



सत्यमेव जयते

**Embassy of India
Tokyo**

PRESS RELEASE

On 9 March 2023, H.E Mr. Sibi George inaugurated AYUSH (Ayurveda, Yoga, Unani, Siddha, Homeopathy) Information Cell (AIC) at the Embassy of India in Tokyo.

The AYUSH Information Cell will offer information and promote collaboration in the field of traditional medicine. The cell will provide a platform for exchange of knowledge and expertise between Indian and Japanese practitioners and researchers, facilitating the integration of traditional medical practices with modern healthcare.

In his address at the inauguration event, Minister of AYUSH, Shri Sarbananda Sonowal, shared his message stating the benefits of AYUSH health services and the initiatives taken by the AYUSH Ministry, Government of India to promote them around the world.

Speaking on the occasion, Ambassador Sibi George said, “The AYUSH Information Cell is a significant step towards strengthening the relationship between India and Japan in the field of healthcare.” Dr. Tsuyoshi Kitanishi, President Ayurveda Society of Japan and Mr. Kimura Keishin, President Japan Yoga Therapy Society also made presentations at the inauguration ceremony.

Distinguished members present at the landmark inauguration ceremony included representatives from Japan medical community and industry, Yoga and Ayurveda practitioners in Japan and members of the Indian diaspora.

India and Japan stakeholders are taking a number of steps to explore promotion of AYUSH practices in Japan. During the visit of Honorable PM of India, Shri Narendra Modi to Japan in 2018, two important partnerships were signed to promote AYUSH practices:

- i. MoC between the Ministry of AYUSH and the Kanagawa Prefectural Government in the field of Healthcare and Wellness.**
- ii. MoU between National Institute of Pharmaceutical Education and Research (NIPER), India, and Shizuoka University, Japan for Academic and Research exchanges.**

The event was followed by cultural programme including demonstration of YOGA by Vivekananda Cultural Center, Embassy of India and an informative AYUSH quiz.

**Tokyo
11 March 2023**