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## Ayurvedic herbs on the verge of extinction

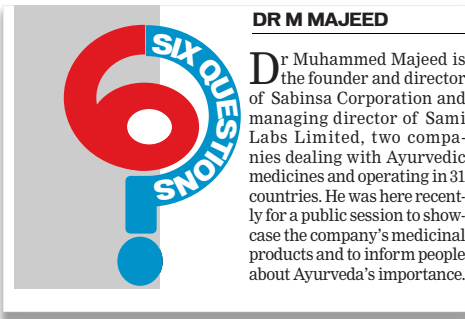
**Why did you choose to deal in Ayurveda?**

I chose to deal with Ayurveda because I wanted to inform people about its advantages. Ayurveda is an entirely Indian method of healing medical problems. In fact, Ayurveda incorporates methods to live life in a healthy manner. Sadly, despite being Indian, the method of Ayurveda and Ayurvedic treatment have been neglected in our own country.

**What various medical problems can be healed using Ayurveda?**

Almost every medical problem can be healed through Ayurveda. Just recently, we have found after research and testing that curcumin, a chemical compound in turmeric, has anti-cancer activities and is effective against arthritis. This is huge. Moreover, our expertise lies in the fact that we do not just develop medicines, but document it and remove any toxic elements from it, making it entirely safe.

**Which country is most receptive to Ayurvedic treatment?**



DR M MAJEED

Dr Muhammed Majeed is the founder and director of Sabinsa Corporation and managing director of Sami Labs Limited, two companies dealing with Ayurvedic medicines and operating in 31 countries. He was here recently for a public session to showcase the company's medicinal products and to inform people about Ayurveda's importance.

The United States of America is the biggest and most receptive market for Ayurveda. There are better avenues to develop this form of medicine there. The USA also has better research facilities.

**Why in your opinion did that happen?**

After independence, we built several Ayurveda colleges but did not provide any avenue for research. Research is extremely important in medicine. Due to this, Ayurveda suffered a setback. Here, too, I have heard that Ayurveda colleges suffer a similar fate. It is necessary to develop research facilities in the colleges so that

this Indian practice of medicine does not die in India.

**What is the biggest threat Ayurveda faces?**

Ayurveda depends on 400 types of medicinal plants to develop medicines. Of them, 360 are now endangered. These plants need to be cultivated or Ayurveda will cease to exist. Our company has been involved in cultivation of such

plants. The government should also focus on security and research of the medicinal plants.

**What do you aim to achieve through public awareness?**

Our aim is to make people understand how simple changes in lifestyle and use of herbs would let them lead a healthy lifestyle. We want to educate people about the science behind Ayurveda. For that, we make our own write-ups. In the public session in Patna, close to 700 distributors and general public turned up to learn about Ayurveda. The number is encouraging.

AS TOLD TO ANISH

