



ET Focus



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Elixir of Life for incurable diseases

A senior IAS officer of the Bihar Cadre – S M Raju – has rediscovered Ayurveda by blending hand-picked herbs and virtues of Veda to renewed life for today's wellness and healthcare

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Today, medical science has developed tremendously and has transformed modern lifestyle with increased life expectancy. But, the fact is that although we have developed advanced medical care, sophisticated medical equipment and powerful medicines, we are still struggling to conquer a number of ailments like skin psoriasis, gangrenous, cholesterol, renal problem, cardiovascular problem, diabetes, arthritis, gastric problems, liver cirrhosis, etc. For which, allopathic medicines do not have a complete remedy or treatment.

It is time to again go the natural way and find nature's supplements. What's better than the ancient, time-tested and globally appreciated

“By 2020, I want to show the world the power of Indian traditional Ayurvedic medicine,”

— S M Raju, IAS

Ayurvedic medicine and treatments and remedies? Making a breakthrough in this field, a senior IAS officer of the Bihar Cadre, S M Raju hand-picked natural herbs and blended it with virtues for Vedic literature's Ayurvedic science to create a renewed life for today's wellness and healthcare.

LIFE'S TURNING POINT

In most of our lives, there are cutting incidences which have a strong bearing on us and many a times changes our lives. Raju too faced such a defining moment in his life that led him to pursue a new course which led to the discovery of a unique Ayurvedic drink.

"In 2008, I faced a heart-breaking incident when my father had sudden renal failure after he took excess pain-killers due to jetlag after holidaying in Europe. His consulting nephrologist said that it was like acute failure of kidney as his urination had also stopped. He was advised to undergo dialysis for about three months as his creatinine had also risen to 11.5 and we needed to bring it to normal. My anxiety to get my father well soon pushed me to explore varied options of medications for him. It was then that I made studies and researches on various medicines, primarily Ayurvedic. After some time, on the basis of my studies on Vedic literature's Ayurvedic science and taking into consideration of allopathic medicine principles for renal patients, I developed Ayurvedic medicinal formulations for renal and support. Then, I clinically tried these medicines on my father. After taking it, his health conditions improved and his creatinine level reduced and varied from between 2.75 to 1.9; now it's being maintained 1.3 to 1.5. Within a week, even his legs which had swelling for more than six years became normal," recalled Raju.

"I faced a similar incidence once

again, and this time it was my son. In March

2010, my son was diagnosed with a blood disorder for which he was getting treated at a medical college and hospital in Vellore. Having tried it on my father,

I induced my son with cold pressed flax oil with but-

conditions improved. In both the cases of my father and son, my formulations of Ayurvedic drink gave me greater faith on the Ayurvedic medicines for other diseases too," reminiscences Raju.

This was just a beginning! "The benefits of my Ayurvedic drinks were so dramatic that it could be easily termed as miracle. Taking it forward, I tried similar treatments on various other high profile and eminent people for various other health ailments. Most of them got much relief, improved their health conditions and still continue to take it. Here, I must say that union minister of state (independent charge) for AYUSH Shripad Naik is one such known person who had got good health benefits from the drinks," added Raju.

In his endeavour, Raju does not forget strong support of his wife who motivated him to work more in this field and develop an Ayurvedic medicine for all.

AYURVEDA REDISCOVERED

s Ayurvedic drink's distinctiveness lies in the fact that it purely a natural organic product which contains 100% herbs extract. Apart from 0.05% Sodium Benzoate, as per statutory norms as a preservative, it is totally chemical free and contains no metals. The medicine actually corrects the imbalanced metabolic activity, thereby improving the overall functioning of the body, which leads to relief from diseases and good health. "Moreover, the beauty of the drink is that it can be used as a diet supplement and can also be consumed

along with allopathic medicines. There are no side effects. This medicine has been made from 'tender shoots' of only herbal plants and contains ingredients like *arjuna*, *neem*, *jamun*, *beel*, *amla*, *gokhru*, *ashwa-gandha*, *chirayata*, *hareetaki*, *karanja*, etc," said Raju.

SEAL OF APPROVAL

This Ayurvedic medicine drink has various formulations for different diseases. They have been broadly named as Anti Aging Support, Ortho Support, Liver Health Support, Renal Support, Gastro Support, Uric Acid Care and Skin Care. Six of these medicines Anti Aging Support, Ortho Support, Cardio Vascular Support, Renal Support, Gastro Support and Liver Health Support - have got licence from the Drug Licencing Authority, Directorate of AYUSH, Bangalore, Government of Karnataka, in June 2015. For rest of the medicines, process to get licences are in progress.

GIVING BACK TO SOCIETY

Raju the discoverer has given the formulas of his Ayurvedic medicine drinks for production to a private company, Mallur Flora and Hospitality Private Limited, which has been given the license to manufacture the drinks for sale, with a condition that 50% of the profits shall be spent on the education of rural poor children in Gurukul Ashram system. "Under my supervision, the money will be spent for free boarding English medium CBSE affiliated school for education of students of class VI-XII. In each class, seats will be reserved for 40 scheduled caste student and scheduled tribe kids and 40 for non-scheduled caste and scheduled tribe kids," added Raju.

