



Edition 17

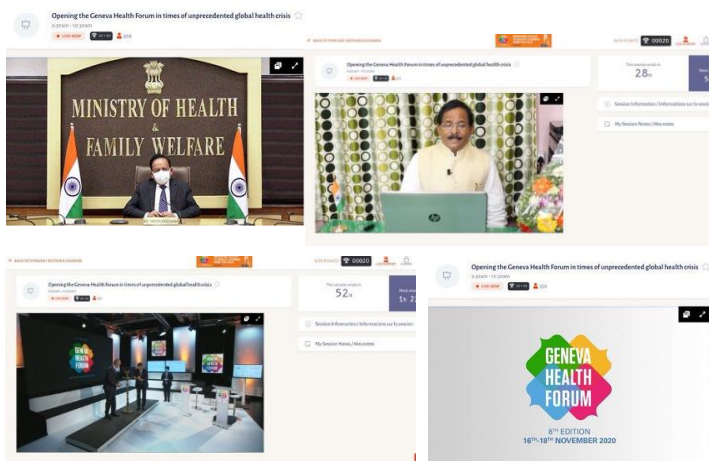
December 2020

Monthly Ayurveda Bulletin

(Embassy of India AYUSH Information Cell, Berne)

Geneva Health Forum 2020

17, 2020. Panelists were Prof. Sanjeev Sharma, Director, NIA, Jaipur and Prof. Asim A. Khan, DG, CCRUM.

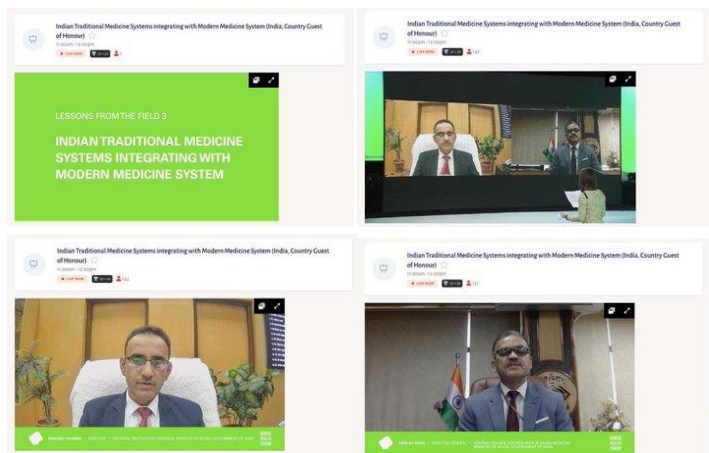


India was the Country Guest of Honour in the 8th Geneva Health Forum (November 16-18, 2020). Keynote speeches delivered by Hon'ble Minister of Health and Family Welfare Dr. Harsh Vardhan and Hon'ble Minister of State, Ministry of AYUSH (IC) and Minister of State, Ministry of Defence, Shri Shripad Yesso Naik during the Opening Ceremony.

Short Yoga videos prepared by National Institute of Ayurveda, Jaipur for 8th Geneva Health Forum (GHF). The Yoga exercises can be done sitting in front of the computer screens.

Session on 'Indian Traditional Medicine Systems integrating with Modern Medicine System' at GHF 2020

Ambassador of India to Switzerland address at GHF 2020

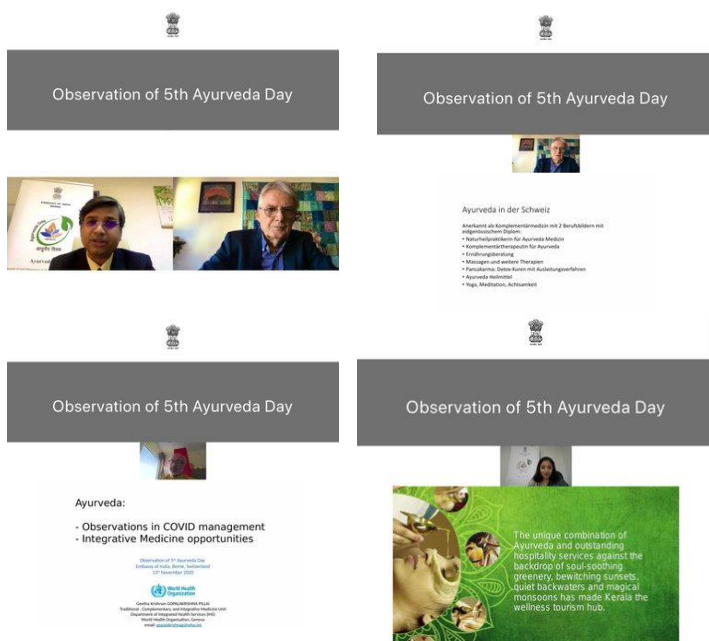


H.E. Ms. Monika Kapil Mohta, Ambassador of India to Switzerland addressed the Closing Ceremony of the 8th edition of Geneva Health Forum on November 18, 2020.

A Session on 'Indian Traditional Medicine Systems integrating with Modern Medicine System' held on November



Webinar on 'Ayurveda for COVID 19'

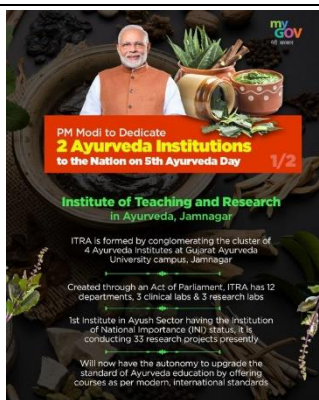


Embassy of India, Berne observed 5th Ayurveda Day with organisation of a Webinar with the theme 'Ayurveda for COVID 19' on November 13, 2020. It received enthusiastic participation. Presentations included on basics of Ayurveda, integration with Modern Medicine, and Ayurveda Tourism.

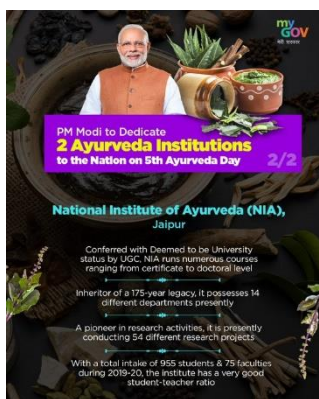
Hon'ble Prime Minister Shri Narendra Modi dedicated two National Premier Ayurveda Institutions to the nation on the 5th Ayurveda Day

Hon'ble Prime Minister Shri Narendra Modi dedicated two future-ready national premier Ayurveda institutions to the nation to mark celebration of the 5th Ayurveda Day through video conferencing on November 12, 2020. The Prime Minister dedicated to the nation the Institute of Teaching & Research in Ayurveda (ITRA), Jamnagar as an Institution of National Importance (INI), and the National Institute of Ayurveda (NIA), Jaipur as a Deemed to be University by the University Grants Commission. Shri Shripad Naik, Minister of State (IC), Ministry of AYUSH, Shri Kalraj Mishra, Governor of Rajasthan, Shri Ashok Gehlot, Chief Minister, Rajasthan, Shri Acharya Devvrat, Governor of Gujarat, and Shri Vijaybhai Rupani, Chief Minister of Gujarat participated virtually. The Prime Minister highlighted the rich legacy of traditional medicine that India has been blessed with. This has been recognized worldwide, more so during the times of the global pandemic of COVID-19 for its beneficial and health and wellness endowing supreme properties, he stated. The Prime Minister stated that the focus has now shifted to prevention and wellness, and the importance of holistic and integrated medicine systems for overall wellness and health of the people. India's traditional systems of medicine have amply demonstrated to the world the power of Ayurveda. It is now important to develop scientific evidence-based research

structures to integrate with the modern knowledge repositories to move ahead in the 21st century. Integrative medicine is the need of the hour, he highlighted. While India has been known as Pharmacy of the World, with evidence-based research, we can take traditional medicine systems and Ayurveda to new heights, he stated. The Prime Minister pointed out that during the Corona period the demand for Ayurvedic products has increased rapidly all over the world. He said exports of Ayurvedic products increased by about 45 percent in September this year compared to the previous year. He added the significant increase in export of spices like turmeric, ginger, considered as immunity boosters shows the sudden boost in confidence in Ayurvedic solutions and Indian spices across the world. He said that during the Corona period, the focus is not only limited to the use of Ayurveda alone but to advance research related to AYUSH in the country and the world. The Prime Minister emphasized that Ayurveda is not an option anymore, but forms a fundamental pillar of the country's national health policy and health interventions. The Prime Minister congratulated the two premier Ayurveda Institutes and urged them to work in the direction of developing new curriculum to explore and also match the new challenges and opportunities in the field of modern medicine. He urged the Ministry of Human Research and Development (MoHRD) and the University Grants Commission (UGC) to work on this, which shall in turn give a boost to the doctoral and post-doctoral studies. The Prime Minister also urged the private sector and the start-ups industry to study the global demand for Ayurveda globally, and to become champions for 'Vocal For Local' across the world with their new developments in this field. We shall become the ones to herald a change in the health and wellness sector across the world, he stated. Stressing on the importance of wellness, the Prime Minister mentioned about establishing 1.5 lakh Health & Wellness Centres across the country as part of the Ayushman Bharat yojana. Of these, 12,500 centres will be AYUSH Wellness centers with focus on integrative medicine systems. Director General of World Health Organisation (WHO), Dr. Tedros Adhanom Ghebreyesus gave a video message on the occasion and praised the Prime Minister's commitment to the universal coverage under Ayushman Bharat and evidence-based promotion of traditional medicines to achieve health related objectives. He announced the setting up of the Global Centre of Traditional Medicine in India. The Prime Minister thanked WHO and the DG for choosing India for the Global Centre of Traditional Medicine. Dr. Tedros said that Ayurveda is an Indian heritage and it is a matter of happiness that India's traditional knowledge is enriching other countries also. Ministry of AYUSH has been observing 'Ayurveda Day' every year on the occasion of Dhanwantari Jayanti (Dhanteras) since 2016.



medicine, and presently, it is conducting 33 research projects. ITRA has been formed by conglomerating the cluster of four Ayurveda Institutes at Gujarat Ayurveda University campus, Jamnagar. It is the first Institute in AYUSH Sector having the Institution of National Importance (INI) status. With the upgraded status, ITRA will have autonomy to upgrade the standard of Ayurveda education as it would offer courses as per modern, international standards. Further, it will forge inter-disciplinary collaborations to give a contemporary thrust to Ayurveda.



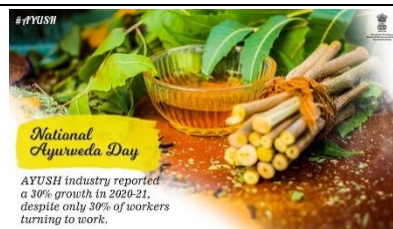
possess 14 different departments. The Institute has very good student teacher ratio with a total intake of 955 students and 75 faculties during 2019-20. It runs numerous courses in Ayurveda ranging from certificate to doctoral level. With state-of-the-art lab facilities, NIA has also been a pioneer in research activities. At present, it conducts 54 different research projects. With the conferring of Deemed to be University (De novo category), the National Institute is set to reach new heights by achieving highest standards in tertiary health care, education and research.

Facts:



ITRA, Jamnagar: Recently created through an Act of Parliament, the Institute of Teaching and Research in Ayurveda (ITRA), is poised to emerge as a world class healthcare institution. ITRA has 12 Departments, three clinical laboratories and three research laboratories. It is also a leader in research work in traditional

NIA, Jaipur: An Ayurveda institution with country wide repute, NIA got a shot in the arm with Deemed to be University (De novo Category) status. Inheritor of a 175-year legacy, NIA's contribution to preserving, promoting and advancing authentic Ayurveda in the last few decades has been significant. Presently NIA



Niger seeds laddus



A famous Indian dessert, laddus has been a part of our celebrations since ages. We can give laddus a healthy twist just by changing some ingredients. Niger seeds laddus are not only tasty and easy to make but are super healthy as well. Rich in antioxidants and anti-inflammatory compounds, these help improve heart health and fight anemia.

1st Webinar on Harmonization of Curricula for Mutual Recognition of Traditional Medicine Degrees of BIMSTEC Countries



Hon'ble Minister of State, Ministry of AYUSH (IC) and Minister of State, Ministry of Defence, Shri Shripad Yesso Naik attended & addressed 1st Webinar on Harmonization of Curricula for Mutual Recognition of

Traditional Medicine Degrees of BIMSTEC Countries organised by Ministry of AYUSH. Shri Naik stated that the present initiative of cooperation in harmonization would largely benefit to all the member states and may contribute in economy development as well as in further improving the health status of people. He wished this initiative a grand success.

Webinar on Yoga & Ayurveda Medicine for Mental Wellness

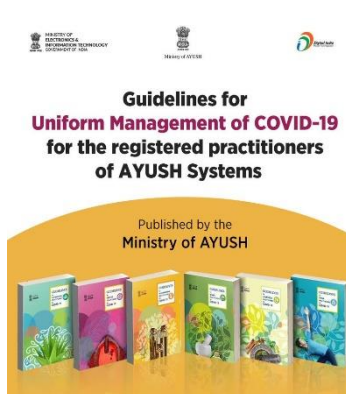
Hon'ble Minister of State, Ministry of AYUSH (IC) and Minister of State, Ministry of Defence, Shri Shripad Yesso Naik attended & addressed webinar on Yoga & Ayurveda Medicine for Mental Wellness jointly being organized by Western Sydney University's NICM Health Research Institute (NICM HRI) and All India Institute of Ayurveda, Delhi via Video Conference on November 5, 2020. Shri Naik stated that the event will be helpful to create a dialogue among Ayurveda and Yoga stakeholder and among experts from other fields who can contribute. He wished this webinar a grand success and hope outcomes that emerge from this event may achieve the desired goal of vibrant Health for all.



First Animal study in India on Coronavirus

The first animal study in India on Coronavirus, which is a collaborative effort between Ministry of AYUSH and Department of Bio-Technology (DBT), has moved to its final stage. This concerns pre-clinical studies on four oral interventions which have already been taken up for clinical studies, the Ministry of AYUSH said. In a statement, it describes the study as one of the most sophisticated research projects in the country in the COVID-19 context. The clinical studies are being pursued through another collaboration of the Ministry of AYUSH, the partner in this one being the Council for Scientific and Industrial Research (CSIR). The collaboration relating to the animal study (in-vivo) arose from an MoU signed between the National Medicinal Plants Board (NMPB) of the Ministry of AYUSH and the DBT. It is based on the concept of reverse Pharmacology (PH) which explores the scientific reasoning behind established medical practice like those of Ayurveda, the statement said. The study was being held at the Translational Health Science and Technology Institute (THSTI), an autonomous institute of DBT located in Faridabad. The sophisticated BSL-3 level laboratories of THSTI were housing these studies, being held on hamsters. "This is a proud moment for both Ministry of AYUSH and Department of Biotechnology that this collaboration is leading to land mark research in India," said Secretary, Ministry of AYUSH, Vaidya Rajesh Kotecha. (https://economictimes.indiatimes.com/industry/healthcare/biotech/first-animal-study-in-india-on-coronavirus-moves-to-its-final-stage-says-ayush-ministry/articleshow/79323630.cms?utm_source=contentofinterest&utm_medium=text&utm_campaign=cppst)

Guidelines for the registered practitioners of the respective AYUSH Systems



Ministry of AYUSH has always been proactive in dealing with contingencies, like the pandemic. One such proactive measure has been publishing Guidelines for the registered practitioners of the respective AYUSH Systems. Guidelines for practitioners can be viewed at <https://ayush.gov.in>.

Apoopam (Rice Pancake)



A sweet dish is a must this festive season. Apart from the traditional laddus and halwas, pancakes are also loved by all! Apoopam (Rice Pancake) will not only satisfy your sweet tooth but also has many health benefits. It helps improve your digestion and fights cough and cold.

Clarifications with respect to the Indian Medicine Central Council (Post Graduate Ayurveda Education) Amendment Regulations, 2020

Central Council of Indian Medicine (CCIM), the statutory body that regulates the Indian Medical systems of Ayurveda, Siddha, Sowa-Rigpa and Unani Medicine issued a notification on November 20, 2020 to streamline some of the provisions of the regulations concerning Post Graduate Ayurveda Education by adding clarity and definition to the same. It has come to the notice of the Ministry of AYUSH that some mis-reported and incorrectly interpreted versions of the above notification have surfaced in some media platforms, leading to mis-information about the nature and purpose of the said notification. To lay to rest the apprehensions arising out of such incorrect interpretations, the Ministry is now issuing the following clarifications answering the questions that have been raised in this matter:

1. What does the notification called the Indian Medicine Central Council (Post Graduate Ayurveda Education) Amendment Regulations, 2020 deal with?

The notification relates to the Shalya and Shalakya streams of Post Graduate Education in Ayurveda. The notification specifies (in clearer terms than the earlier notification on the subject) a total of 58 surgical procedures that PG scholars of these streams (cumulatively) need to be practically trained in so as to enable them to independently perform the said activities after completion of their PG Degree. The notification is specific to these specified surgical procedures and does not allow Shalya and Shalakya Post Graduates to take up any other types of surgery.

2. Does the said notification signify a policy shift in the matter of practice of surgical procedures by practitioners of Ayurveda?

No, this notification is a clarification of the relevant provisions in the previously existing regulations of 2016. Since beginning, Shalya and Shalakya are independent Departments in Ayurveda colleges, performing such surgical procedures. While the notification of 2016 stipulated that the students shall undergo training of investigative procedures, techniques and surgical performance of procedures and management in the respective specialty, the details of these techniques, procedures and surgical performance were laid down in the syllabus of respective PG courses issued by CCIM, and not the regulation per se. The present clarification was issued in over-all public interest by CCIM by bringing the said details into the regulation. Hence this does not signify any policy shift.

3. Why is there a controversy around the use of modern terminology in the said notification?

The Ministry has not received any comments or objections about the use of modern terminology in the said notification, and is hence not aware of any such controversy. It is, however, clarified that all scientific advances including standardized terminologies are inheritances of the entire mankind. No individual or group has monopoly over these terminologies. The modern terminologies in the field of medicine, are not modern from a temporal perspective, but are derived substantially from ancient languages like Greek, Latin and even Sanskrit, and later languages like Arabic. Evolution of terminologies is a dynamic and inclusive process. Modern medical terms and terminology facilitates effective communication and correspondence not just among physicians, but also to other stake-holders including the public. In the instant notification, modern terms are adopted as per requirement to ensure that the same is understood widely in the medical profession, in the stake-holding disciplines like the medico-legal, health IT etc., as well as by the members of the public.

4. Does the use of modern terminology in the said notification amount to “mixing” of Ayurveda with Conventional (Modern) Medicine?

Not at all. The purpose of all modern scientific terminology is to facilitate effective communication and correspondence among the different stake-holders. The stake-holders of the instant notification include not just the Ayurveda practitioners but also professionals of other stake-holding disciplines like the medico-legal, health IT, insurance etc., as well as the members of the public. Hence the use of modern terminology was required. The question of “mixing” of Ayurveda with Conventional (Modern) Medicine does not arise here as CCIM is deeply committed to maintaining the authenticity of Indian systems of medicine, and is against any such “mixing”.

9th Board Meeting of National Medicinal Plants Board (NMPB)



Hon'ble Minister of State, Ministry of AYUSH (IC) and Minister of State, Ministry of Defence, Shri Shripad Yesso Naik attended and addressed 9th Board Meeting of National Medicinal Plants Board in presence of Secretary, Ministry of AYUSH, Vaidya Rajesh Kotecha, CEO, NMPB, Dr. J.L.N. Sastry and members of the Board.

National AYUSH Mission (NAM)

It's time to move towards a healthy life! Government of India under National AYUSH Mission (NAM), supports state governments in their effort to provide AYUSH medicines and treatments to general public. Upgrading of AYUSH healthcare facilities, availability of free consultation and medicines are the objective of NAM.

Exploring ayurveda for cancer treatment — the 2+2 India-US pact you didn't hear about



India and the US have tied up to explore traditional medicine systems like ayurveda in the search for cancer medicines. The two countries signed a Letter of

Intent (LoI) during bilateral 2+2 summit that, ThePrint has learnt, provides for exchange of scientists, data and material on a regular basis for research to find complementary and

alternative medicines for cancer. The LoI was signed on October 27, 2020 between the Central Council for Research in Ayurvedic Sciences (CCRAS), the apex body in India for undertaking, coordinating, formulating, developing and promoting research in ayurveda under the Ministry of AYUSH, and the Office of Cancer Complementary and Alternative Medicine (OCCAM), an agency under the US government's National Institutes of Health (NIH). The NIH is the largest biomedical research agency in the world and operates under the US Department of Health and Human Services. In a joint statement issued after the meeting, the four ministers involved — Union Defence Minister Rajnath Singh and Union External Affairs Minister S. Jaishankar, and US Secretary of State Mike Pompeo and Secretary of Defense Mark T. Esper — were quoted as having “applauded the signing of the LoI”. Reached for comment, AYUSH Ministry Secretary Vaidya Rajesh Kotecha said the collaboration “is a welcome move”. “It opens the door for long-term association in the area of research on AYUSH systems, particularly in the area of cancer prevention and treatments,” he added. (<https://theprint.in/health/exploring-ayurveda-for-cancer-treatment-the-22-india-us-pact-you-didnt-hear-about/533949/>)

Read informative blogs on health and immunity

Read informative blogs on health and immunity by visiting the AYUSH for Immunity Campaign page. The AYUSH for Immunity Campaign page on the MyGov platform is a source of valuable information on health and well being. The blogs not only provide relevant information on AYUSH-based solutions that help enhance health and immunity but also on different activities related to the “AYUSH for Immunity” campaign. To read the blogs click here: <https://www.mygov.in/group-issue/use-ayush-based-solutions-strengthening-immunity/>

Jan Andolan against COVID-19 gains traction in AYUSH Sector

With thousands of AYUSH professionals joining the Jan Andolan against COVID-19, the movement has gained considerable traction in the traditional systems of medicine. The movement is covering AYUSH dispensaries, hospitals, educational institutions, wellness centres and other units. AYUSH professionals work closely with the public at the grass root level, and hence they have been successful in adding momentum to the campaign by influencing public behaviour during this awareness campaign. It was seen in a review done at AYUSH Ministry that during the 5 days period from October 26-30, 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 stakeholders 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 5-day period also saw nearly 200 newspaper 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 lectures 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.

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. 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 Covid-19 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 Ministry 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 :

Knowledge Creation and Management,

Strategic & Policy-Making Support,

State Policy Bench marking: Undertaking State Policy bench marking to formulate uniform guidelines/regulations regarding AYUSH sector in India,

Investment Facilitation: Follow up and facilitation of investment cases and MoUs, and coordination among different Department, organisations and States.

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 Ministry of AYUSH would assist the Bureau in responding to investment proposal, issue and queries and fund Invest India for undertaking activities assigned. The Ministry will also 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. Carving out an independent Ministry for the seven AYUSH systems in 2014 has put these Indian Medicine Systems 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.

(<https://pib.gov.in/PressReleaselframePage.aspx?PRID=1669290#.X55wat1sDKR.twitter>)

AYUSH Ministry to set up 5 incubation centres in coming months

To promote the Indian AYUSH industry nationally and globally, ASSOCHAM has partnered with the Ministry of AYUSH, Government of India to organize ‘Global AYUSH Mela’, a three-day virtual expo to provide a platform for various stakeholders to network, encourage education and honor the leaders of the industry. The virtual expo opened on October 30, 2020. A knowledge report titled ‘Medicinal plants for rural development for North East’ compiled by ASSOCHAM was released by Dr Jitendra Singh, Minister of State, Prime Minister’s Office and MoS (I/C), Ministry of Development of North Eastern Region, Government of India, who was the Chief Guest at the inaugural session. Speaking at the event Secretary, Ministry of AYUSH, Vaidya Rajesh Kotecha said, “Global disruptions due to the pandemic has opened avenues for the deep-rooted ancient knowledge and treasure trove of medicinal plants used in the Ayush system of treatment as an answer to the challenge of Covid. India’s stronghold in the field of Ayurvedic immunity-boosting practices puts us in a strong position to meet present and future demands. The government has been championing the growth of this sunrise industry through various schemes and 4000 crores have been announced for the AYUSH Sector exclusively for medicinal plants under the Atmanirbhar Abhiyaan.” He further added, “10 lakh hectare cultivation of medicinal plants will soon be a reality and there will be startup incubation centres to aid the growth of the AYUSH sector. Five such incubation centres will come in the country in the next six months. Also, 68 research studies are being done all over the country in this field. All these show the

commitment of the ministry and the government towards giving the filed its rightful place. With the rising interest in AYUSH, now is the time for all stakeholders including private players to work together towards a shared common dream that is the growth of AYUSH in the country and beyond.” Acharya Balkrishna, Vice-Chancellor, University of Patanjali said, “There were many preconceived notions about Ayurveda and yoga before Corona but this pandemic gave us an opportunity to dispel them and showcase to all that they can play a big role especially in the prevention of diseases like these. We faced several problems but today we are directly involved with more than one crore family and have reached to more than 50 crore people overall in various ways. These are all established things so I request all to get out maximum benefit from our traditional knowledge and medicines.” He added, “Now people have also accepted Coronil as preventive medicine and as a Suraksha Kawach. I am happy to share that the well known Molecules international journal has accepted the Coronil research work and will be publishing on their website in a day or two. This will lead to more acceptance of not only Coronil but also the extensive research work that went behind it.”

(<https://www.biospectrumindia.com/news/22/17506/ayush-ministry-to-set-up-5-incubation-centres-in-coming-months.html>)

Ayurveda has some positive news for Sleep-deprived

If you have 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 Shri Gopesh Mangal, Associate Professor & Head, PG Department of Panchkarma, National Institute of Ayurveda (NIA), Jaipur along with Ms. Nidhi Gupta and Shri Pravesh Srivastava, both PG Scholars in the PG Department of Panchkarma at the NIA. 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, 1/3rd 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 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 & Homeopathy published by North Eastern Institute of Ayurveda & Homeopathy (NEIAH), Shillong, Meghalaya-793018).

(<https://pib.gov.in/PressReleaseIframePage.aspx?PRID=1669704>)

Growth Potential of AYUSH in India

The AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy) market currently stands at a whopping \$10 Billion and is projected to see an impressive 50% increase over the course of the next five years. Having no FDI limits, this sector has massive potential for exponential growth, especially in times of public health crises. India is one of the few nations in the world that has an entire ministry dedicated to the research and development of such 'alternative' medical practices which ensures efficient fostering of developments that take place in the field. Founded in 2014, the Ministry of AYUSH has taken numerous steps to promote the research and understanding of these practices that are indigenous to India and her history. The ministry has recognized the massive potential for FDI and export in this industry and has cultivated an environment that consists of vast research infrastructure and practice institutions that are at the disposal of both local and foreign investors. With over 3000 hospitals and 500 colleges dedicated to the

proliferation of AYUSH practices, India has emerged as a world leader in this sector of medicine. Multiple wellness parks have been established around the country that stress on the importance of AYUSH practices. These have played a major role in pushing the idea of such medicine into the urban population. Having ancient roots in such practices, the rural population of India has always looked to Ayurvedic home remedies which further strengthens the position of the sector. An almost equal level of penetration in both the rural and urban sectors makes for extremely fruitful returns. Increase in the budget of AYUSH along with a focus on standardization has furthered this idea. Current market leaders Dabur, Himalaya, Patanjali etc. have proved that the success of such medical practices in India is a tried and tested concept with scope for further growth. Moderate market saturation allows for relatively easy market entry which will be facilitated by the high levels of ease of doing business in the country. With a massive population, India provides an enormous local workforce that is young and diverse. India has one of the largest classes of STEM graduates that can be leveraged for research and further development. India, being the second largest exporter of alternative medicine also exports to nations that are beginning to consume these practices at an exponential rate. Yoga, acupuncture and other such wellness practices are gaining immense popularity especially in the developed countries which makes for an even more exciting foray into the market. The global market registered a CAGR of 19.9% over the forecast period at the helm of which is India with a stronghold in both local production and exports. Success in this sector has a spinoff impact on the healthcare and cosmetics industries as well. The demand for non-chemical solutions to various health issues along with skin-care is increasing across the globe and in India. Patanjali, Dabur and other leaders have already made their foray into these industries which has expedited their growth. India is the world's 2nd largest exporter of Ayurveda and alternative medicine in the world and is continually promoting its export interests. Given India's incumbent ancient knowledge and well-developed distribution channels, this export market will only continue to grow due to an increase in demand from international markets. India's major AYUSH export partners include UAE, Russia, USA, Japan and more many more nations that are diversified across continents. This diversity indicates a growing increase in the curiosity surrounding these practices. The Asia Pacific market which Indian exports already have a strong grip over is expected to rise exponentially over the next 5 years. In addition to this, Latin American and African market are expected to see significant growth which should be looked at areas of opportunity for both Indian AYUSH conglomerates and potential FDI firms looking to take advantage of India's well-established success

in the industry. Ministry of AYUSH announced in late 2019 the launch of AYUSH research and export council that will focus on the facilitation of India's export capabilities and will constantly work on the promotion of research and development surrounding the industry. India is one of the only nation that has government sectors dedicated to the promotion of these practices and considering the growth potential of this market, this is truly the best place for FDI. Unprecedented global emergencies such as the COVID-19 pandemic have long lasting effects on almost all sectors of the economy. Indian alternative medicine giant Patanjali has introduced Coronil, an immunity booster that they claim has shown extremely positive results in helping COVID patients recovers. This is a huge area of opportunity especially in a post-COVID world where people will look to such alternative home remedies that will prevent them from having to resort to allopathic care. Thanks to India's stronghold in the field of Ayurvedic immunity boosting practices, it is in an extremely strong position to cater to present and future international demand which foreign investors can take advantage of. The government of India has introduced multiple schemes to promote AYUSH activities and has also set up individual research councils for each AYUSH systems which exemplifies its interest in developing this growing industry. The term 'alternative' creates a bubble of stigma around these practices which deems it to be untested and undependable. While these practices are not substitutes to scientific medicine, they do complement the field. Therefore, steps must be taken to destigmatize this idea especially in the western world in order to promote export activities. Overall, India's deep-rooted ancient knowledge coupled with its current modern approaches to the development of AYUSH practices make it one of the best destinations to enter or further the industry. An ever growing market coupled with zero FDI limits and government support will make for easy transition. The availability of established infrastructure and skilled man power with incumbent knowledge makes India all the more desirable for FDI. A massive local market with a growing middle class population makes India a lot more desirable. Multiple government schemes that further this cause have been established which creates a lot more credibility in the local market. Increasing demand from India's top AYUSH export partners namely USA, Japan, UAE and other developed nations ensures stability both locally and internationally. (<https://www.investindia.gov.in/team-india-blogs/growth-potential-ayush-india>)



Medical camp to raise awareness around COVID-19 in Leh



A medical camp to raise awareness around COVID-19 was organised by the National Research Institute for Sowa Rigpa (NRISR), Leh in the village of Matho on November 20, 2020. The camp which was conducted

by the Tribal Health Care Team of NRISR informed and explained to the villagers, the importance of following the COVID guidelines to prevent the spread of the disease. During the camp, all necessary COVID guidelines were adhered to.

AYUSH Sanjivani app

The Ministry of AYUSH presents the Tenth Issue of the AYUSH for Immunity Bulletin. As a part of the "AYUSH for Immunity" campaign, this bulletin provides news and information on AYUSH practices helpful in prevention and management of diseases. Find more information on health and #immunity in the next issue of this weekly bulletin. Click here to read the bulletin: <https://main.ayush.gov.in/ayush-for-immunity-bulletin>

@mygovindia Samvaad (audio podcasts)

The @mygovindia Samvaad (audio podcasts) on the MyGov platform plays a pivotal role in disseminating important and beneficial information during the COVID19. In the recent edition of the Samvaad, Dr. Anil Khurana, Director General, Central Council for Research in Homoeopathy explains the various benefits of Homeopathy as a traditional system of medicine in improving health and immunity. To listen to the complete podcast, visit the link:

[\(https://www.mygov.in/podcast/mygov-corona-samvaad-episode-159/\)](https://www.mygov.in/podcast/mygov-corona-samvaad-episode-159/)

Ayush for Immunity Campaign



Watch videos on the Ayush for Immunity Campaign page for information on Ayush healthcare practices for improved health and immunity. Get valuable inputs on immunity-enhancing recipes, foods, measures and practices that can help

improve the overall health. Watch the videos here:

https://www.mygov.in/campaigns/ayush/?utm_source=mygov_campaign) The page not only provides information but

also enables visitors to dabble in activities related to the "Ayush for Immunity" campaign.

Sunbath



Sunbath is an intervention which is considered an important therapeutic tool in Naturopathy to treat diseases and improve health. Note: Self-treatment of disease conditions involves risks. Please consult a qualified

practitioner before adopting Naturopathy treatments.

Mud-therapy



In Naturopathy, Mud is seen to have an immense impact on the body, both in health and sickness. Mud-therapy is a simple and effective treatment modality used in diseases like infertility, jaundice and gall bladder problems. It works by absorbing and eliminating

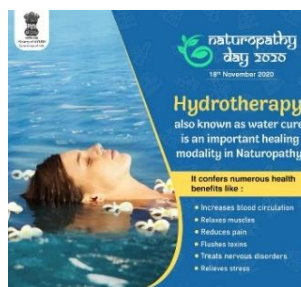
toxic substances from the body. Note: Self-treatment of disease conditions involves risks. Please consult a qualified practitioner before adopting Naturopathy treatments.

Proclamation by city of Richmond in Virginia, USA



The Mayor of the city of Richmond in Virginia, USA proclaims November 13, 2020 as Ayurveda Day.

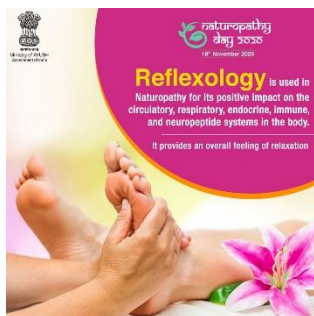
Water-therapy



Water plays a vital role in all our bodily functions as it makes up about 3/4th of the body composition. Water-therapy is employed in Naturopathy for toxin cleansing and can help cure various conditions like migraines, allergies and

insomnia. It also helps improve the metabolism and reduces stress. Note: Self-treatment of disease conditions involves risks. Please consult a qualified practitioner before adopting Naturopathy treatments.

Reflexology



Reflexology is a therapy prescribed in Naturopathy for relaxing of body and improving blood circulation. In this, appropriate pressure is applied to specific points and areas on feet, hands, or ears. This application of pressure is believed to send a calming message from the peripheral nerves to the central nervous system. This reduces the tension levels. It also helps reduce stress and pain and improve blood circulation.

Massage



Massage is a touch therapy. In this, pressure is exerted on the body through combination of different movements of hands. It is considered an important therapeutic method in Naturopathy for treating different ailments. Oil and powder are also applied in this therapy. Note: Self-treatment of disease conditions involves risks. Please consult a qualified naturopathic practitioner before opting for this treatment.

Immunity enhancing and preventive measures from AYUSH



Our immune system is our first line of defence against outside invaders like bacteria, viruses and toxins. By following some simple immunity enhancing and preventive measures from AYUSH, we can help improve our overall health.



Improve body's disease fighting ability



Ayurveda focuses on preventive measures that help in enhancing Immunity. It is based on the belief that health and wellness depend on a delicate balance between the mind, body and spirit. By following some simple procedures at home, we can help improve our body's disease fighting ability.

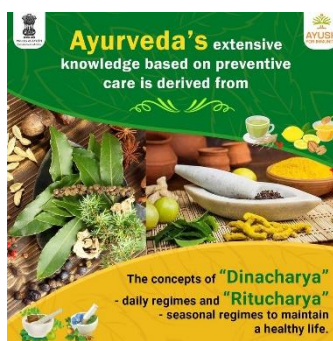
Pumpkin and Big Beans Sweet Pancake



Try a fusion dessert with an AYUSH character to keep the festivities going, presenting - Pumpkin and Big Beans Sweet Pancake! Worth trying out because:

- Reduces cholesterol
- Enhances immunity

Dinacharya



Enhancing Immunity plays an important role in maintaining optimum health. As per Ayurveda- the science of life, it is important for the body to stay connected to the rhythms of nature. While Dinacharya is a daily routine designed to maintain and connect us to our circadian

rhythms (internal body clock), Ritucharya is the term for dietary and lifestyle regimes that are based on the earth's seasons.

