

A Bird View on Globalization of Ayurveda

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Abstract

Ayurveda science of life comprises of three main treatises such as Charaka Samhita, Sushruta Samhita, Ashtanga Hrudaya in which many of the Siddhantas(postulates)or concepts are explained through which one can attain disease free environment, but most of the treatises are written in Sanskrit language which many of the common people cannot understand and it is duty and responsibility of Ayurveda doctors to understand concepts related to health and make it to reach to the people of entire world, now a days, methods which can be implemented to create the awareness among people from Ayurveda and some of measures which can be implemented to bring health consciousness is dealt in this article because aim of the Ayurveda is to do "Swasthasya Swaasthya Rakshanam Aturasya Vikara Prashamana". (Preventive & curative measures). These concepts are helpful to both healthy individual & unhealthy individuals.

Keywords: Sidhantas, Dinacharya, Prakrti, Globalization

INTRODUCTION

Ayurveda being one among the Upaveda of Atharvaveda, deals with many concepts which are related to health, many of the researches are taking place in Ayurveda but some of concepts that are to be highlighted which can be seen, understood

by the common people so that they can understand what Ayurveda is, and even they can practice all these methods to maintain their Swasthya,. i.e healthy life style. So, here some of the topics are mentioned in Ayurveda which are discussed below in this article to create

awareness or for the globalization of the Ayurveda what are the methods one has to follow.

Materials- Brhtrayees

Methods- Review method with application.

DISCUSSION

1. During dasara festival in mysore-one can observe walls of the mysore are painted or decorated by different alarming paintings, updated with topics of beti bachao, water scarcity, how to maintain the clean city, here in this event if one paints the concepts of Ayurveda like Dinacharya¹ i.e daily regimen Rutucharya², means seasonal regimen, the rules of diet to be followed on the walls, it will be a platform to the Ayurveda people to create awareness regarding the Ayurveda.

2. **Road side adds** - Often the road side advertisement boards are seen, where the celebrities are showing the adds of coco-cola, dress, sim adds are seen, in this board if the Ayurveda concepts like Gandhushai.e holding the medication in the mouth, Kavala, i.e movement of the medication in the mouth health benefits of coconut water

etc are displayed then it will reach the common people very fastly.

3. **Tv live adds-** If Ayurveda adds are done by media, such as importance of taking coconut water, importance of food intake according to the Rutus, dos and dont's according to Rutus then it will be having positive impact on all the community, gender, aged people.
4. **Radio Awareness-**Students/scholars of Ayurveda should give the talk regarding Ayurveda concepts on radio.
5. **Conducting Surveys-**For knowing the life style they following, and creating awareness regarding the wrong rules they following and making them to follow the right rules.
6. **Prakrti based food in Restaurant** – One can open an Ayurveda restaurant starting providing the list of Laxanasi.e characteristics to assess the Prakrtii.e constitution of the body of an individual, and preparing the food according to the Prakrti³, even the butter milk intake should be moniterd.
7. **Shatkriyakala⁴ based food in Restaurant-**One can assess the Doshavrudhi, Kshaya, Chaya, Prakopa

of Doshas, chart should be made of the Laxanas by the Ayurveda doctor and given to the people and can prepare the food for the people according to the Dosha stage. One can hire the Ayurveda Doctor.

8. **Survey of the juice centres**-Doing the survey of juice centres and creating awareness regarding the Virudha⁵ (incompatible) fruit juice they preparing example-strawberry milkshake, adding milk in the pomegranate while preparing the juice, mixed fruit juice.

9. **Creating awareness in anganwadi for the preparation of the food to the small children**-preparing laddus by adding Vidanga Churnai. eemblicaribes can be implemented, VidangaSwarasa in the chapatti atta to prepare chapatti which acts as Krimighna (antihelmenthus).

10. **Conducting Workshops**-to the restaurant holders alerting them regarding the food adulteration, incompatible food, even to the housewives etc.

11. **Conducting street dramas, shows**-Creating awareness regarding the

concepts of Ayurveda such as Dinacharya, Rutucharya, Ashtavidha Ahara Visheshayatana, Dharaneeya and Adharaneeya Vega (natural urges) in the form of the dramas.

12. **Conducting the awareness programmes in the schools**-Ayurveda people should approach the schools and conduct the awareness programmes to the teachers and students regarding the Rutucharya and Dinacharya, Adharaneeya Vegas.

13. **Conducting the awareness programme among the females**-Educating the females regarding the female personal hygiene during menstruation, dos and donts during menstruation.

14. **Counselling for newly married couple before conceiving**-educating the newly married couples regarding the Panchakarma (purificatory procedures)i.e, before conceiving to get the healthy progeny.

15. **Counselling of the pregnant lady**-Masanumasika Garbhiniparicharya i.e monthly regimen should be explained to the pregnant lady and dos and donts to be taught to them.

16. **Advising the people to use the Sphatika (alum)** as the water purifier which is natural and won't have any side effects should be brought in practice.
17. **Tea to be replaced with Kashayas-** People working in the software companies are addicted to more tea and coffee due to stress and busy work schedule, tea and coffee, can be replaced Kashayas according to Prakruti, Ritus.
18. **Adharaneeya Vega-**people do the Dharana i.e they suppress the natural urges and Udeerana⁶ i.e they forcefully want to urge the natural urges. The people should be educated regarding the Vyadhis (diseases) they get explored due to the Vega Dharana.
19. **Articles to be written by Ayurveda-** doctors to news papers regarding the alarming concepts of Ayurveda.
20. **Replacing the paan with Ayurveda Tambula Sevana⁷-**people who are preparing paan should be educated regarding the ingredients of TAMBULA and pleasing them to use the Tambula with educating them the benefits of Tambula Sevana.
21. **Awareness to the mothers-** regarding the Bala Samskara, child health-in what way the naming ceremony to be done, educating the mothers during tothing, advising the mothers to give the child the pieces of Kutaja, Vacha, Yashtimadhu which has good effect on the health of child rather to avoid the eating of other materials which are harmful.
22. **To avoid the Mrud Sevana-**in small children the habit of eating Mrud(mud)is seen to avoid that, mix the Mrud with Tikta Rasa (bitter)Pradhana Dravyas like Nimba Churna.
23. **Regarding the Trichology-**educating the people regarding the application of oil to the hairs, which type of hair to which type of Prakruti person.
24. **Awareness towards junk foods-**now a day's people are more addicted to the junk foods, educating people not to have the junk foods but the tendency of the people is they can't leave because it has become trend, so after they have junk food the next day advice them to drink the ErandahasthadiTaila which acts as a Virechaka and the effect of junk food can be reduced.

25. Importance regarding the intake of

milk- In Ashtanga Hrudaya⁸ it is mentioned that which type of Dugdha (milk) to be given to which Prakrti and what type of person. the person who does more physical work to be advised to take the milk, which is collected in the morning. The person who leads sedentary life and less physical work to be advised to take the milk which is collected in the evening, this can be displayed as an advertisement.

CONCLUSION

By adopting the Above Said methods it helps to bring Siddhantas of Ayurveda to lime light. As it is mentioned in the Matrashitiya Adhyaya of the Charaka Samhita Sutrasthana that the chariot should take care of the Ratha, the king should take care of the Nagara in the same way it is the duty of the Ayurveda doctors to take care of the society and to spread the Ayurveda through the above said methods.

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