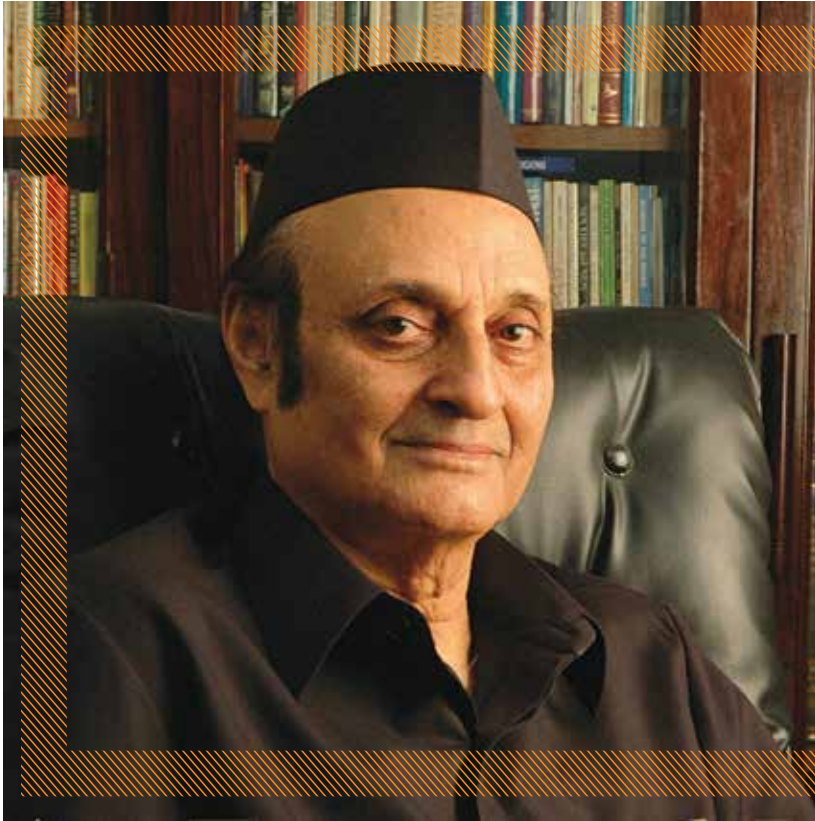


Ganga Aarti  
Varanasi



Ayushman India



## **DR. KARAN SINGH**

Chairman - Ayushman India

Visionary Indian Statesman,  
Cultural Ambassador,  
Educationalist, Philanthropist,  
Author, Poet, Musician and  
Champion of Interfaith  
Dialogue and Understanding.



**Dr. H R Nagendra**

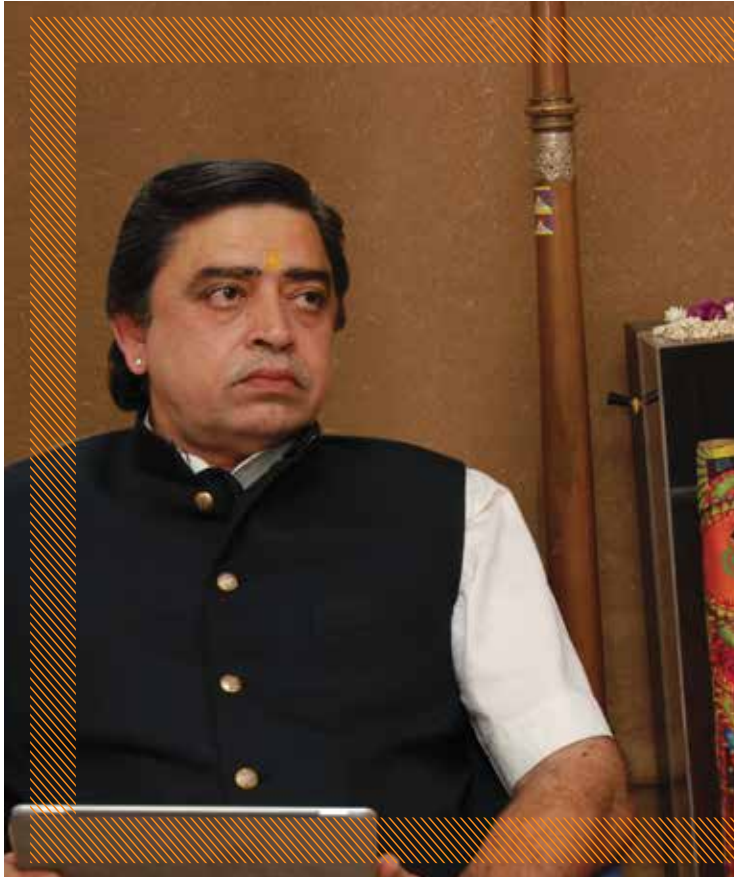
Chancellor - S-Vyasa University

Mentor - Ayushman India

A large orange sunburst graphic with a central circle and radiating lines of varying lengths and orientations. The central circle contains the word "Mission" and a paragraph of text.

# Mission

Ayushman India brings the wisdom of Ancient Indian Sciences to today's global health issues, with care, prevention, education and cure practices validated by modern methods.



## ARUN BUDHIRAJA

Founder - Ayushman India

Arun Budhiraja is a fine blend of Ancient Wisdom and Modern-Day reality. An Indologist at heart, Arun holds the ancient wisdom of India in high regard.

Arun let his heart rule his head again to set up the Krishna Prerna Charitable Trust in 2006.

He founded Ayushman India Foundation in 2016. He has been deeply influenced by Guruji-Dr H.R Nagendra, Chancellor, S-VYASA University from whom he learnt to validate all health focused interventions with scientific evidence. Immersion in Vrindavan embedded in him the codes of Sewa Bhaav deeply.

Recognised as an “ideas” man, Arun uses his passion for Indian wisdom combined with a childlike spontaneity to envision experiential immersive modalities. Arun is also a certified yoga instructor from S-VYASA University.



Dr. Greg Frichhione - Harvard  
Dr Manjunath - S-Vyasa



Arun Budhiraja

# BOARD MEMBERS



**Dr. M C Misra**

MBBS, MS, FRCS (Glasgow), FAMS (India), FACS (USA), FCLS (India), Hon. FRCS (Glasgow), D.Sc. (Hon. Causa), Hon. FRCS (Edinburgh).

Emeritus Professor, J P N Apex Trauma Centre, AIIMS. Atls India Chair, Program & Course Director, Atls India Program. Ex-Director, AIIMS, New Delhi.

Member French Academy Of Medicine (Elected October 2017), Invited Member International Endo - Hernia Society (IEHS), I. M. A. Eminent Medical Teacher Award 2016 (In 2017), Professor of General and Minimally Invasive Surgery, Director of Surgical Disciplines. The President cum Vice Chancellor Mahatma Gandhi University of Medical Sciences & Technology.

**Dr. Manjunath N K**

Director of Research and International Affairs at S-VYASA University. He has completed a Bachelor's Degree in Naturopathy Yogic Sciences from Mangalore University and a Ph.D. in Geriatric Medicine from S-VYASA University. He has 25 years of research experience and has published 45 research papers in journals indexed in international bibliographical data bases. His research interests include Psycho-physiology on Yoga, neural correlates of meditation, aging and rehabilitation. Dr. Manjunath has delivered lectures on evidence based Yoga therapy and conducted workshops at prestigious institutions and universities across the world including Harvard Medical School, USA, Monash University, Australia, Royal College of Medicine, London, Shanghai University of Sports, China and Pharma University, Italy. He serves as a member of the Scientific Advisory Committee, Department of Science and Technology, Govt of India.



**Atul Sinha**

An expert in Branding, Brand Strategy and Brand Architecture. He is the founder director of a leading Brand Design Agency - Scarlet Tiger. His clients include Wipro, ITC, United Breweries, Raymond, Wellspun, and Mondelez amongst others. He was previously Vice President at Britannia, and Director Marketing of Colgate Palmolive's Oral Care business. He pursued his PGDBM from XLRI.

Interest in Yoga and spirituality led him to pursue a Ph.D. program at S-VYASA University in Bangalore. He has published articles on Vedanta, Yoga and Indic related issues. The combination of ancient Indian knowledge and Marketing strategy places him in a unique position to address possibilities for ancient Indian solutions to modern day problems.



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**Dr. Satish Kumar**  
MD; MNAMS; FIPHA

Public Health and development professional with more than 30 years of wide ranging experience in monitoring, managing and generating evidence to inform public policies and improve design and implementation of large-scale programmes under National Health Mission, MoHFW, Govt of India and UNICEF assisted development programmes for children and women in India on Health, Nutrition Water-Sanitation and Child Protection, besides conducting teaching and research in Community Medicine. Working as an Adjunct Professor in the International Health Management Research Institute, Delhi.



**Rahul Bhargava**

Healthcare entrepreneur and management consultant. With over 13 years of experience in organisations such as McKinsey & Company and the United Nations, he brings deep skills & expertise in strategy development and implementation of large scale projects. At the UN, he led the India operations for a large public health project focused on MDG 4 & 5 (maternal mortality & child mortality reduction), that involved convening the central government, select state governments, Bill & Melinda Gates Foundation, USAID, Reliance Foundation and the Tata Trusts. He is passionate about Yoga & Meditation, besides leading a management consulting firm. He also runs an organisation which is making meditation a complementary therapy for chronic illnesses. Rahul has a B.Tech in Computer Sciences from IIIT Hyderabad, and an MBA from XLRI, Jamshedpur.



**Anisha Motwani**

Brand, Digital & Innovation Expert, Anisha is the author of Storm the Norm – first-of-its-kind collection of contemporary stories of truly inspiring businesses and brands from India. She is a multi-faceted business leader & draws from her rich experience of over 28 years in diverse industries.

Anisha is the founder & managing partner of StN ventures, an Innovation company. She advises the World Bank on the prestigious 'Swachh Bharat Programme', 'National Mission for clean Ganga' & 'Solar Energy Rooftops'. Anisha serves as an Independent Director on the boards of Abbot India Ltd, L&T Investments, PNB MetLife Insurance, India Shelter Finance Corporation, Angel Broking Network & Prataap Snacks Limited. She has also been recognized amongst the 'Top 50 Women in Indian Media'.



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# ADVISORY COMMITTEE



## Ranju Bansal

For the last 10 years, myself and a group of independent woman have been involved in IWINC - indian woman in Canada group, formally known as Minaaz ladies.

Got involved with First Lady indian consulate's wife, helped her setup many Ayurvedic lectures and workshops.

I am very geared towards living a healthy balanced lifestyle as a means of preventative medicine.

For last 30 plus years my husband is involved with Toronto hospital Called Rouge Valley now known as Scarborough Hospital. As I am backing n involved with him.

## Dr. Bhaskar Balakrishnan

Educated at Indian Institute of Technology, Kharagpur, he obtained MS Ph.D in Theoretical Physics from Stonybrook University, New York, USA, 1972. An Indian diplomat for 33 years from 1974, Dr. Balakrishnan set up and headed the Investment & Technology Promotion Division of the Ministry of External Affairs.

Now an adjunct faculty member at JSS University, Mysore and a visiting faculty at the Foreign Service Institute of the Ministry of External Affairs since 2008. He is a Fellow leading a programme on Science Diplomacy at the Research and Information Systems for Developing Countries (RIS). His book "Technology and International Relations: Challenges for the 21st Century" was published in 2017.



## Dr. Alex Hankey

A theoretical physicist trained at Cambridge, in his native UK, and at MIT, in Massachusettes, USA. After a year at Stanford in 1973, Dr Alex joined Maharishi International University, where he gained expertise in relationships between the sciences of East and West. Insights gained from such comparisons inform his current expertise in AYUSH systems of medicine, cognitive sciences, and consciousness studies. In all those fields he has contributed fundamental new ideas. He is currently Professor of Yoga and Physical Science at S-VYASA Yoga University, Bangalore. He was co-founder of the Journal of Ayurveda and Integrative Medicine and has published about 100 scientific pages in that field for the past twenty years.



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**Darshan Mehta, MD, MP**

Medical Director, Benson - Henry Institute Massachusetts, USA

Dr. Mehta received his BA in Biology from Illinois Wesleyan University, and his MD from the University of Texas-South Western Medical School. He completed his residency in internal medicine at the University of Illinois-Chicago Hospital. He has completed a clinical research fellowship in complementary and integrative medicine at the Harvard Medical School Osher Research Center, during which he received a Master of Public Health degree from the Harvard School of Public Health.

**D. R. Kaarthikeyan**

(Former Special Director - Central Bureau of Investigation)

Born to an agricultural family in the small village of Devarayapuram in Coimbatore District, Tamil Nadu. He obtained his B.Sc. degree in Chemistry and Agriculture from the Annamalai University, and later worked in the field of agriculture on the ancestral farm of his native village and then worked for a year. He also obtained a Bachelor of Law degree from Madras Law College, and enrolled as an Advocate in the Bar Council of Madras.

After passing the Combined Competitive Examinations for Senior Civil Services, he joined the Indian Police Service (IPS) in 1964. Karthikeyan underwent extensive training in that field including study at the National Police Academy in Mount Abu.



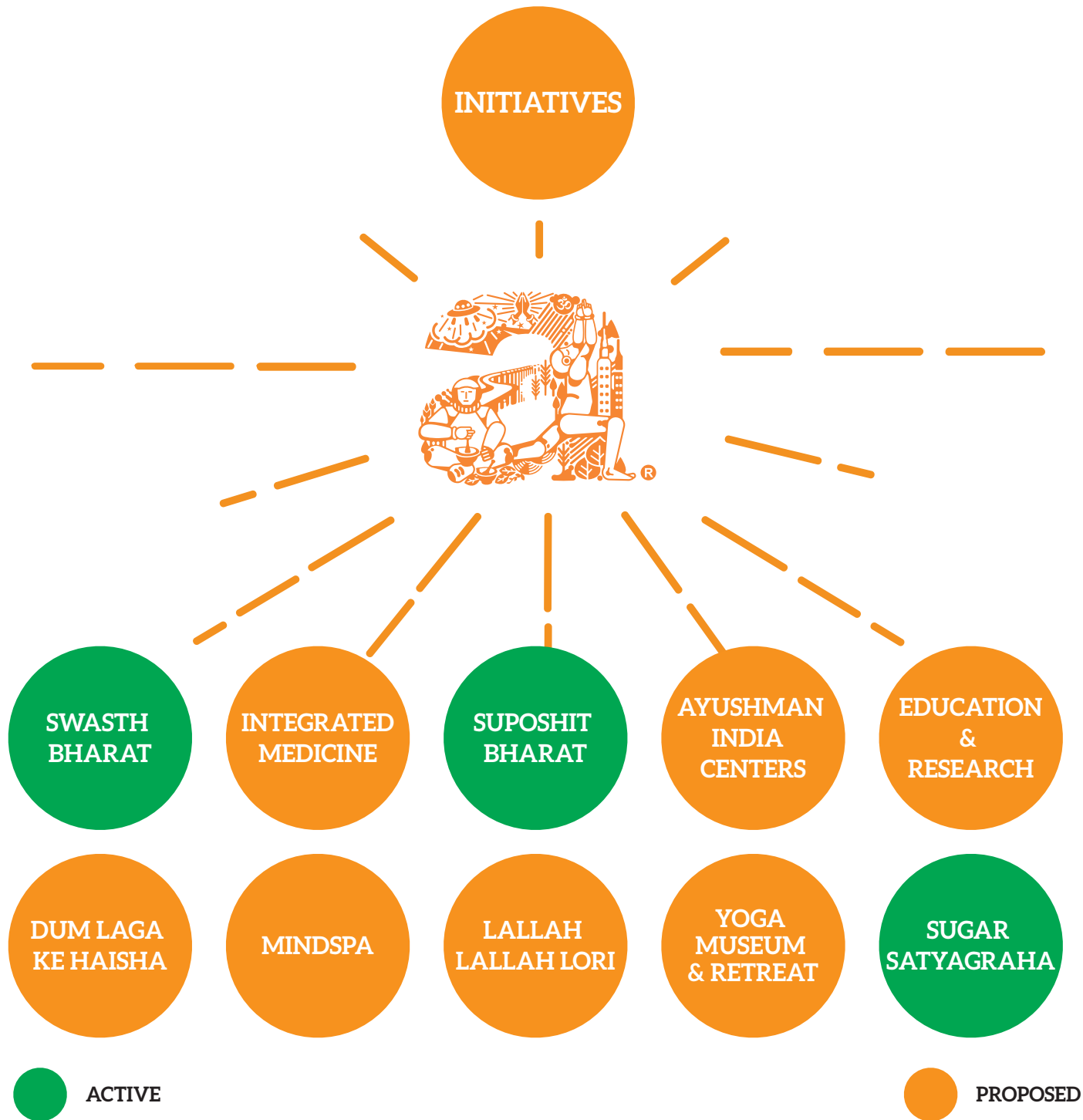
**D.R. Indranill Basu Ray**

Electrophysiologist

Dr. Basu Ray is trained in Medicine and Cardiology from India, Interventional Electrophysiology and Device therapy from the University of Toronto & Electrophysiology research from Massachusetts General Hospital, Harvard Medical School. He has been an Incharge of Experimental EP Lab at Beth Israel Deconess Medical Center and a Faculty in Medicine (Cardiology) at the Harvard Medical School.

He is also a Prof of Medicine and Cardiology at SVYASA (a deemed University) at Bangalore, India.







## SUPOSHIT BHARAT

Well Nourished India!

India is facing multiple public health and nutrition challenges. Undernutrition is slowly decreasing, but overweight and obesity are rapidly rising. Both these forms of malnutrition are often accompanied by multiple micronutrient deficiencies. They are further aggravated by poor diet and reduced activity. Consumption of home cooked meals has come down as per NSSO data, people are preferring to opt for cheap high fat, sugar and salt laden diets. Diet and lifestyle modifications are urgently needed to tackle this menace. Interventions following a life cycle approach that systematically address malnutrition at all stages of the life cycle and aim to cover the entire spectrum of malnutrition and the rapid nutrition transition in the country are highly desirable.

Through the Suposhit Bharat initiative, we intend to conceptualize, develop, pilot and scale up food based nutrition interventions through food services at institutional food services' level, and street foods, school & college canteens. This will therapeutically address malnutrition and non communicable diseases in the general population.

### **Best Chefs and Nutritionist have joined hands in this endeavour.**

These food based interventions may need to be contextualized to cultural background, socio-economic status, food preferences and the age group of the community they cater to. Further, it is important to underscore the need for complementing these foods, based interventions nutrition sensitive initiatives that address nutrition through a multisectoral approach including hygiene, sanitation, employment generation, household food security, physical activity intervention, and disease prevention initiatives.



Suposhit Bharat



Tulsi



**Chef Gunjan Goela**



**Prof. Pushpesh Pant**  
**Advisor - Ayushman India**



**Chef Shri Bala**



**Dr. Geeta working with Naturopathy Students in Pilot Kitchen**



**Dr. Shweta Khandelwal**  
Head, Nutrition Research  
Public Health Foundation of India (PHFI)



**Dr. Suprana Ghosh-Jerath**  
Faculty & Head Community  
Nutrition, PHFI.



**D. R. Kaarthikeyan**  
(Former Special Director - Central  
Bureau of Investigation)



**Dr. Nagendra at food trials**  
**Suposhit Bharat - Pilot**



**Dr. Satya Lakshmi**  
Director - National Institute  
of Naturopathy



## SWASTH BHARAT

Modern lifestyle can get the worse of the best of us. Restless, sleepless and revved up, our mental state is on a permanent high. The inability to relax takes its toll on the balance of our bodies leading to states of hypertension, digestive and metabolic disorders. Medication comes with its own complications without resolving the root issues.

The ancient land of India developed a deep understanding of mind and body and never disconnected the two. Hidden in the ancient knowledge are secrets that can rebalance us from inside out. Here we will focus on just two streams of ancient Indian knowledge namely Yoga and Ayurveda. The essence of Yoga is to calm down the mind to experience wellness and at an advanced level transcendence. The eight limbs of Yoga called Ashtanga Yoga cover a spectrum from disciplines in daily life to physical postures, breathing exercises, detachment from undue material pleasures, and meditation. The practice is designed to balance the body, open up its energy channels and calm down the mind. Meditation helps the mind to concentrate, focus and let go.

Ayurveda is the ancient system of medicine. Its pillars are food, lifestyle and natural medicine. The body is made of the five elements. In modern times we have got disconnected with the technology of keeping the elements in balance. A permanently imbalanced body will manifest ailments and discomfort. Ayurveda rebalances, cleanses and rejuvenates the body.

We have curated tours of varied duration at a combination of islands of health excellence pan India to help you experience the ancient technologies of India, its gift to all humanity. We do Meditation, Yoga, Naturopathy and Ayurveda with the best facilities which are committed to authentic ancient practices. This is an invitation to savour the real gift of ancient India.



Lotus



## SUGAR SATYAGRAHA

One of the most wide spread life style diseases in India is diabetes. Bad enough by itself, it leads to cardiac, liver and kidney ailments. If not managed, it becomes life threatening.

Also integrative medicine combining Ayurveda-Yoga-Naturopathy is extremely effective in managing diabetes. It is not widely known that pre-diabetics will turn diabetic in a matter of 5-10 years. Even less known is the fact that traditional medicine can prevent pre-diabetics from turning diabetic. Even those with diabetes can be managed with minimal side effects.

Sugar Satyagraha is an ambitious project. It aims to spread awareness very widely, facilitate large scale screening in health centres, and direct pre-diabetics and diabetics to their nearest centres of traditional medicine.

Ayushman India, in association with Sri Aurobindo Society and S-VYASA, has designed the programme – Sugar Satyagraha. A pilot study of over 3000 individuals has concluded. The Status Report is below:

### NiyantritaMadhumehaBharata (NMB)

#### STATUS UPDATE AT DISTRICT LEVEL

<b>Purpose</b>	Status update of overall NMB Project at Puducherry district
<b>Date</b>	Fri Apr 21, 2017
<b>Location</b>	Puducherry District, Puducherry, India
<b>Submitted by</b>	K. Anandaranga (SVYASA M.Scstudent volunteer)



Stevia

## QUICK SUMMARY

Puducherry district has successfully conducted screening and blood test camps across multiple locations as part of the NMB project. As of the date of this report a total of 851 individuals have undergone blood tests. Based on segregation of each of these nodes as either “Yoga vs. Control” and “Urban vs. Rural”, the split of these 851 subjects is shown below in the table. We have an approximate 50/50 split between “Yoga vs. Control” and 50/50 split between “Urban vs. Rural”.

		TYPE		TOTAL
		URBAN	RURAL	
CATEGORY	YOGA	328	127	455
	CONTROL	129	267	396
TOTAL		457	394	851

The “Yoga” nodes have begun the “Yoga for T2DM” protocol for their respective participants. The “Control” nodes have conducted lectures on yoga and diabetes to keep the participants engaged but have not yet taught the yoga protocol to their participants.

The NMB project team tried to address the entire district by holding multiple camps spread across the entire district. Each location was structured around an existing WCSC (World Community Service Center) node and each such node was fully responsible for organizing their respective NMB related activities.

The details on blood test camp dates and the number of participants are listed below.

#	LOCATION	CATEGORY	TYPE	SCREENED	BLOOD TEST DATE	BLOOD TEST PARTICIPANTS
1	Avvai Nagar	URBAN	YOGA	500	Mar 4	66
2	Embalam	RURAL	CONTROL	400	Mar 4	81
3	Lawspet	URBAN	YOGA	1500	Mar 5	80
4	Sedarapet	RURAL	YOGA	70	Mar 5	45
5	Thirubuvanai	RURAL	YOGA	250	Mar 5	82
6	Pondicherry University	URBAN	CONTROL	350	Mar 7	56
7	Bahoor	RURAL	CONTROL	100	Apr 2	66
8	Mudaliarpet	URBAN	CONTROL	120	Apr 2	73
9	Navasakthi Nagar	URBAN	YOGA	100	Apr 2	62
10	Lawspet??	URBAN	YOGA	150	Apr 9	120
11	TBD	RURAL	CONTROL	100	Apr 16	60
12	TBD	RURAL	CONTROL	100	Apr 16	60
<b>TOTAL</b>				<b>3790</b>		<b>851</b>



Stevia

# TEAM AYUSHMAN INDIA



SG Sekar an independent Film Maker, Director and Editor. He has been in the media industry for 30 years. He has experienced working in different countries (USA, Canada, Malaysia, UK and India) where he has earned an indisputable reputation for his passion.



Nirali P Pandya



Mamta is a post graduate in Yoga from Kaivalyadham Lonavala. She is currently pursuing her Masters in Yoga from Uttarakhand Open University. Working as an independent trainer, she is also learning Kathak.



**Dr Amrit Ram**  
Ph.D. Yoga (S-Vyasa University)



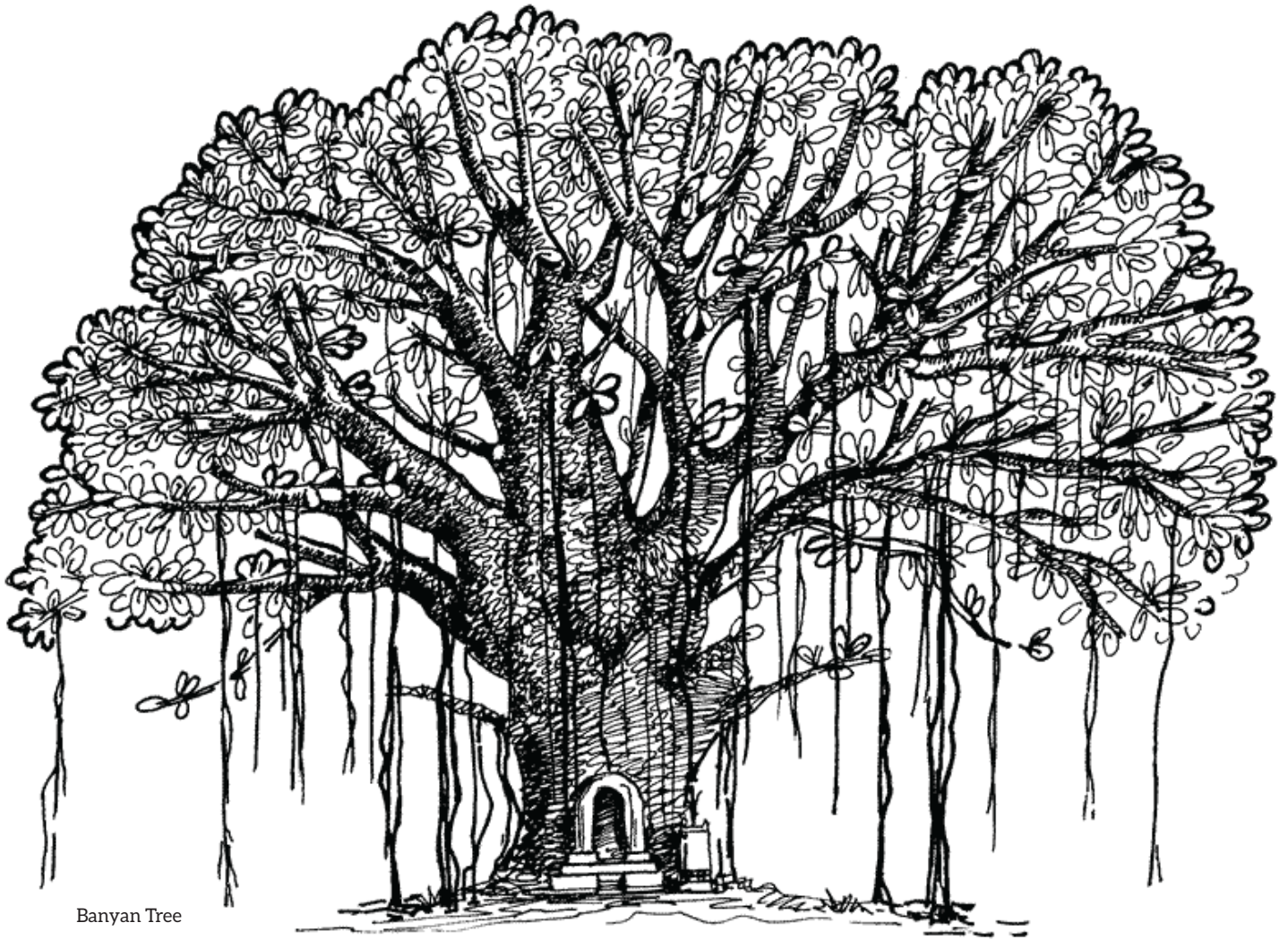
Manisha Adhikari



**Dr. NIDHI CHOUDHARY RAM**  
Ph.D. Yoga (S-Vyasa University)  
Faculty Head - Ayushman India



Champa



Banyan Tree



**KAIVALYADHAMA**  
Where Yoga tradition and Science meet

[www.ayushmanindia.in](http://www.ayushmanindia.in)  
[namaskar@ayushmanindia.in](mailto:namaskar@ayushmanindia.in)



## RAJAN R. S.

Managing Director – Privi Lifesciences Pvt. Ltd, Co-founder – Livpure Water Technologies & CEO – Privi Organics India Limited. Post a successful corporate leadership stint. For over a decade he is a serial Intreprenuer, building brands and business leading winning teams in India and International Markets. He mentors upcoming IIT engineers and B School graduates on commercializing new technologies. He has been contributing path breaking CSR initiatives providing innovative solutions to communities, measurably impacting their lives positively. He is a Chicago Booth EDP Alumni.



## Riaz Ahmed

A Senior Finance and Governance professional with 36 years of experience in holtelieving and retailing business. Positions held were Company Secretary and Corporate Financial Controller, ITC Hotels Ltd, Divisional Financial Controller, ITC Hotels Division, Vice President-Finance,IT&Logistics, ITC Lifestyle Retailing Business Division.

Was on the Board of several ITC group companies.

Superannuated from ITC Limited in Nov 2015 and freelancing in consulting with specialisation in the arena of Business Strategy and Governance.



Palash