

**Remarks by Ambassador of India to Japan H.E. Mr. Sibi George
at the Ayurveda In Japan event on August 31, 2023**

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Dr. Kimura Keishin, President, Japan Yoga Therapy Society,
Dr. Kageyama, Takanawa Clinic,
Dr. Yasuo Watanabe, Regal Professor, Yokohama University of
Pharmacy,
Dr. Shiho Oikawa, Vice Principal of Japan Ayurveda School,
Mr. Kenzo Shiota, Representative from M/s Sabinsa,
Friends, Ladies and Gentlemen.

A very Good evening to you all.

Let me begin my remarks today by once again congratulating ISRO and the scientists of India for remarkable Chandrayan Moon Mission. The celebrations all across India and the world is still continuing. I recall the congratulatory message by Hon'ble Prime Minister of Japan His Excellency Fumio Kishida addressed to our Prime Minister Shri Narendra Modi congratulating India on this successful Moon Mission.

Dear Friends,

As someone who has spent nearly thirty years in diplomatic service and lived and served as a diplomat in twelve countries spread across four continents, of which five countries as Ambassador I have seen personally how Yoga and Ayurveda has grown in prominence abroad and also has become one of the most important symbols of India's culture and traditions.

Traditional Medicine and Ayurveda are two pillars of ancient wisdom that have stood the test of time and continue to impact our lives in profound ways. These traditional systems of medicine, with their roots deeply intertwined with the cultural fabric of various civilizations, offer us invaluable insights into holistic well-being, natural

remedies, and the harmonious balance between mind, body, and spirit. In the last few years, we have seen how Yoga, which has been originally the heritage of India, has spread to the entire human race as its legacy.

One of the most remarkable aspects of Traditional Medicine and Ayurveda is their focus on individuality. Instead of offering a one-size-fits-all approach, these systems acknowledge that each person is unique and requires personalized attention. By considering an individual's constitution, lifestyle, and environment, Traditional Medicine and Ayurveda offer tailor-made solutions that resonate with the individual's needs.

Today, there is no village or town where Ayurveda is not practiced. It is my endeavor to see that Ayurveda is practiced in every village and town of Japan as well. If yoga can reach every corner of Japan, I am sure that Ayurveda can also reach there. It is so gratifying to see the efforts being put in by Government of India to promote and support Ayurveda. India has set up a Ministry of AYUSH which is spearheading our Ayurveda campaign. India has set up the National Ayush Mission to promote AYUSH medical systems through cost effective AYUSH services. It has also been working to strengthen educational systems and facilitating the enforcement of quality control of Ayurveda, Siddha Unani & Homoeopathy drugs. The Government has taken a series of quality control measures. Our policy on Ayurveda and other Indian systems of medicine is aligned with the Traditional Medicine Strategy 2014-2023 of World Health Organisation. Students from many countries across the globe are travelling to India to study Ayurveda and traditional medicines. In my visit to the prefectures I have come across experts who have spent considerable time in India, learning Ayurveda. The launch of Ayush Information Cell in Tokyo has also contributed in our efforts to Connect Himalayas with Mount Fuji.

Another important element associated with Ayurveda is the wellness tourism. There are many flavours of tourism today. But, what

India specially offers you is Wellness Tourism. Its strongest pillar is Ayurveda and traditional medicine. I recall the remarks by Prime Minister Shri Narendra Modi who said, “Imagine yourself getting a detox in lush green surroundings in the beautiful state of Kerala. Imagine yourself performing Yoga by a gushing river, by the mountain winds in Uttarakhand. Imagine yourself in the middle of the lush green forests of the Northeast. If your life’s deadlines and timelines are stressing you out, it is time to tap into the timeless culture of India. Whether you want to treat your body, or a retreat for your mind, come to India.”

In a world dominated by modern medicine and technology, it's easy to overlook the profound impact Traditional Medicine and Ayurveda have on our well-being. These systems emphasize prevention rather than cure, recognizing that nurturing a healthy lifestyle and maintaining balance can prevent illnesses from taking root. The use of natural remedies, such as herbs, minerals, and specific diets, aims to address the root causes of ailments, while also promoting the body's innate ability to heal itself.

In conclusion, Traditional Medicine and Ayurveda are not relics of the past; they are vibrant legacies that continue to enrich our lives. Their emphasis on holistic well-being, personalized care, and the interconnectedness of all things speaks to the deeper yearning within each of us for a more balanced and meaningful existence.

I once again thank you all for joining us today.
