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Isha-AYUSH: Bringing health and wellbeing to rural TN

12 October 2020, Coimbatore: For the past week, 10 grama panchayats including Ikkaraipoluvampatti, Narasipuram, Thevarayapuram, Perur, Chettipalayam of rural Tamil Nadu are celebrating a unique heartwarming achievement: 75% of those diagnosed with anemia in the panchayats three years ago, are now free of the condition, thanks to Isha-AYUSH. Following strict social protocols, the celebratory events had invited guests and recovered patients who received drumstick and papaya saplings to symbolize healthy food choices.

In 2017, Isha Foundation in association with the Ministry of AYUSH launched 'AYUSH – Isha Organic Health System.' Ten Grama Panchayats with 49 villages were included in the project. One of the first issues that the project addressed was anemia, a widespread condition in rural India. 654 people were diagnosed with anemia in the 10 panchayats.

Several actions were implemented immediately to tackle the issue including:

- Door-to-door distribution of traditional medicines recommended by the Ministry of AYUSH.
- Regular monitoring of hemoglobin level.
- Door-to-door anemia awareness programs touching more than 10,000 people.
- Appointment of 'Ayush Sevak' in every village to provide traditional medicines reaching more than 22,000 people.
- Free Yoga camps for 10,000 people.

As a result, 489 of the 654 people diagnosed with the condition three years ago, have recovered – a 75% recovery rate. The AYUSH Ministry's target of 70% recovery has been surpassed in the 10 grama panchayats.

The AYUSH-Isha Organic Health System is an initiative of Isha's Action for Rural Rejuvenation which has been working in the villages of Thondamuthur block for more than 15 years.

AYUSH incorporates Ayurveda, Yoga & Naturopathy, Unani, Siddha and Homeopathy in an integrated system to bring holistic health and wellbeing, especially in rural communities.

According to the 2020 Global Nutrition Report, 50% of the women in the reproductive age (one in two women) are anemic.

If you would like to know more about this, please write to mediarelations@ishafoundation.org.