

**Embassy of India
Tokyo

**Remarks by Ambassador Sibi George at the Inauguration of Ayush
Information Cell in Tokyo**

March 9, 2023

Hon'ble Minister of AYUSH Shri Sarbananda Sonowala ji,

Dr.Tsuyoshi Kitanishi, President of Ayurveda Society of Japan ,

Mr. Kimura Keishin, President of Japan Yoga Therapy Society,

Members of Indian Professionals Network (IPN) who have joined us today;

Friends, Ladies and Gentlemen.

A very Good evening to you all.

Let me begin by wishing you all a very Happy Holi, our festival of colors, which is one of the most significant festivals of India. I congratulate the Vivekananda Cultural Center for joining hands with the Ayush Cell in celebrating Holi today on this important occasion when we launch the Ayush Information Cell in Tokyo. India is a land of festivals and colors. When we think about the festivals in India it is Holi which comes at the top; when we hear about the colors of India, it is Holi that comes first to the mind. It makes us all so proud today to join the 1.4 billion people in India and 34 million Indian Diaspora abroad in celebrating Holi. I understand that multiple events are planned in different parts of Japan to celebrate Holi. Once again my Greetings on the occasion of Holi.

Dear Friends,

I welcome each one of you who have joined us here today in the Embassy and also virtually at the inauguration of the AYUSH Information Cell. This is an important initiative of the Indian Professionals Network (IPN) that we launched earlier this year. I thank the Hon'ble Minister of AYUSH Shri Sarbananda Sonowala ji for joining us today. I also thank and welcome Dr. Tsuyoshi Kitanishi, President of Ayurveda Society of Japan and Mr. Kimura Keishin, President of Japan Yoga Therapy Society for their presence.

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.

The knowledge that our ancestors had acquired thousands of years ago was based on a lot of efforts and inspiration for the welfare of mankind. The desire for experimentation and innovation gave birth to the miracles like yoga and Ayurveda. 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.

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 village of Japan, I am sure that Ayurveda can also reach there. Mahatma Gandhi one said about Ayurveda, and I quote: "I think highly of Ayurveda. It is one of the ancient sciences of India, which ensures the health of the millions in her thousands of villages. I advise every citizen to live life in accordance with the principles of Ayurveda. The Pharmacy, the dispensary and the Vaidyaraj, all have my

blessings that they may be enabled to render the best possible service to Ayurveda. Unquote.

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.

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."

Dear Friends,

I am confident that the launch of the Ayush Information Cell in Tokyo will contribute in our efforts to Connecting Himalayas with Mount Fuji. In this year when we begin our Azadi Ka Amrit Kaal, a journey of twenty-five years, to our 100th anniversary of independence, let's take a solemn vow to

work towards spreading the message of Ayurveda and Yoga all across Japan.

Let's work towards expanding our engagement with every Ayurveda practitioners and other stakeholders in Japan. Let's work closely with our tour operators to promote wellness tourism. Let's hold several events to spread the message of Ayurveda all across Japan. Let's establish Ayurveda lounges at every event that we organize anywhere in Japan. Let's also spread awareness on the benefits of millets as we celebrate 2023 as the International Year of Millets. Together let's celebrate the heritage of India in Japan.

I once again thank you all for joining us today.

Thank you IPN, Thank you all.
