



JiJivisha

Shubham Bhavatu

LET'S DIVE IN



At Jijivisha we believe in offering the best of Ayurveda to the world. Our aim is to hog the spotlight and bring the "The science of life" into practicality for the larger benefit of the society. Yes we talk about Ayurveda and yes we are proud of it.



history

If out of the box was a human, he surely would have been born in India!

Well, why not? With a history as old and golden as ours, we deserve to know some tidbits about the past.



[EXPLORE](#)



medicine

Paying homage to the unsung Hippocrates' of our motherland, come unleash the lost gems in the field of medicine with us.



EXPLORE



nutrition

Personifying the all-famous “You are, what you eat” phrase, dive into the realms of AYURVEDA to get an idea about your DOSHA or body type.



[EXPLORE](#)



experience

Experiences, good or bad are worth sharing, because as the saying goes... experience is the best teacher. So let's hear about the public's hands-on experience and get their reviews.



[EXPLORE](#)

By K. S. VAFAR

Ayurveda, the ancient Indian science of healing, is finding its way back to the West, where it is once again a growing discipline that claims no merely adherents of the body.

Even unorthodox practitioners have now realized that Ayurveda provides a more holistic approach to health care.

It is unusually synergistic in that it helps to maintain only health and prevent illness, but also achieves a variety of health-related problems.

The basic idea of Ayurveda is based

on the concept that mind, body and

the environment in which we live

are in a state of equilibrium.

With its emphasis on

holistic physical, mental, spiritual

and environmental conditions to

ensure personal health, Ayurveda has

been able to provide a unique ap-

proach following the scientific prin-

ciples of prevention, prophylaxis and

healing by people such as Deepak Chopra, who has popularized Ayur-

vedic practices of the complete

body system of medicine.

Ayurvedic medicines are still sold

in India as food or medicinal

supplements for patients.

It is also a proven

method to build up the body's disease-

fighting power and to

protect the therapeutic values of these

medicines and Ayurvedic related

medicines for virtually any kind of

disease or disorder.

Some companies which acclaimed

the potential therapeutic value of

medicines developed countries, but

now interest in Ayurveda has increased

not only to medical herbal

supplements to address consumers'

very market needs, but also has

led to the development of large

pharmaceutical and scientific establish-

ments in the formulation to enhance

the quality of Ayurvedic products.

According to Dr. Sudha Asokan,

the Director of Ayurveda Research

and Development Center at the

University of Kerala, Cochin:

Ayurveda Lifeline for healthy living

Innards. Werner and his team of physicians have introduced modern manufacturing techniques in the preparation of the medicine. The company manufactures different types of medicines and offers the traditional Ayurvedic medicines as well. "The demand for Ayurvedic medicines is increasing rapidly in the West. There are different Ayurvedic centers in India and different wellness centers in the West. The demand for Ayurvedic medicines is growing rapidly. We are getting a lot of response from the oral enema. Our sales center has been increasing,"

is planning to open an Ayurvedic center in the United States. "We are in touch with local entrepreneurs in Chicago, New York, Los Angeles and New Mexico. They are interested in creating schools where trained physicians and practitioners from Kerala would be

dispensing Ayurvedic medicines. Werner said that Ayurveda would get greater acceptance in the West only when there is a sense of medicine, which is a sense of safety and efficacy. "In the case of Ayurvedic drugs, it is utilized as Ayurvedic herbs serve as ingredients in the medicine and not as active ingredients. There is a misconception about Ayurvedic medicine," Werner said. "We are trying to dispel this misconception. These messages have been received in the treatment of patients, therapists, physicians and specialists. Encouraged by the response, she

AYURVEDA ASRAMAM

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The first Ayurvedic Hospital in India based on Kerala tradition of Ayurveda

UNLIMITED CURATIVE POWERS OF THE BODY AND MIND ARE ACTIVATED

Primal of Ayurvedic massages are a positive approach to good health. Come in

when you have no ailments, you can have a full programme and know "Prana

Yoga" and other forms of stress reduction techniques, come here to relax, excess

tat and refresh the body from fatigue. For people over forty, Ayurvedic massages

are a good tone up to ward off the major age symptoms. It develops skin

vitality, repair torn out tissues and realize the body. It increase immunity power,

help good sleep, and make you mentally and physically fit. Ayurvedic medicines

have no side effects at all it is root true and made money out of herbs.

Other treatments for Ayurvedic, Spasmodic, Slip-disc, Sciatica, Paraparesis, Radiculitis, Migraine, Arthritis, Diabetes, Infertility and Psychosomatic Diseases.

sponsored by : ATYURVEDA KENDRA, NEW DELHI.

Chef Physician : Dr. (Mrs.) K. SUUDA ASOKAN, B.M., M.D. [Ayurvedic]

news

Yes, AYURVEDA is trending today and will continue to do so for years to come!

Take a sneak peek into what's brewing in the so-assumed world of herbs, pestles, and mortars.



EXPLORE

**Jump right into the enchanting
realms of JiJivisha !!**

HISTORY

MEDICINE

NUTRITION

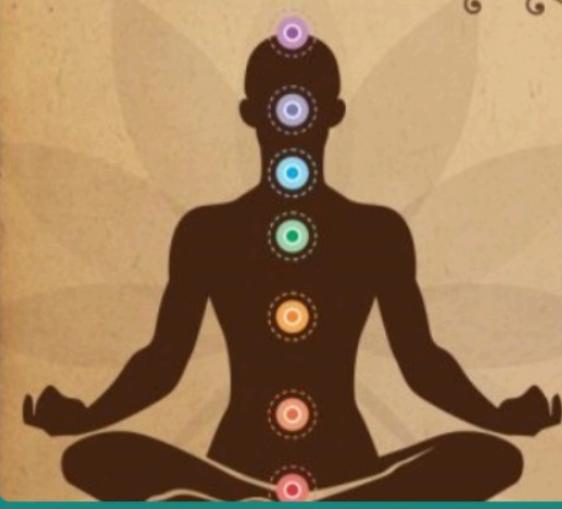
EXPERIENCE

NEWS



Ayurveda is attributed to Dhanvantari, the physician to the gods in Hindu mythology, who received it from Brahma. Its earliest concepts were set out in the portion of the Vedas known as the Atharvaveda (c. 2nd millennium BCE). The period of Vedic medicine lasted until about 800 BCE. The Vedas are rich in magical practices for the treatment of diseases and in charms for the expulsion of the demons traditionally supposed to cause diseases. The chief conditions mentioned are fever (takman), cough, consumption, diarrhea, dropsy (generalized edema), abscesses, seizures, tumours, and skin diseases (including leprosy).

The herbs recommended for treatment are numerous. The golden age of Indian medicine, from 800 BCE until about 1000 CE, was marked especially by the production of the medical treatises known as the Caraka-samhita and Susruta-samhita, attributed respectively to Caraka, a physician, and Susruta, a surgeon.



- **Vaman**
- **Virechanam**
- **Basti**
- **Nasyam**
- **Raktmokshanam**

Ayurveda believes that each individual has its own unique body constitution like the thumbprint.

It is a blend of three body types that include mental, physical and emotional aspects. These are known as 'doshas' in Ayurvedic scriptures.

These Doshas are further classified as Vata, Pitta, and Kapha. Vata represents space and air. It governs all physiological movements like breathing, talking, circulation, assimilation of food, urination, menstruation etc. People who possess this dosha have fast body movement and quick thought process. Vata dosha gives force to the other two Doshas. Pitta represents fire and water. It is the biological energy that functions through organic acids, hormones, enzymes, and bile. Physiologically, Pitta controls aggression, joy, willpower and mental perception. Kapha represents water and earth. An individual dominated by this dosha is ruled by emotions like love, greed, patience, forgiveness, and attachment. It is this dosha that provides the body its physical form and structure.



The headlines from every magazine scream, "Lose 10 pounds in 2 weeks, try xyz diet or supplement, the ultimate solution to turn your life around." If these diets, fads, and trends were the answer to nutrition, weight loss, or whatever else is being promised, why haven't they caused a positive, lasting shift in people's health? Many people are confused about food, feel guilty, want to lose weight, eat salads indiscriminately, juice for many straight days, subsist on smoothies... and unwittingly commit apathy (unwholesome practices)! Ayurvedic nutritional concepts are



Centre, state to promote Ayush industry

The national Arogya fair to be held in Jaipur for the first time this month, supported by the Central Ayush ministry and Rajasthan government, is looking to bridge the gaps and open new...



Ayurveda docs, IMA in tiff over panel inclusion



India's traditional medicinal systems poised to make a significant leap:...



Uttarakhand allopathic doctors to get training in ayurveda

