



AYUSH
FOR IMMUNITY

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AYUSH FOR IMMUNITY

Campaign Bulletin



A campaign for health promotion

Health has become a pre-occupation with virtually everyone, as the world goes through an unprecedented emergency in the wake of the Covid-19 pandemic. As mankind steadily gathers itself and mobilises organized offensives against Covid-19, there is also a desire to take responsibility for one's own health.

The increased interest seen globally in healthcare solutions rooted in traditional medicine, and specifically in Ayush (traditional and non-conventional systems of healthcare recognized by the Government of India) disciplines, is indeed a positive development. The pandemic has led an increased realization about the need to be pro-active about health. Particularly, interest has surged among people to understand practices that enhance immunity and disease-resistance. Strengthening the body's natural defence system (immunity) is important to fight any disease, and particularly so in the pandemic situation.

Promoting and propagating preventive measures which strengthen our immunity would be of tremendous advantage to the people, in these times. The Ayush disciplines recommend many simple practices using commonly available gifts of nature, which can go a long way in maintaining healthy and happy living. The importance of awareness about oneself and the harmony each individual can achieve by uplifting and maintaining his or her immunity is emphasized across these disciplines.

In the times that we are passing through, efforts for maintaining good health and enhancing immunity have become essential. The "Ayush for Immunity" campaign hopes to facilitate this, by providing a steady stream of information on solutions and practices that are relevant in this context.

Be with this bulletin in the coming weeks to find out the details.

Campaign on “Ayush for Immunity” launched to focus on health promotion

The launch of the “Ayush for Immunity” campaign by the Ministry of AYUSH received enthusiastic response in the digital space. This three-month campaign which aims to increase awareness about Ayush practices that help enhance immunity was launched by the Ministry of AYUSH on the 14 th of August 2020 through a webinar.

The e-event was staged through the Ayush Virtual Convention Centre (AVCC) and received a massive response with more than 50,000 people attending it. The live-streaming relay of the event on the official Facebook handle of the Ministry helped it to reach such a large audience. The dignitaries who spoke on the occasion included spiritual leader Gurudev Sri Sri Ravi Shankar, Secretary (AYUSH) Vaidya Rajesh Kotecha, fitness icon Shri Milind Soman, Director of All India Institute of Ayurveda Prof. Tanuja Nesari and Technical Officer from World Health Organisation Dr. Geetha Krishnan.

Public engagement and interaction were high in the webinar, through Q&A sessions in between presentations. Questions asked by various attendees were addressed by a panel of experts for the event. The experts addressed the questions and highlighted the key steps that can be taken to remain healthy through simple practices. They shared their experiences and views, within a scientific framework, with the public.

As the key objective of the event was to acquaint the people with information about strengths of various Ayush-based solutions for enhancing the body’s ability to remain healthy, and thus prevent diseases, the event concluded with a final immunity message to the audience from each expert. These messages revealed how simple measures adopted in daily lives can go a long way in preventing diseases.



“Each one of us must find out what is the optimal effort required to be healthy, whether it is 3 mins a day or 30 mins a day”.

- Milind Soman



“Prevention is 100 times better than cure.”

- Gurudev Sri Sri Ravi Shankar



“Ayush for Immunity campaign is a scientifically designed campaign”.

- Vaidya Rajesh Kotecha,
Hon'ble Secretary



A touch of spice for good health

The body's natural immune system protects it from outside invaders such as bacteria, virus and toxins. To function well, the immune system needs balance and harmony. Researchers around the globe are working to increase our knowledge about the intricacies and interconnectedness of the body's immune response.

Traditional healthcare wisdom, like the practices advocated by Ayush systems, capture the human experience over generations in fighting diseases and other health issues. Following the good-health guidelines they offer can take us towards naturally keeping our immune system strong and healthy.

A balanced lifestyle and a healthy diet are basic to maintaining good health. Daily spices from the Indian kitchen are believed to add strength to the immune system, when taken in moderation regularly.

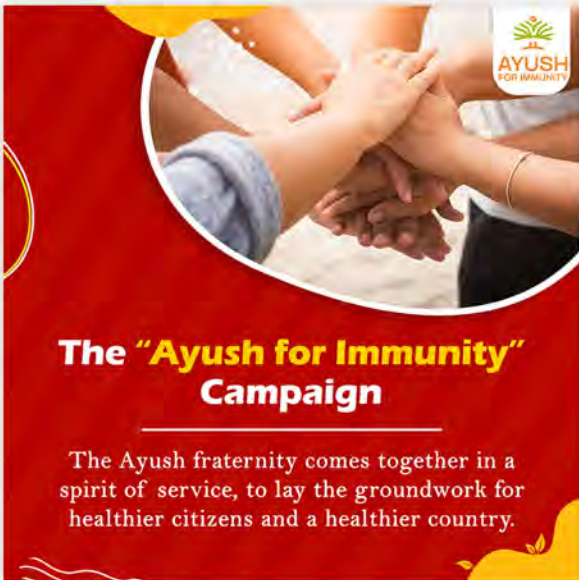
Turmeric and Blackpepper is a powerful combination. The peperine present in pepper helps in better absorption of the curcumine of haldi.

Take charge of your own health

You are the master of your own health - this is the central theme of the "Ayush for Immunity" campaign launched by the Ministry of AYUSH. The aim of the campaign is to increase awareness about Ayush practices that help enhance immunity.

A 8 lakh strong Ayush fraternity would be participating in the campaign with a spirit of service, which would lay the groundwork for a healthier country.

Ayush systems advocate healthy-living strategies. They are easy, but effective ways to bolster your ability to fight diseases.



The “Ayush for Immunity” Campaign page goes live!



As part of the “ Ayush for Immunity” campaign launched by the Ministry of AYUSH, activities like quiz, discussion forum and podcasts are being held by the Ministry on the MyGov platform for increasing awareness about the Ayush practices that help enhance immunity.

Apart from activities, the campaign page also offers information on preventive and immunity enhancing measures from Ayush, in a lively and interactive manner.

Be a part of this national campaign by visiting the page and taking part in the various activities by copying this link on to your browser:

https://www.mygov.in/campaigns/ayush/?utm_source=mygov_campaign&fbclid=IwAR0dJTtPC8DGinFucrTvPR83bODN1IppnUohvpK1p3eUhEn9sH-iROKFvY

Take part in the “Ayush for Immunity” Quiz on the lively MyGov platform

The quiz is being held as a part of the campaign “Ayush for Immunity” launched by the Ministry in an attempt to increase awareness among people about Ayush practices that help enhance immunity. Staged on MyGov platform, the quiz is being held from the 21st of August 2020 till 14th of November 2020.

The popular Ayush Immunity Kit will be given away to seven winners from each week. Further, every participant will receive a digital Certificate of Participation. At the end of each week, the name of the seven weekly winners will be announced.



Kerala HC upholds AYUSH Ministry Advisory on prophylactic solutions.

The High Court of Kerala recently directed that homoeopathic treatment as per Union AYUSH Ministry's Advisory on can be given for immunity-boosting purposes, in the case Adv MS Vineeth v. State of Kerala. This was reported by the legal portal Bar and Bench.

The Hon'ble court said: "... there is nothing prohibiting the qualified medical Ayush practitioners to prescribe immunity booster mixture or tablets, as suggested by the Ministry of AYUSH, Government of India, New Delhi ..." The said AYUSH Ministry notification describes the mode of managing COVID-19-like outbreaks and prescribes mixtures and tablets to build immunity. The HC also ruled that these are not to be interpreted as treatments for Covid-19.

The State Government submitted before the HC that it had approved the distribution of Homoeopathic medicines as prophylactics and follows the AYUSH Ministry's advisory. The State further clarified that the target population was not intended to include COVID-19 patients and persons in quarantine.

The Bench consisting of Chief Justice S Manikumar and Justice Shaji P Chaly reasoned that since the Ministry of AYUSH, Government of India approved the prescription of certain tablets and mixtures as immunity boosters, Ayush medical practitioners also may prescribe the same as such.

Arsenicum album 30C deployed to protect the inmates and staff of prisons in Delhi.

Arsenic album 30C has been included by DG, Prisons, Delhi in the preventive measures adopted for the inmates and staff of the Delhi prisons against COVID 19. The activity of administering the medicine which was initiated in June 2020 by CCRH in collaboration with the Directorate of AYUSH, Government of Delhi, NCT, will conclude by the end of August 2020.

There were around 20 COVID positive cases reported among inmates and many more amongst the staff, before the project was initiated. About 13,000 inmates and 19, 500 staff and their family members were given the medicine during the phase 1 implementation in the month of June 2020, and booster doses were given to a similar number in the phase 2. A dedicated team of CCRH and Delhi Government doctors carried out the distribution activity amongst the inmates continuously for three days at the beginning of each phase.

The team of doctors including lady doctors dedicatedly visited the inmates in their barracks and gave awareness regarding homoeopathic immune boosting measures and interacted with them on a one to one basis to collect the co morbidity data too. The exercise, prima-facie has yielded positive results. Detailed data of impact of this prophylactic exercise is expected shortly.

Ayush for Immunity : News from States

Tamil Nadu: Nearly 6,000 COVID-19 patients reportedly treated with Siddha medicine.

According to a PTI report published on 11 th August 2020, the traditional Siddha system of medicine has come in more than handy in the treatment of COVID-19 patients in Tamil Nadu. Nearly 6,000 people have been cured of the contagion in dedicated facilities across the state, official sources said on Monday. A typical day at the Siddha treatment centre involves salt water gargling, Yoga, pranayama and mudra practices, as well as counselling.

The two Siddha CCC facilities of Chennai functioning at Jawahar Vidyalaya and Dr Ambedkar Government Arts College in Vyasarpadi are the busiest in the State. They offer Siddha-based treatment for asymptomatic patients, handle high caseloads and have treated nearly 3,200 patients as on August 7. In addition, there are 12 Siddha CCC in the districts, which are also doing great service to the public in this difficult season.

Gujarat: The State dispenses Arsenicum Album-30 to half its population.

As on August 19 , five months since Gujarat saw its first Covid-19 case, the state government has distributed Arsenicum Album-30, the homeopathic drug used as a prophylaxis to Covid-19, to 3.48 crore people. Thus, nearly half the population of the state have had access to this popular preventive solution. This information was part of a presentation made by the State Government before the World Health Organisation (WHO) on August 20 where it was also claimed that "99.6 per cent" of those under quarantine who were put under Ayush prophylaxis tested negative.

Ladakh: The Sowa Rigpa Institute seeks media support to reach out to the public.

A team of journalists from various media agencies in Delhi visited the National Research Institute for Sowa-Rigpa (NRIS) on the 19th of August 2020. The Sowa-Rigpa system of medicine as well as activities undertaken by NRIS was briefed to the media professionals from UNI, News 18, Punjab Kesari, The Week magazine, CNBC TV 18 and Doordarshan.

Dr. Padma Gurmet, Director Incharge, NRIS answered various questions asked by the media professionals in a Q&A session which was included in the meet. An exhibition on Sowa-Rigpa on medicinal plants for the journalists was also arranged during the meet.

Sowa -Rigpa with its roots in the traditional medical wisdom of the Himalayan Region, teaches people to take up simple practices rooted in nature, to take care of their health.





Ministry of AYUSH
Government of India



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Fountainhead

Mahatma Gandhi's views on health

A little book called “Keys to Health” sits unobtrusively in many public and private book collections of our country, but it is not known to many that the author of this book is none other than the Father of the Nation, and that this is one of the most popular among his different writings.



An original thinker with clear views on all important aspects of life, Mahatma Gandhi placed considerable emphasis on health. “It is Health that is real Wealth and not pieces of gold and silver”, he had said. According to him, a healthy man is a person whose body is free from disease and can carry on his normal activities without fatigue. He emphasized the need to have knowledge about one’s body which most of us are ignorant about.

“Keys to Health” sheds light on important ideas of Gandhi Ji regarding health. He believed that our body’s reactions to food, drink or bad habits contained signals, which are the body’s way of telling us to form better habits. The trend of most people resorting to medicine to mask the symptoms instead of keeping faith in our body’s own self-healing mechanisms disappointed, and even frustrated, him.

Bapu’s approaches were simple and rooted in practicality. He wanted every individual to take responsibility for her or his own health. Not surprisingly, his views are timeless in their relevance, and can be applied even to address today’s challenges.

“Fountainhead” will touch upon various aspects of Gandhian approach to health in the coming issues of this Bulletin.