the message of Transcendental Meditation in Europe and beyond. Embassy of India organized the India Switzerland Ayurveda Conclave on 1 December, 2018 at the Maharishi European Research University in Seelisberg.

## Launch of 2<sup>nd</sup> Ayurveda Bulletin



Ambassador Sibi George along with Swiss Member of Parliament Nik Gugger, President of Swiss Indian Chamber of Commerce Philippe Reich & First Secretary Dr. Piyush Singh released the second edition of Ayurveda Bulletin on 9 January, 2019 in Bern.





## AYUSH ACTIVITIES IN INDIA

### Release of AYUSH Calendar of 2019



Hon'ble Minister of AYUSH (IC), Shri Shripad Yesso Naik formally released the AYUSH Calendar 2019 at AYUSH Bhawan, New Delhi.

### AYUSH Institute in Goa



Construction agreement signed for premier AYUSH institute in Goa. The proposed All India Institute of Ayurveda, Yoga and Naturopathy Hospital in Goa has moved a step closer to realization when Hon'ble Minister of State for AYUSH (IC), Shri Shripad Yesso Naik

signed the construction Agreement with M/S NBCC (India) Ltd. NBCC will complete the project in next 24 months.

### Inaugurations



Kanchan, Pune on 19 January, 2019.

Hon'ble Minister of State for AYUSH (IC), Shri Shripad Yesso Naik inaugurated Mahila Naturopathic Ashram at Urali

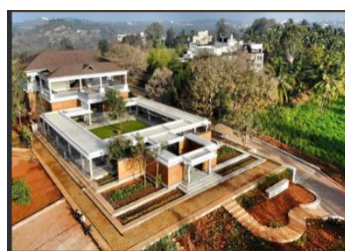


Hon'ble Minister of State for AYUSH (IC), Shri Shripad Yesso Naik inaugurated the National Conference on Educational Administration and Excellence in

Indian Systems of Medicine organized by CCIM at J. N. Tata Auditorium, IISC, Bengaluru on 20 January, 2019.



Hon'ble Minister of State for AYUSH (IC), Shri Shripad Yesso Naik Inaugurated the new second floor of the Regional Ayurveda Research Institute in Pujappura, Thiruvananthapuram, Kerala.



Hon'ble Minister of State for AYUSH (IC), Shri Shripad Yesso Naik inaugurated the new campus of Sri Sri School of Yoga at Art of Living at Bangalore Ashram in the presence of Gurudev Sri Sri Ravi Shankar Ji.

## Ayurveda News

### Niraamaya Retreats Launches India's First Comprehensive Ayurveda App, AyuRythm



The convergence of technology and traditional healing systems have found resonance among millennials who use a wide variety of apps to measure their health indicators and monitor their fitness levels. Niraamaya Retreats, India's leading hospitality group that offers integrated wellness and healing programs, weighs in favour of 'disease prevention' through its various Ayurveda and Yoga-led programs. AyuRythm is the flagship product of HourOnEarth Creative Solutions. HourOnEarth's vision is to create an evidence-based, technology-driven approach to integrate traditional medicine and western medicine. AyuRythm integrated modern approaches like sensing and artificial intelligence into Ayurveda without changing the basic principles of Ayurveda.

### Pious Ayurveda by Shaleen Pharmaceuticals Announces First-of-its-kind of Innovative Products 'Pious Elements'

Shaleen Pharmaceuticals has been synonymous with best Ayurveda medicines and has been very well known for developing and launching PRO ACTIVE wellness products for the diseases. They work on the principles of first aim of Ayurveda i.e. 'Swasthasya swasthya rakshnam' which means- to take care of the health of a healthy person and second aim of Ayurveda i.e. 'Aaturasya vikaar prashamnam' which means- to take care of ailments. Shaleen Pharmaceutical has been regularly working to help create a positive environment around. It has been successful in establishing itself as a trusted brand for creating products for every chronic ailment. With all expertise and years of working on the proactive modes of saving people from chronic ailments, Shaleen Pharmaceuticals has launched its first revolutionary product 'Pious Elements Pack' which is first product of-its-kind in the history of Ayurveda. It has been targeted to save people from being sick and healing the chronically sick people.

**Pious Elements:** It is not only a product derived from perfect blend of five Vedic sciences- Astrology, Vastu, Aromatherapy, Harmonising of Chakra and Aura, but every science taken into consideration with Ayurveda.

### Year End Review 2018- Ministry of AYUSH

- All India Institute of Ayurveda, (AIIA) Phase-I Started-National Institute of Homoeopathy Being Set Up.
- Main Event of International Day of Yoga Celebrated in Dehradun-50,000 People Performed Yoga Along with the PM.
- Homoeopathy Central Council (Amendment) Act, 2018 Comes in to Effect.
- IT Education Launched for Ayush Professionals in Collaboration with C-DAC.

The Ministry of AYUSH through its multi pronged strategy in year 2018 has been able to bring alternative system of medicine particularly Ayurveda and Homeopathy in to mainstream of the public health system in India. During the year, usage of Information Technology in AYUSH system was given prominence, new Hospital and Research Centers opened and MoUs signed with several stakeholders including several Ministries and Countries for disseminating benefits of traditional systems all over the country and abroad. The Ministry continued to propagate, publicise and popularise the alternate system of medicine with an aim of minimising the gap between demand and supply of medical facilities in the country. Following are the significant achievements and details of the important activities of Ministry of AYUSH during the year.

### Unani Therapies



**Ilaj-bil-Tadbir (Regimenal therapy):** is special technique/physical methods of treatment to improve the health as per the constitution of body by removing waste materials and improving the defense mechanism of the body and protect health.



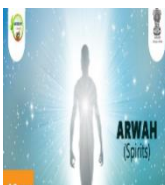
**Ilaj-bil-Ghiza (Dieto Therapy):** By regulating the quality and quantity of food several ailments are treated successfully. There are several published books, which deals with the subject of diet in relation to specific diseases. Certain foods are considered as laxative, diuretic and diaphoretic.



**Surgery (Ilaj-bil-Yad) :** This therapy is of very limited use, although the Unani system is credited to be pioneer in this field and having developed its own instruments and techniques. At present only minor surgery is in use in the system.



**Mizaj (Temperament):** The individuals temperament is believed to be the result of the interaction of the elements. The temperament can be real equitable where the four elements used are in equal quantities.



**Ruh (Spirit)** is a gaseous substance, obtained from the inspired air, it helps in all the metabolic activities of the body. It burns the Akhlat latifah to produce all kinds of quwa (powers) and Hararat ghariziyah, it is the source of vitality for all the organs of the body.

### Upcoming Events

- Exploring Indian Tea (Feb 27; 1600 hrs; Kirchenfeldstrasse 28, 3005 Berne).
- Celebrating Yoga and Ayurveda in Switzerland (Feb 28; 0930-1130 hrs; Hotel Bellevue Palace, Kochergasse 3-5, 3011, Berne).