



9 December 2020

### **Media Release**

#### **Webinar on “Integrative Medicine: India-Brazil Connect”**

The Consulate General of India, Sao Paulo and Swami Vivekananda Cultural Centre organised a webinar on 29 November, 2020 titled “**Integrative Medicine: India-Brazil Connect**”. The webinar received participation from experts from the field of Ayurveda, Yoga, Meditation and representatives from the Integrative Medicine department of the Albert Einstein Hospital. The event was streamed live on the Facebook page and YouTube channel of Swami Vivekananda Cultural centre and was viewed by approx. 15000 people.

2. **Ambassador of India to Brazil, Mr. Suresh Reddy** gave the opening remarks and spoke about India’s contribution in the Integrative Health system of Brazil. He elaborated on how Ayurveda and Yoga are gaining popularity as they aim at attaining a healthy mind, body and soul. Ambassador Reddy thanked the esteemed panel of speakers for their contribution to promotion of Yoga and Ayurveda in Brazil.

3. **Prof. Lia Diskin**, the popular **Gandhian Scholar** and recent recipient of Padma Shri was the first speaker of the webinar. Speaking on the topic “*The responsibility of working with other cultures on Health Care*”, Prof. Diskin spoke on the close connection between India and Brazil in the field of Health Care. She elaborated on how she uses techniques and methods that she has learnt from Indian philosophers for helping patients at the integrative medicine department of Albert Einstein.

4. Talking on similar lines as **Prof. Lia Diskin**, **Dr. Paulo De Tarso Ricieri De Lima**, **Founder, Integrative Medicine Department, Albert Einstein Hospital** spoke on the topic “*Two worlds collide: How Eastern and western medicine can work together*”. He explained how the Integrative medicine is a medical approach that is oriented towards an extended healing process, which aims to approach the person as a whole, including all aspects of lifestyle. **Paulo Prada**, a **Psychotherapist** also spoke on how integrative medicine aims not just for the heal its of the body

but also the mind, through his presentation titled “*Claiming back your emotional balance*”.

5. Speaking on “*The importance of Integrative Care during times of Pandemia*” **Maria Ester Azevedo Massola from Integrative Medicine Department, Albert Einstein Hospital** shared her experiences where integrative care methods like Yoga and meditation have proved helpful in speedy recovery of patients fighting with COVID-19. **Prof. Marcos Rojo, Yoga specialist** from Brazil supported Maria Ester’s point through his talk on “*The importance of lifestyle on Health*”. Prof. Rojo elaborated on how during the pandemic people are realizing the importance of a healthy lifestyle and looking up to healthy eating and introducing yoga in their life.

7. **Dr Luiz Guilherme, Director, Dhanvantri Clinic, Brazil** spoke on “*How Ayurveda can improve your immunity*”. Dr. Guilherme stressed on the benefits of having a strong immune system especially during the time of COVID-19. He also shared some basic Ayurvedic tips prescribed by Ministry of AYUSH to build ones immunity.

8. The panel of speakers patiently answered the questions put up by the inquisitive audience and the event ended with a vote of thanks by Ms. Puja Kaushik, Director, Swami Vivekananda Cultural Centre.

A few photographs of the webinar are attached.





