

16 November 2020

Celebration of Ayurveda Day 2020

As part of the celebration of 'Ayurveda Day' in Brazil, Consulate General of India, Sao Paulo and Swami Vivekananda Cultural Centre organized various events in the month of November.

2. The celebration started on 5 November with a **webinar on** "Ayurveda for Global Health during the time of COVID-19". The webinar received participation from Ayurveda practitioners in India and Brazil. Consul General, Amit Kumar Mishra gave the opening remarks for the webinar & spoke about the significant role played by Ayurvedic treatment in the high recovery rate of Covid19 patients in India and the importance of the National Clinical Management Protocol released by Ministry of AYUSH for management of Covid-19. He also spoke about the growing collaboration between India and Brazil in the field of Ayurveda.

3. The eminent Indian speakers for the webinar included Dr. Jeevan K. Jose, from Ayra Vaidya Pharmacy, Coimbatore India; Vadiya Radha Priya from Brahmi Vaidyalaya Bangalore, Karnataka. Brazil was represented by Ayurveda experts like Dr. Cezar Deveza, Director YAM project; Dr. Ricardo Balsimelli owner of Ayurveda clinic 'SOHA' and Ms. Margarete Mota, Director of Escola de Saberes Ancestrais. All the speakers highlighted various aspects of Ayurveda and Ayurvedic treatment through their presentations. The entire webinar was streamed live on the Facebook and YouTube channel of Swami Vivekananda Cultural Centre.

4. On 12 November, Swami Vivekananda Cultural Centre collaborated with Naradev Shala and invited its **Director Prof. Eric Schulz for a talk on 'Ayurveda: From tradition to Modernity'**. Talking about Ayurveda, which is the oldest healthcare system that originated in India, Prof. Schulz highlighted the basic principles of Ayurveda which include the concepts of universal interconnectedness, the body's constitution (*prakriti*), and life forces (*doshas*). The talk was streamed live on the Facebook page of Swami Vivekananda Cultural Centre.

5. **Consul General's interaction with Ayurveda practitioners**: As a part of the celebration of Ayurveda Day in Brazil, as a special initiative the Consulate General of India, Sao Paulo and Swami Vivekananda Cultural

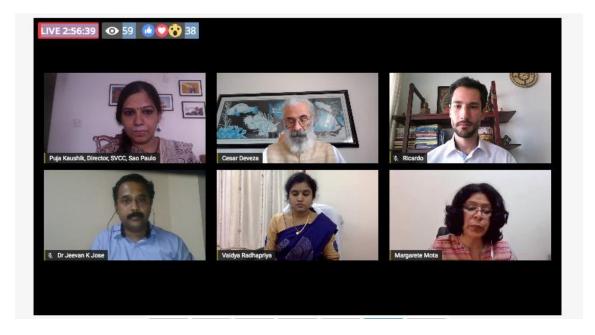
Centre got the 'National Clinical Management Protocol based on Ayurveda for management of Covid19' issued by Ministry of AYUSH translated into Portuguese. The Portuguese version of the protocol was released both in the print and E-book format by the Consul General, Mr. Amit Kumar Mishra at a special gathering of Ayurveda experts from Brazil at Swami Vivekananda Cultural Centre on 12 November. Consul General had an engaging conversation with the Ayurveda experts and discussed opportunities to promote Ayurveda in Brazil. He also highlighted the role played by Ayurveda in fight against #COVID19.

6. Release of Portuguese translation of book titled "Ayurvedic Standard Treatment Guidelines" by Consul General: On 22 November Consul General, Mr.Amit Kumar Mishra released the Portuguese version of the book "Ayurvedic Standard Treatment Guidelines, Edition I" at a special virtual event organised in celebration of Ayurveda Day. The original English version of the book was published by Ministry of AYUSH in 2017 and the book has been translated by Escola De Ayurveda an Ayurveda School from Porto Alegre, Brazil. The E-version of the book will be freely available to Ayurveda practitioners.

A few photographs of the events are attached.

Images from the Webinar "Ayurveda for Global Health during the time of COVID-19" held on 5 November 2020





Images from the talk 'Ayurveda: From tradition to Modernity' held on 12 November 2020

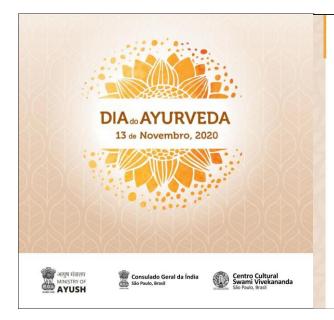




Images from the meeting with Ayurveda experts from Brazil and release of the Portuguese version of 'National Clinical Management Protocol based on Ayurveda for management of Covid19' in book form on 12 November







Medidas gerais e físicas

 Pratique distanciamento social, higiene respiratória e das mãos, use máscara

2 Faça gargarejo com água morna e um pouco de cúrcuma e sal. Água fervida com Triphala (frutos secos de Emblica officinalis, Terminalia chebula,Terminalia bellerica) ou Yashtimadhu (Glycyrrhiza glabra) também podem ser usados para gargarejo.

Instilação nasal/aplicação de óleos medicados (Anu taila ou Shadbindu Taila) ou óleo puro (gergelim ou coco) ou aplicação nasal de ghee bovino (Goghrita) uma ou duas vezes ao dia, especialmente antes de sair de casa e depois de voltar para casa. Inalação de vapor com Ajwain (Trachyspermum ammi) ou Pudina (Mentha spicata) ou óleo de eucalipto uma vez ao dia

5 Sono adequado de 6 a 8 horas.

6 Exercícios físicos moderados.

Siga o Protocolo de Yoga para Prevenção Primária da COVID-19 (ANEXO-1) e Protocolo de Cuidado pós-COVID-19 (incluso cuidado de pacientes com COVID-19) (ANEXO-2) – conforme aplicável.





Images from the release of Portuguese translation of book titled "Ayurvedic Standard Treatment Guidelines" by Consul General on 22 November 2020





Diretrizes de Tratamento	Ayurvedic Standard
Padrão em Ayurveda	Treatment Guidelines
Documento preparado por:	A document prepared by
Ministério do AYUSH	Ministry of AYUSH
Governo da India	Government of India
Editor Executivo	Executive Editor
Vaidya Manoj Nesari	Vaidya Manoj Nesari
Conselheiro (Ay)	Adviser (Ay)
Ministério do AYUSH	Ministry of AYUSH
AYUSH BHAWAN	AYUSH BHAWAN
B Block, GPO Complex, INA	B Block, CPO Complex, INA
New Delhi-110023, India	New Delhi-110023, India
Instituições colaborativas:	Collaborative Institutes
Instituto de Ensino de Pós-Graduação &	Institute for Postgraduate Teaching &
Pesquisa em Ayurveda, Jamnagar	Research in Ayurveda, Jamnagar
e	and
Instituto Nacional de Ayurveda, Jaipur	National Institute of Ayurveda, Jaipur