

**Remarks by H.E. Ambassador Sibi George at  
“AYUSH Holistic Living with Ayurveda”  
(22 March 2024)**

Mr. Minoru Kiuchi, Member, House of Representatives & former Minister of State for Foreign Affairs

Dr. Kazuo Uebaba, Chairperson of the board, Society of Ayurveda in Japan

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Prof. Shizuo Suzuki, (Chairperson of the board, Maharishi Institute)

Friends, Ladies and Gentlemen.

A very Good evening to you all.

I welcome each one of you who have joined us here today in the Embassy for this event "AYUSH Holistic Living with Ayurveda". I thank all the speakers for their presence today.

Dear Friends,

AYUSH - an acronym that encompasses Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy - represents a holistic approach to healthcare. These traditional systems, deeply rooted in ancient Indian wisdom, offer a diverse range of natural therapies and remedies that have stood the test of time.

2. The richness of AYUSH lies in its diversity, catering to various aspects of health and wellness. Ayurveda, often referred to as the "Science of Life," is an ancient Indian system of natural healing. Its origins can be traced back thousands of years, making it one of the oldest healthcare systems in the world. Ayurveda's fundamental principles revolve around the balance of energies within our bodies - Vata, Pitta, and Kapha. When these energies

are in harmony, health thrives, and illness is kept at bay. In my three-decade-long career in diplomatic service, which included ambassadorial roles in five countries across four continents, I've witnessed the remarkable global ascent of Yoga and Ayurveda. These ancient systems have evolved into prominent symbols of India's rich culture and heritage.

3. India has established the Ministry of AYUSH to spearhead the Ayurveda campaign and implemented the National Ayush Mission to provide cost-effective AYUSH services. There's also a strong focus on enhancing education and ensuring the quality control of Ayurvedic, Siddha, Unani, and Homoeopathic medicines. India's Ayurveda policy aligns with the World Health Organization's Traditional Medicine Strategy 2014-2023.

During my visits to prefectures, I've met several experts who have dedicated significant time to learning Ayurveda in India. The establishment of the Ayush Information Cell in Tokyo has further facilitated connections between the Himalayas and Mount Fuji.

4. Another significant facet of Ayurveda is its role in wellness tourism. Amidst the myriad forms of tourism today, India distinguishes itself through Wellness Tourism, with Ayurveda and traditional medicine as its bedrock. I recall Prime Minister Shri Narendra Modi's vision: "Imagine rejuvenating in the lush green landscapes of Kerala, detoxing your body. Picture practicing Yoga by a rushing river amidst Uttarakhand's mountain breezes. Envision being amidst the verdant forests of the Northeast. When life's demands and deadlines become overwhelming, delve into India's timeless culture. Whether you seek healing for your body or a retreat for your mind, come to India."

5. Ayurveda goes far beyond the confines of pharmaceuticals. While medicines certainly play a crucial role, Ayurveda places equal emphasis on natural remedies, dietary guidelines, and lifestyle choices. The use of herbs, minerals, specific diets, and meditation techniques is central to Ayurvedic practice. This holistic approach addresses the root causes of ailments, rather

than merely alleviating symptoms. It encourages the body's innate ability to heal itself, promoting long-term well-being rather than quick fixes.

6. In recent years, Ayurveda has gained international recognition, and its influence has extended far beyond the borders of India. People from diverse cultures have embraced Ayurveda as a path to holistic well-being. Ayurvedic treatments and wellness practices have become an integral part of the global wellness industry. Many individuals, regardless of their cultural background, have found solace and healing in Ayurveda's principles.

7. Ayurveda is witnessing a resurgence in India because people have accepted this as a way of life as opposed to the earlier notion of Ayurveda as an alternative area of medicine. In India, travel firms have launched 'wellness breaks' comprising a range of programmes such as meditation, yoga sessions, spa sessions, dietician consultation and nature walks, with a starting price of Rs. 6,500 (US\$ 88.84). "These holidays are being well received by a wide range of consumer segments including millennials, young working professionals and couples. Many hotels have tie ups with Ayurveda and wellness centres where guests can reside at hotels and avail wellness & Ayurveda facilities in the hotel premises.

8. India has the potential to become a health and wellness hub, attracting investments and creating additional jobs. With continuous support from the government and various industries shifting towards a healthy Ayurveda-based approach, the Indian wellness & Ayurveda market is on its way to touch the lives of millions of people at domestic and global levels.

9. In conclusion, Ayurveda stands as a timeless tradition, a source of wisdom that goes beyond medicines, and a beacon guiding us towards a more balanced and meaningful existence. Let us recognize the advantages it offers, not only for our own well-being but for the well-being of our communities and the world at large. Let us embrace this wisdom and allow it to shape a healthier and more harmonious future for us all.

I once again thank you all for joining us today. I wish all good health, success and happiness.

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