INDIA- GIFTING HOLISTIC WELL-BEING TO THE WORLD

JUNE 2023

MISSION LiFE: LIFESTYLE FOR ENVIRONMENT

This word is LIFE, which means 'Lifestyle for Environment'. Today, there is a need for all of us to come together and take Lifestyle for Environment forward as a campaign. This can become a mass movement towards an environmentally conscious lifestyle.

-Narendra Modi, Prime Minister of India

What is Mission LIFE?

- Mission LIFE is an **India-led global mass movement** to nudge individual and community action to protect and preserve the environment.

- At the 26th session of the Conference of the Parties (COP26) to the United Nations Framework Convention on Climate Change (UNFCCC), held in Glasgow, India shared the mantra of LIFE-Lifestyle for Environment - to combat climate change.

- India is the first country to include LiFE in its Nationally Determined Contributions (NDCs).

Objectives of Mission LIFE

- To mobilise **at least one billion Indians** and other global citizens to take individual and collective action for protecting and preserving the environment during 2022-2027.

- Within India, at least **80% of all villages and urban local bodies are aimed to become environment-friendly by 2028**.

- It aims to nudge individuals and communities to practise a lifestyle that is synchronous with nature and does not harm it.
  - Those who practice such a lifestyle are recognised as **'Pro Planet People'**.

> **Why Mission LiFE is crucial for the world?**
>
> - ❖ Environmental degradation and climate change impact ecosystems and populations across the globe
> - ❖ Nearly 3 billion people are projected to experience chronic water scarcity due to droughts at 2°C warming.
> - ❖ It is estimated that global economy could lose up to 18% of GDP by 2050 without urgent action by one and all.

Mission LiFE: Three Core shifts towards sustainability

- **Change in Demand (Phase I):** Nudging individuals across the world to practice simple yet effective environment-friendly actions in their daily lives.

- **Change in Supply (Phase II):** Changes in large-scale individual demand are expected to gradually nudge industries and markets to respond and tailor supply and procurement as per the revised demands.

- **Change in Policy (Phase III):** By influencing the demand and supply dynamics of India and the world, the long-term vision of Mission LIFE is to trigger shifts in large-scale industrial and government policies that can support both sustainable consumption and production.

LiFE Builds Upon India's environment-friendly Culture And Traditional Practices

- **Adaptive architectural forms** that minimise electricity consumption and hand- washing and sun-drying of clothes, as well as preference for plant-based foods can serve as foundations for LIFE.

- Many **unique water harvesting techniques**, contextual to local conditions, are practised across India.
  - These include the step wells of Gujarat and Rajasthan, the underground tanks (tankaa) of Tamil Nadu, the check dams (johads) of Rajasthan and the system of Nagaland that deposit the water in pond-like structures on terraced hillsides.

- **Clayware** is commonly used for cooking and serving purposes. Several public food establishments continue to serve food in plant-based biodegradable utensils (sal tree leaves) and tea in clay pots (kulhad).

Impact of Mission LIFE

- When estimated against a business-as-usual scenario by one billion Indians in 2022-23 to 2027- impact of LiFE actions can be significant, as demonstrated below with select examples:

  o Switching off the car/scooter engines at traffic lights/railway crossings can save up to 22.5 billion kWh of energy.

  o Turning off running taps when not in active use can save up to 9 trillion litres of water.

  o Using a cloth bag instead of a plastic bag while shopping can save upto 375 million tonnes of solid waste from entering the landfill.

  o Discarding non-functioning gadgets in the nearest e-recycling unit can recycle upto 0.75 million tonnes of e-waste.

  o Composting waste food at home can save up to 15 billion tonnes of food from going to landfills.

AYUSH: UNVEILING THE SCIENCE OF LIFE FOR HOLISTIC HEALTH AND WELL-BEING

- The Ayush systems, especially Ayurveda are often referred to as the **'Science of Life**, which is deeply rooted in ancient Indian knowledge.

- While Ayush has a strong foundation in traditional wisdom and experience, there has been increasing interest in scientifically exploring its efficacy and safety through evidence- based studies.

- The Ministry of Ayush is actively engaged in promoting the scientificity of Ayush systems of healthcare.

- The aim is to bridge the gap between traditional knowledge and contemporary scientific evidence, ensuring the integration of Ayush into evidence-based healthcare practices.

Various Initiatives of Ministry of Ayush (MoA)

- **R&D Initiatives**

  o The Ministry of Ayush has setup **five Research Councils** as Autonomous Institute for undertaking research in Ayurveda, Homoeopathy, Unani, Siddha, Yoga, and Naturopathy.

  o The Ministry of Ayush also **provides financial support** for research projects through its Research Councils, National Institutes, and various schemes.

  o The Ministry actively collaborates with research institutions, universities, and international organisations of repute like CSIR, CIMR, ILBS, etc., to facilitate **knowledge sharing and scientific advancements in Ayush**.

  o The *Center for Integrative Medicine & Research (CIMR)* was established within the AIIMS-Delhi campus under the Ayush Centre of Excellence programme, where proper

Facts
❖ 80% of the World's population rely on traditional medicine for their wellbeing
❖ 170 WHO member countries report the use of traditional medicine
❖ The industry of herbal medicines, beauty products and wellness centres is valued at trillions of dollars
❖ The market size of the Indian Ayush industry has seen a growth of 6 times in 7 years from 2014-2020.

scientific research on yoga began for the first time in the country.

- **Establishing and Implementing Quality Standards for Ayush products**

    o During the *Global Ayush Investment and Innovation Summit* held in 2022, the PM announced the launching of **Ayush mark** to recognise Traditional Medicine products which will give the authenticity to quality Ayush products of the country.

    o The Ministry is also working in collaboration with Bureau of Indian Standards (BIS) to develop standards for **Medical Value Travel**.

        ▪ Ayush Vertical at BIS will enable Ayush to develop standards and make stronger presence in ISO that would help in penetration in global markets at over 165 countries through ISO standards route.

    o A total of 17 Indian standards have been formulated so far for Herbal materials, panchkarma equipment and yoga accessories.

- **Dissemination of Research Findings**

    o The Ministry of Ayush promotes the dissemination of research findings through peer-reviewed journals and publications.

    o The **Ayush Research Portal** has been set up for disseminating Evidence Based Research Data of Ayush Systems at Global Level.

WHO-Global Centre for Traditional Medicine (WHO-GCTM)

- The WHO-Global Centre for Traditional Medicine, the **first and only global out posted Centre for traditional medicine across the globe** is being established with the support of India in Jamnagar.

- By adopting a whole-system approach that encompasses research, public health, and capacity building, the WHO-GCTM strives to strengthen the scientific foundation of traditional medicine.

- It seeks to integrate traditional medicine into mainstream healthcare, ensure evidence-based practices, and enhance the overall quality and accessibility of traditional medicine services.

- The centre envisions the establishment of a WHO Traditional Medicine Informatics center that brings together existing traditional medicine data banks, virtual libraries, academic institutions, and research institutes to facilitate collaboration.

Pragmatic Model of Research in Ayush

- Ayush, as a system of healthcare, recognises and focuses on the grey areas of research to address the challenges posed in healthcare.

- Here are some examples of how Ayush approaches the grey areas of research and tackles healthcare challenges:

    o **Exploring Traditional Knowledge**: The **Traditional Knowledge Digital Library (TKDL)** is a pioneering initiative of India to protect Indian traditional medicinal knowledge and prevent its misappropriation at International Patent Offices.

        ▪ Traditional Knowledge (TK) is a valuable yet vulnerable asset to indigenous and local communities who depend on TK for their livelihood.

    o **Integrating Modern Scientific Methods**: Ayush endeavours to bridge the gap between traditional knowledge and contemporary scientific standards.

        ▪ Covid-19 has made a potent platform for a successful integration at different levels, including R&D and Public health care.

- The Ayush Ministry has set up an Interdisciplinary Ayush Research & Development Task Force in collaboration with national organisations of repute to <u>formulate and develop strategies for management of Covid</u>.

- 63 manuscripts have been published. A **National Clinical Management Protocol based on Ayurveda and Yoga for management of COVID-19**, was also released.

- The tangible evidence generated through robust studies led to positioning of *Ayush-64/Kabasura Kudineer* as potential adjuncts to standard care in Covid-19 management.

o **Addressing Unmet Healthcare Needs**: Ayush focuses on addressing unmet healthcare needs, particularly in areas where modern medicine may have limitations.

- This can include managing chronic conditions, addressing lifestyle-related diseases, mental health and promoting preventive healthcare.

- The Clinical evaluation of *Brahmi Ghrita and Jyotishmati* Taila in the **management of Cognitive Deficit**; *Ayush- SR* Tablet in Occupational Stress among IT professionals etc., have been successfully done.

o **Promoting Lifestyle Modifications**: Research in Ayush explores innovative ways to promote healthy lifestyles, incorporating practices such as yoga, meditation, dietary guidelines, and natural remedies.

- By focusing on preventive healthcare and empowering individuals to take control of their well-being, Ayush contributes to overcoming healthcare challenges.

o **Predictive, Preventive, and Personalised Medicine**: It recognises that health is influenced by various factors, including physical, mental, emotional, and spiritual aspects.

- Ayush research explores the interconnectedness of these elements and seeks innovative solutions that consider the whole person.

- *Ayurgenomics*, also known as Ayurveda genomics or genomic medicine in Ayurveda, is an emerging field that combines the principles of Ayurveda and genomics to personalise healthcare and understand the genetic basis of individual variations in response to treatments.

- High end researches are being done on Ayurgenomics through CSIR-IGIB COE, the *TRISUTRA* (Translational Research and Innovative Science through Ayurgenomics).

Ayush in Achieving Universal Health Coverage and SDG Goals

- Ayush healthcare system is complying with WHO's strategic objectives for achieving the **4As** to Universal health Coverage- *Accessibility, Affordability, Availability, and Acceptability*.

- Ayush plays an important role in achieving **Zero Hunger (SDG 2)** through POSHAN (Prime Minister's Overarching Scheme for Holistic Nutrition) Abhiyaan.

o Under POSHAN, the Ministry of Ayush is coordinating with the Ministry of WCD for management of malnutrition and anaemia in adolescent girls, pregnant women, lactating mothers, as well as children through the principles and practices of Ayurveda, Yoga, and other Ayush systems.

- Ayush healthcare diligently works towards *Good Health and Well-Being (SDG 3)* and *Reduced Inequalities (SDG 10)*

What is Health?
The World Health Organization defines health as **a state of complete well- being**, not merely the absence of disease or infirmity.
Hippocrates' Science of Medicine sets the goal of medicine as the complete removal of the distress of the sick.

through National AYUSH Mission (NAM), integrated health programmes and AHWCs, simultaneously targeting health inequity and out-of-pocket expenditure.

- With the utilisation of herbal medicines and resources of nature, Ayush has always supported *SDG 11- Sustainable cities and communities*.

- *Partnership for the Goals (SDG 17)* is one SDG that is achieved through Ayush in India, by promoting partnerships between different healthcare systems and exchange of knowledge and expertise.

Conclusion:

- Ayush has always played an important part in the Indian and global healthcare system and for providing quality healthcare services to all, which is affordable and accessible.

- Ayush contributes to a comprehensive and patient- centred approach to healthcare aiming to achieve the goal of 'Health for All'.

YOGA FOR GLOBAL WELL-BEING

- India's presidency at the G20 provides a platform for the country to share its rich cultural heritage, including the practice of yoga, with the rest of the world.

- By promoting the practice of yoga, India can build bridges between different cultures and develop greater understanding and respect for diversity.

Benefits of Yoga
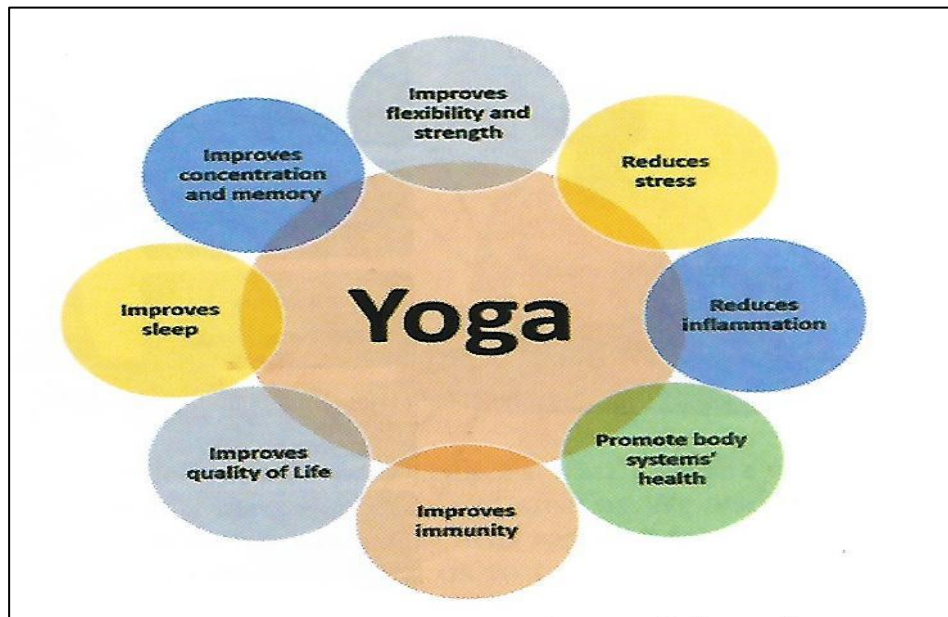
International Day of Yoga

- Yoga has gained widespread popularity globally, and many organisations are incorporating yoga into their programmes to now promote global well-being.

- The International Day of Yoga is observed annually on 21 June. The adoption of the International Day of Yoga by the United Nations helped yoga to reach the unreached and encourage more people to practice yoga worldwide.

- The Indian political system bloomed into a robust institutional democracy in the second half of the 20th century, with the Constitution of India providing the legal framework.

- The Constitution expressly provided for India to be a welfare state with rights for all and entitlements for the weak.

- The two instruments through which this was ensured are the Fundamental Rights and the Directive Principles of State Policy.

- The **Direct Benefit Transfer (DBT)** paradigm marks a quantum leap in terms of the accomplishment of the stated vision of these instruments.

DBT and DPSP

- The right to a dignified living guaranteed under the **Fundamental Rights (Article 21)** is actualised through provisions made under the Directive Principles of State Policy.

- Accordingly, the DBT gives more teeth to Article 21 by efficiently and efficaciously implementing schemes to address issues like inequalities in income, opportunities and resources, strengthening the health, and securing right to work and public assistance to those in need all elements of the Directive Principles of State Policy.
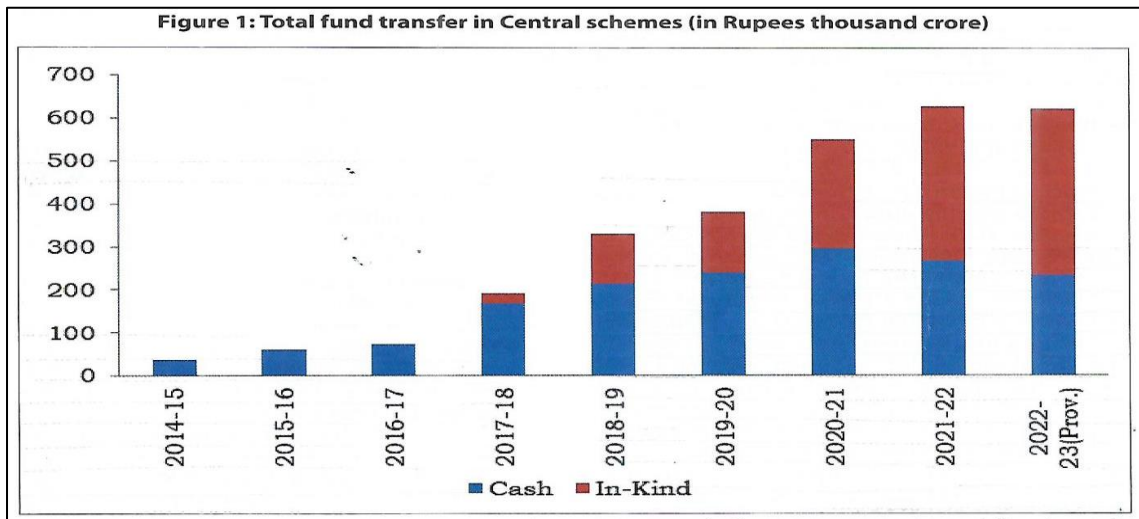
Need for DBT

- The Economic Survey 2015-16 observed that growth needs to be complemented with active government support to improve the economic lives of the poor and vulnerable, and achieve equity.

- Moreover, it showed that in several price subsidies that governments offer, **rich households benefit more from the subsidies than do poor households** (say, in the case of electricity, water, or fuel subsidies).

- Thus, distortions are created in the market that ultimately hurt the poor the most.

- Further, **on account of their leakages** not only are direct wastages created, but opportunity costs of how the government could have otherwise deployed those resources also pile up.

- Against these backdrops, the survey held that the benefit that price subsidies seek to create for the poor can be directly transferred to the poor through lump-sum income transfers.

What Is DBT?

- The DBT was originally envisaged as a scheme, where the welfare benefits provided by the Government are directly credited to the bank or postal account of the accurately identified beneficiary.

- It was launched about a decade ago as a transformative programme in public service delivery using modern Information & Communication Technology.

- Till date, the **DBT in India not only entails cash support** to eligible beneficiaries but also **in-kind transfers to them**, covering over 300 Central and more than 2000 State schemes.

- Widely known include farmer income support programmes like the Pradhan Mantri KIsan Samman Nidhi (PM KISAN), pensions for the old aged, Divyangjan, widows, etc.

- The DBT has been a force multiplier in facilitating the transfer of social safety net payments directly from the govt to beneficiaries' bank accounts, helping reduce leakages, curb corruption and provide a tool to effectively reach households to increase coverage.

Progress of DBT in India

Figure 1: Total fund transfer in Central schemes (in Rupees thousand crore)

- The World Bank (2022) also recognised the need for countries to back the DBT-styled public interventions into action plans for disaster resilience.

- The positive impact of DBT in India on the economic and social position of women within and beyond their households.

DBT and India Stack

- India Stack is the moniker for a set of open APIs and digital public goods that aim to unlock the economic primitives of identity, data, and payments at population scale.

- **The DBT is not a social assistance programme in itself**; instead, it is a mechanism to consolidate and control the data on direct benefit transfers from multiple sources.

- DBT leverages two elements of India Stack - - **identity and payments** - building on and contributing to online, paperless, cashless, and privacy- respecting access to a variety of public and private services.

DBT In G20 Agenda

- The ongoing Indian Presidency of the G20 is envisaged to as inclusive, ambitious, action- oriented, and decisive.

- The **DBT is a shining instance of Indian innovation**. India is endeavouring to use the G20 platforms for introducing the home-grown DPI-based DBT paragon to the world, particularly the Global South.

- DBT also fits into the bigger picture of India's co-chairship of **Global Partnership for Financial Inclusion**.

  o It is a forum where India seeks to promote the development of an open, inclusive and responsible digital financial ecosystem based on the presence of a sound and effective **digital public infrastructure (DPI)** for the advancement of financial inclusion.

- **For its impact on promoting transparency**, DBT was also showcased in the G20 Anti-Corruption Working Group Meeting.

World Praises India's DBT

- The IMF has hailed DBT for being 'a logistical marvel how these programmes that seek to help people who are at low-income levels reach literally hundreds of millions of people.

- The World Bank has also lauded the scale at which DBT impacts people's lives.

Benefits of DBT: Statistics

- Helped by digital cash transfers, India managed to provide food or cash support to a remarkable 85% of rural households and 69% of urban households. – **World Bank**

- At the same time, DBT and accompanying governance reforms have been estimated to save the Government of India cumulatively a **sum of Rs 2.23 lakh crore up till March 2021 or close to 1.1% of GDP**.

  o This figure has subsequently gone up to Rs 2.73 lakh crore as of March 2022, as per the data available at www.dbtbharat.gov.in/estimatedgain

Future Scope of DBT

- **The DBT 2.0** focuses on an online eligibility verification mechanism using Aadhaar.

  o The digitisation and Aadhaar seeding of such documents ensure citizen-friendly, real-time, and cost-effective verification or authentication.

  o The *DigiLocker and API Setu* offer convenient digital platforms to issue and access eligibility certificates in electronic and machine-readable format.

  o In his address on the occasion of the Civil Services Day on 21 April 2023, the Prime Minister alluded to this approach.

- **The DBT 3.0** seeks to usher in a transformative shift in the scheme of benefit delivery to citizens.

  o As things stand, citizens have to discover the Government schemes for which they would be eligible and apply to the concerned scheme implementing agency for availing the benefits.

  o However, by pooling in data residing in various government databases, the State can suo motu reach out to eligible citizens and start delivering the envisaged benefits to them by obtaining their consent and willingness thereof.

Conclusion

- For the far-reaching contemporary impacts of, and the possibility of futuristic reforms in India's DBT paradigm, it is one of India's most remarkable contributions to the discourse in ongoing G20 discussions.

- It clearly has the potential to promote harmony within our 'One Family' and engender hope for our 'One Future.

NON-POSSESSION: THE GANDHIAN THOUGHT

- The Gandhian thought encapsulates Truth, Ahimsa-Non-Violence, Brahmacharya-Chastity, Control of the Palate, Non- Stealing, Non-Possession, Fearlessness, Removal of Untouchability, Bread Labour, Tolerance-Equality of Religions, and Swadeshi.

- According to Gandhiji, "**A vow means unflinching determination, it helps us against temptation**. Determination is worth nothing if it bends before discomfort."

- Just as non-violence can be observed only by a strong person, not by a coward, vows are also a sign of strength, not weakness. Gandhiji lived by these vows.

Gandhi and Indian Opinion

- On 22 August 1894, Gandhi founded Natal Indian Congress to fight against colour prejudice.

- In October 1904, he took the responsibility of the Indian Opinion, a weekly newspaper. It was initially published in English, Gujarati, Hindi, and Tamil.

- The paper and the press were moved to Phoenix and in 1904 the Phoenix Settlement was founded. This was the beginning of community living.

- In the Indian Opinion, Mohandas wrote a few articles under the heading **Guide to Health**.

  o He mentioned in these articles that all <u>human activity is carried on by means of the mind aided by the ten senses</u>. These are **five senses of action and five of perception**.

  o A happy working of the human machine depends upon the harmonious activity of the various component parts.

  o His question therefore was, "What is the use of human body?" Everything in the world can be used and abused. This is an eternal truth. Body should be treated as the temple of God.

Interconnectedness of the Body, Mind, And Spirit

- He also believed that man's mental and spiritual well-being cannot be ignored. In Gandhiji's lifestyle, interconnectedness of the body, mind, and spirit were well maintained.

- <u>A person's food intake should be according to one's physical work</u>. One person's over eating not only spoils his/her digestive system but **also deprives those who need that food**.

- The control of the palate is one of the eleven vows. The body is injured every time one overeats.

Wider Scope Of Non-Stealing

- The observance of non-stealing is not limited to "stealing someone's thing. It goes even farther.

- Gandhi ji said - It is theft for me to eat any fruit that I do not need, or to take it in a larger quantity than is necessary. We are not always aware of our real needs, and most of us multiply our wants, and thus unconsciously make thieves of ourselves.

- According to him, **Non-Possession was allied to Non-Stealing**. Possession implies provision for the future. If each retained possession only of what he needed, no one would be in want, and all would live in contentment.

  o Non-Possession is a principle applicable to thoughts as well.

    ▪ Why should a man fill his brain with useless knowledge?

    ▪ Habit of acquiring what is not needed becomes a burden on the mind and also in the environment.

Rules for Ashram

In the year 1928, Gandhiji formulated certain rules for the ashram. They were:

1. All ashramites should attend the morning prayer at 4 am.

2. All should eat at the community kitchen.

3. Should spin 160 threads on a daily basis.

4. No servant or labour should be hired for house- work.

5. All adult men should engage themselves in night vigilance.

6. All young and adults should take turn in cleaning toilets.

7. Each person living in the ashram should do the work for the ashram at least for 8 hours daily.

8. One should maintain a daily diary and note all the work done during the day.

DELIBERATIONS ON HOLISTIC HEALTH IN G20

- India's G20 Presidency has identified three priorities in the Health Track as shown in the figure below:

- Nations have appreciated and commended the Indian Presidency for setting up the three health priorities.

First G20 Health Track Meeting

- In the First G20 Health Track meeting, it was discussed how pandemic prevention, preparedness, and response require diverse multi-sectoral, multi-agency coordinate efforts and a need for strengthening and empowering communities to become resilient to the future health emergencies.

- It also underscored the importance of building resilient health systems and investing in life-saving vaccines, therapeutics, and diagnostics.

- It was unanimously agreed that the **combination of modern medicine with traditional healing methods is exponentially powerful** in not just treating the disease but holistically healing the body.

The Second Health Working Group Meeting Under G20 India Presidency

- It emphasised on an **integrative holistic healthcare model of service delivery** through comprehensive IT backbone for Traditional Medicine through *'Ayush Grid'.*

- It also talked about **ensuring the benchmarking of AI in Traditional Medicine** with the guidance and support of the UN bodies.

- Suggestions such as a central organisation/coalition in the world to guide national governments, along with regional implementation hubs, paradigm shift towards Artificial General Intelligence (AGI) and AGI-enabled Digital public goods were put forward.

- **Best practices from India**, such as the *National NCD portal* for tracking Non-Communicable Diseases (NCDs) and *eSanjeevani teleconsultation services*, were also showcased.

- A session on **'Digital Public Goods (DPGs)** to bridge the Digital Divide' highlighted the critical element of democratising digital public goods.