

# FINAL REPORT FOR AYURGRAMA 2.0 CAMPAIGN (AG2KL01) [22/07/2024 - 28/07/2025]

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## INTRODUCTION



Being part of the Ayurgrama 2.0 initiative has been an enriching and transformative experience. Our journey began with the selection of Avinissery Panchayat as the focus of our campaign. Following this decision, we conducted a thorough exploration of the village to better understand its unique characteristics.

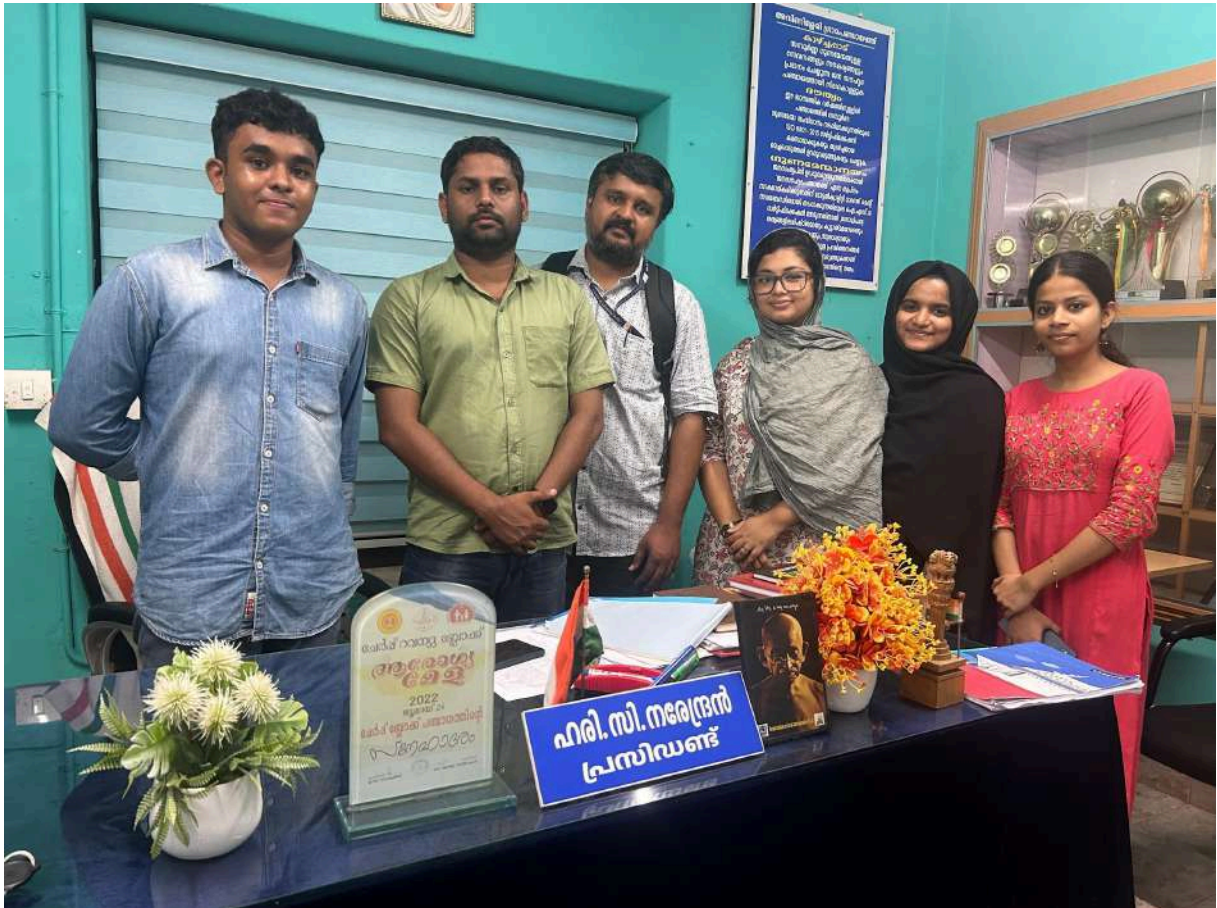
Avinissery is a small village located in the Thrissur district of Kerala, India, surrounded by lush greenery and vast paddy fields. The village is home to a diverse population, with a mix of traditional and modern lifestyles. The residents of Avinissery are known for their warm hospitality and strong sense of community.

The village is 3KM from our college, has a rich cultural heritage, with several ancient temples and festivals celebrated throughout the year. The most notable landmark in Avinissery is the Sri Avinissery Vishnumaya Temple, which attracts devotees from across the region. Avinissery is also known for its traditional Kerala architecture, with many ancestral homes and buildings showcasing the region's unique architectural style.

The village is surrounded by abundant natural resources, including rivers, streams, and forests, making it a picturesque destination for nature lovers.

Despite its rural setting, Avinissery has made significant progress in terms of education, healthcare, and infrastructure development. The village has several schools, colleges, and healthcare facilities, making it an ideal place to live and visit.

## PRE-CAMP PLANNING



Initially, the team leader convened a meeting with all team members to outline the Ayurgrama campaign's objectives and strategies. We had to choose between Vallachira and Avinissery villages, and after careful consideration and consultation with our coordinator, Avinissery was selected. To ensure a smooth operation, a preliminary visit to the village was made by the team leader and a few members to assess transportation options and local amenities.

Securing approval from the Avinissery Panchayat President, Hari C. Narendran was our top priority. The team leader, accompanied by two other members, met with the President, who expressed enthusiasm for our initiative. We presented our planned activities and the potential benefits of the camp. The President's support was instrumental in facilitating our preparations and making necessary arrangements for the camp.



## Pre-Camp Survey



To tailor our Ayurgrama 2.0 campaign to the specific needs of Avinissery village, a comprehensive pre-camp survey was conducted from July 10, 2024, over five days. The survey aimed to gather detailed information on the villagers' lifestyle, food preferences, health issues, and other relevant factors.

With the help of our Kayachikitsa HOD and research assistants, at our institution, we calculated the sample size which is as follows;

In our study, we used OpenEpi, Version 3, an open-source calculator, to determine the required sample size using the formula:

$$\text{Sample size } n = \frac{DEFF * N * p(1-p)}{[(d^2 / Z_{1-\alpha/2}^2 * (N-1) + p * (1-p))]}$$

where :

- (n) : Required sample size.
- (DEFF) : Design Effect.
- (N) : Population size (1900 for our study).
- (p) : Estimated proportion of the population with the characteristic of interest (50% ± 5%).
- (d) : Desired margin of error (5%). ( $Z_{1-\alpha/2}$ ): Z-score corresponding to the desired confidence level (1.96 for a 95% confidence level).
- (alpha) : Significance level (0.05 for 95% confidence intervals).

Based on the parameters:

Population size (N): 1900

Hypothesized percentage frequency of the outcome factor (p): 50% ± 5%

Desired confidence limits (d): ±5%

Design effect (DEFF): 1 (no clustering effect assumed)

The sample size calculated using OpenEpi, Version 3, for a 95% confidence level was determined to be 320. This sample size ensures that our study can estimate the population proportion accurately within the specified margin of error.

A dedicated team of 15 members traveled to Avinissery and dispersed throughout the village to engage with over 320 individuals. Each resident was approached to explain the purpose of our campaign, and the response was overwhelmingly positive. The villagers expressed keen interest and enthusiasm for the upcoming initiatives, which significantly enhanced our preparations for the camp.



The survey focused on an area near the community hall, which houses 1,900 residents. Despite the area's congestion, the survey was carried out smoothly due to the cooperative nature of the residents. Their welcoming attitude and eagerness for the camp were evident throughout the process. The team often worked until 8 PM and used public transport to reach the site, with one day requiring a villager to arrange a taxi for us.

We attached format of our survey form:

**QUESTIONNAIRE FOR SURVEY ON BEHALF OF AYURGRAMA 2.0  
AT AVINISSERY GRAMA PANCHAYATH (JULY 2024) BY STUDENTS FROM  
VAIDYARATNAM AYURVEDA COLLEGE- OLLUR;  
FOR ASSESSMENT OF HEALTH STATUS OF THE SAMPLE COMMUNITY.**

Sl.	Question	Options/Descriptions		
1	House Number & Ward			
2	Number of Family members including children, old-age, pregnant ladies	Less than 10 Y	More than 60 Y	Pregnant Lady Y/N
3	Occupation of members. Source of income to family	Above 10 Lakh per Annum	2 to 10 Lakh Per Annum	Below 2 Lakh per Annum
4	History of COVID -19	How many times?	How many vaccinations are done?	Any recurrent Illness after Covid attack?
5	History of Malaria, Dengue, Cancer, Diabetes, Skin diseases etc to any members of the family?	Specify the name of disease	Number of members affected	Is it cured?  Yes /No /Not Specific
6	Child Vaccination till the date?	Completely Vaccinated /	Partially Vaccinated	Not at all
7	Getting 'Privileges' from Anganwadi, for children and pregnant women	Yes	Partial	Not at all
8	Number of living rooms in this house			
9	Method of water supply is ..... If it's from well, is it chlorinated or not?	Not Chlorinated	Chlorinated	Last month of Chlorination

10	Do you have Pets ..... If Yes, is it vaccinated or not	Yes	Partial/	Not at all
11	Have you noticed the spread of flies or mosquitoes in your locality..... If yes, usage of mosquito net?	Uses Net	Not Using Net	Other Methods (specify)
12	Usage of Cigarettes/ Beedi/ Chewing Tobacco /Drinking alcohol or any toxic addictions? If Yes, Can you specify..... (the name of addiction)	Number of Members having addiction	Name of Addiction	Average frequency
13	Vegetarian /non-vegetarian diet preferred?	Veg	Mixed	Non Veg
14	Spicy food / sweet food which one do you prefer more?	Spicy/ Masala	Sweet	Salty   Oily or Dry
15	Does your daily diet include fruits and vegetables?	Yes / Daily	Not daily/ Occasionally	Very Rarely/Not at all
16	Did you find any usage of pesticides in food/surroundings?	Yes		No
17	How often do you eat fast food (weekly or alternatively)? Or Hotel food?	Daily	Weekly	Monthly/Very rare
18	Any recurrent digestive issues like recurrent abdominal gas formation, pain, diarrhea etc? Please specify the condition/s.			
19	Are you doing daily exercises / sports ?	Yes	Not Often	Not at all / Sedentary lifestyle
20	Do you frequently suppress natural urges? If Yes, could you specify.....	Yes	Not Often	Evacuate, whenever the urge occurs
21	Menstrual hygiene (pad/ cotton/ menstrual cup)			
22	Sleeping pattern (Regular/Disturbed) ..... How many hours total, per day?	More than 8 H	Less than 8 H	Less than 6 H
23	Do you sleep regularly during the day?	Yes/ Sedentary lifestyle	Not Often	Not at all
24	Method of waste management followed in the house. Please Specify			

Name of the Investigator with sign.....

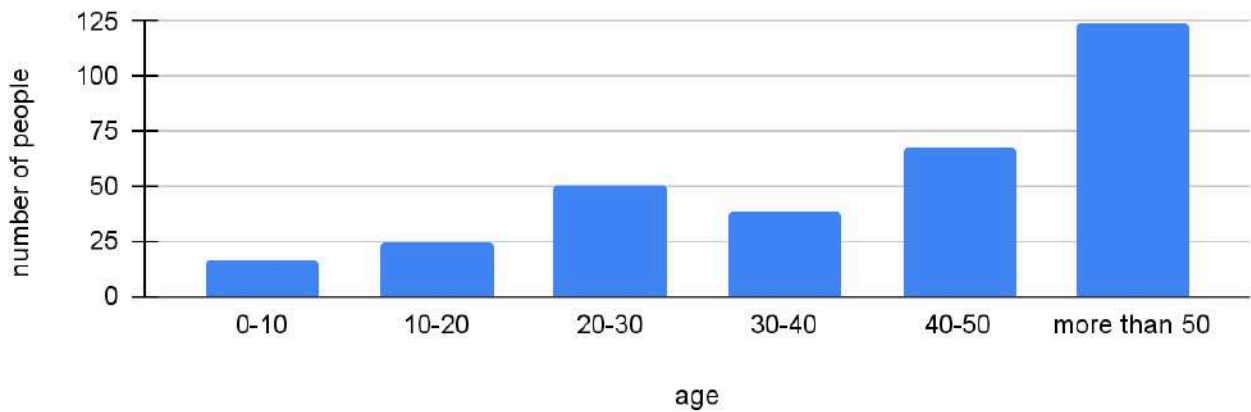
Date..... Time.....

**Findings:**

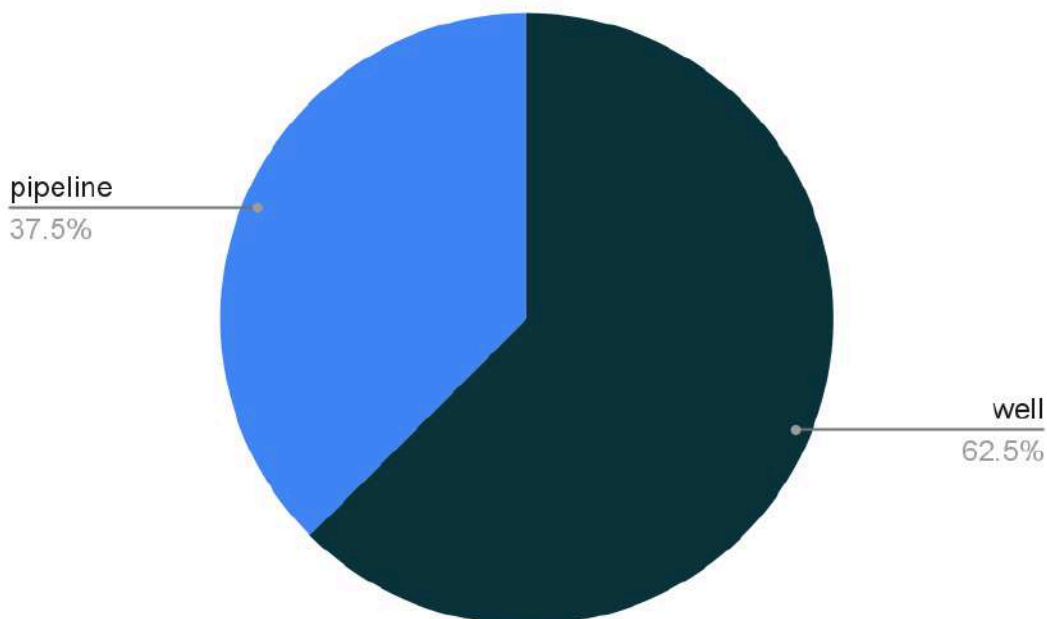
- **Health Awareness:** Residents are conscious of their health and hygiene.
- **Diet:** Fast food consumption is rare; homemade, healthy foods are predominant. Most people preferred mixed diet than non veg only
- **Sleep Patterns:** Most adults sleep less than 8 hours per night, with minimal daytime napping.

- **Water Source:** The main water source is a well, which is well-maintained and chlorinated.
- **Mosquitoes:** Mosquitoes are common, but mosquito nets are not used.
- **Health Issues:** Common health problems among those over 50 include diabetes, high blood pressure, abdominal discomfort, and gas issues.
- **Waste Management:** The 'Harithakarma-sena' handles plastic waste regularly, and food waste is used for compost.
- **Pets:** Most residents are pet lovers, and pets are vaccinated.

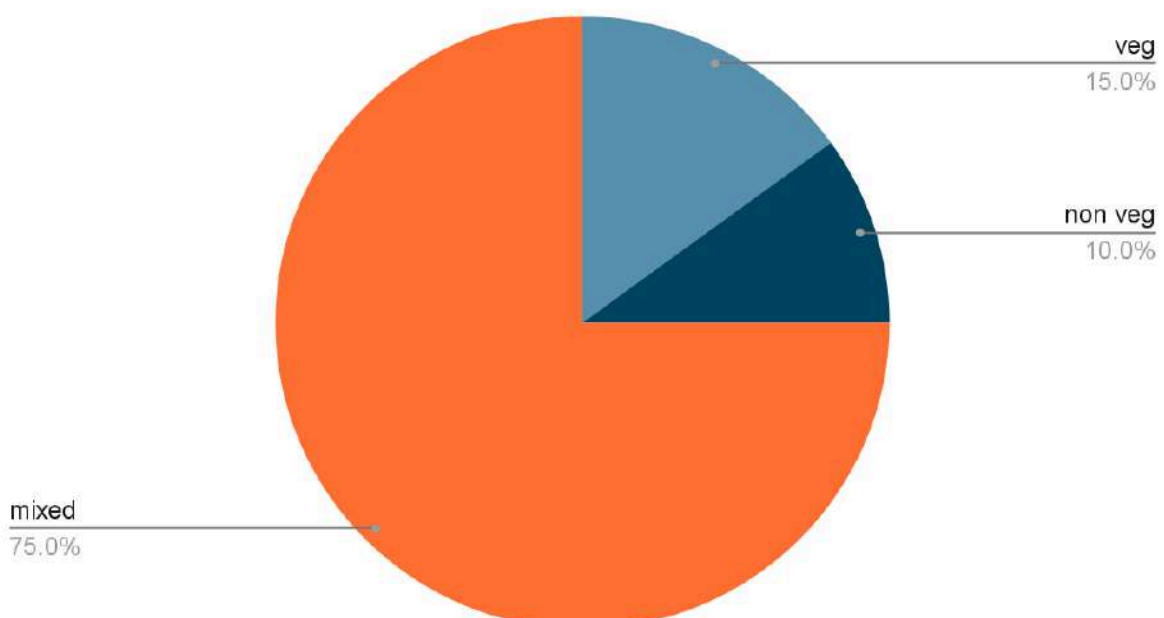
## POPULATION



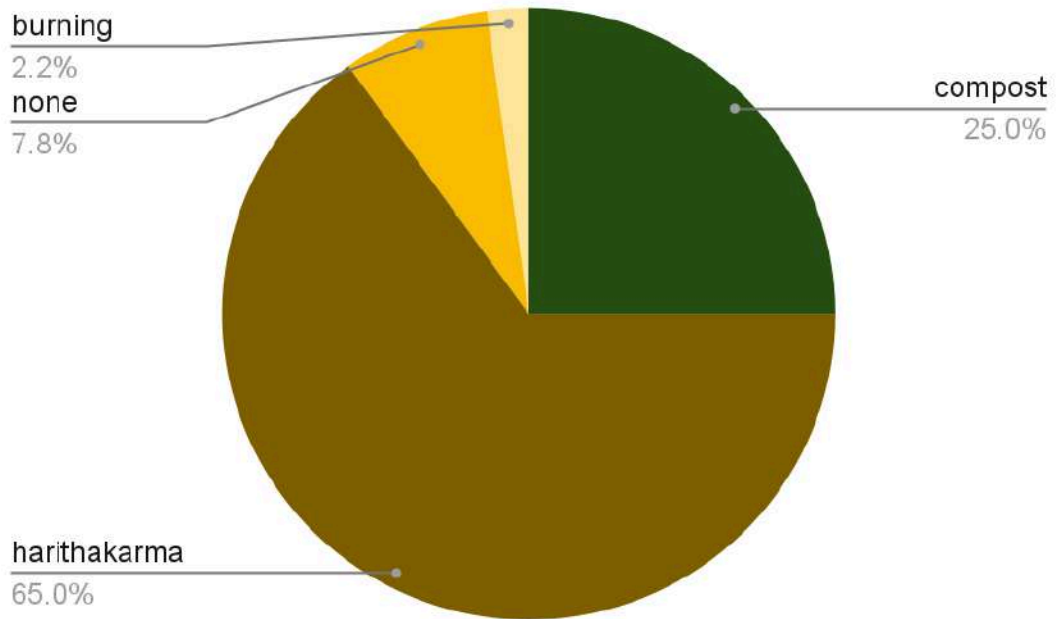
## WATER SOURCE



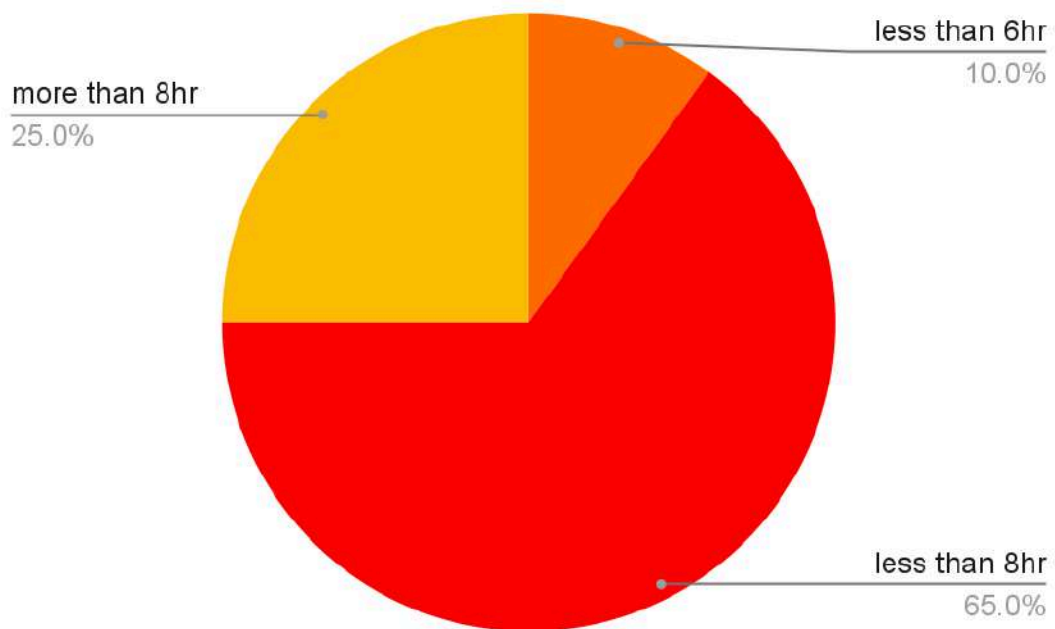
## DIET PATTERN



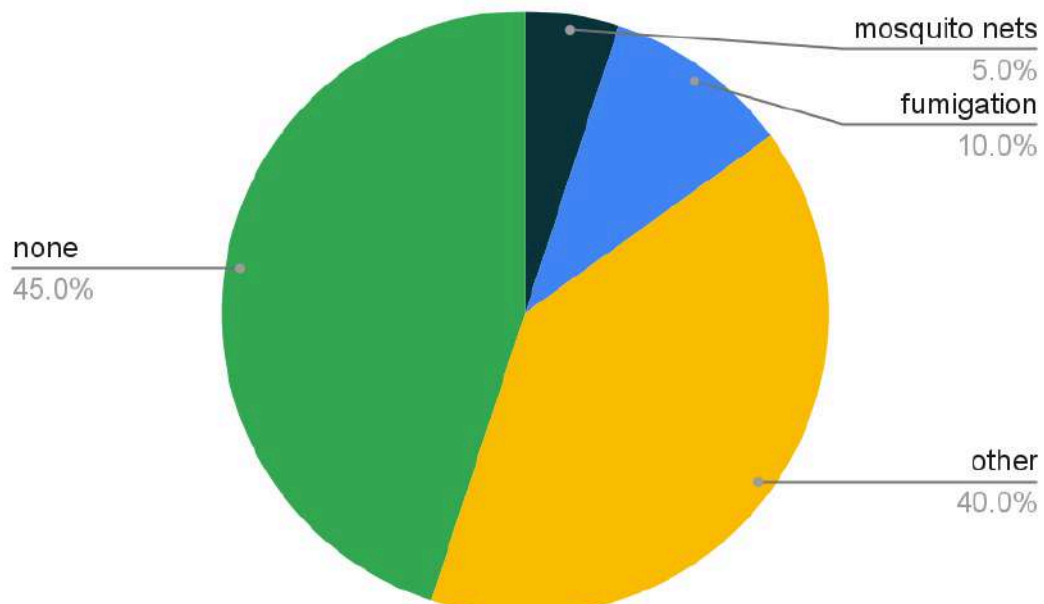
## WASTE MANAGEMENT



## SLEEP PATTERN



## MOSQUITO CONTROL



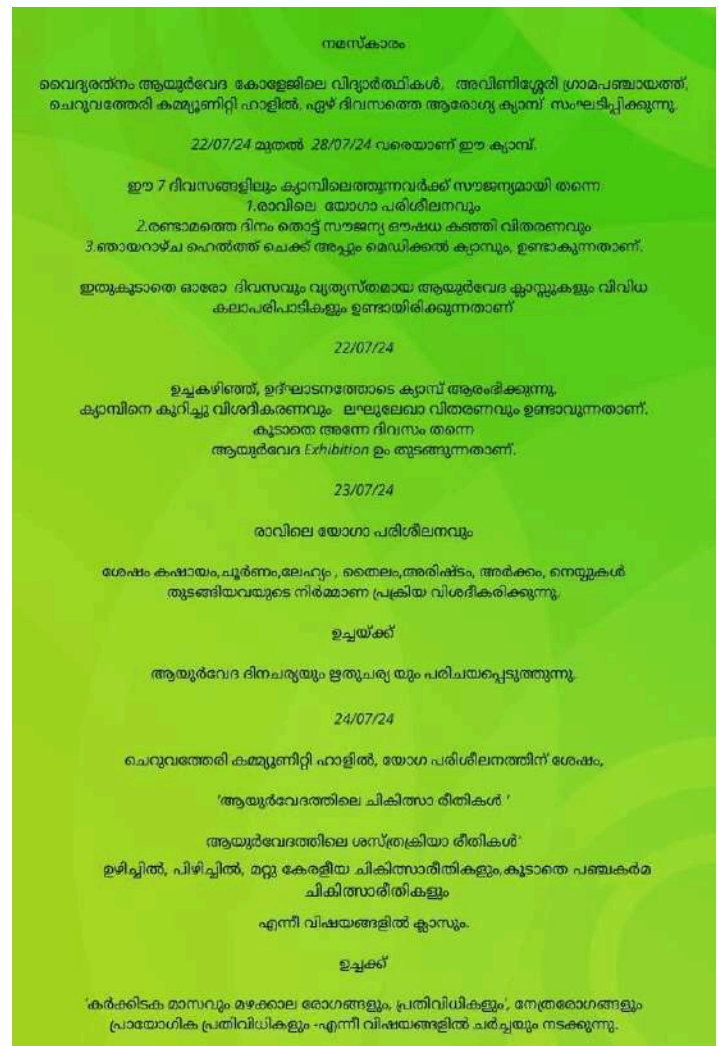
Our findings have provided valuable insights into the community's health, lifestyle, and challenges. This information has been instrumental in shaping our program to ensure it effectively addresses the needs of Avinissery. We are grateful for the support of the Panchayat President and the enthusiastic participation of the villagers. We look forward to implementing our program and making a positive impact on the community.

## PUBLICITY

Following the approval of the event dates by the Panchayat officials and the principal, our team launched an extensive publicity campaign to generate awareness and excitement about the Ayurgramam 2.0 initiative. We embarked on an intensive pamphlet distribution drive, reaching out to approximately 320 individuals Avinissery. Our team meticulously explained the various topics and sessions of the camp to the villagers, ensuring they understood the benefits and scope of the program.

The villagers responded with keen interest, eager to learn more about Ayurveda. To further enhance engagement, we coordinated with Panchayat officials and ward members to reinforce our message and build local support. We also created informative charts detailing the event dates and key activities, which were prominently displayed at the Panchayat office and community hall as daily reminders.

On the final day, our campaign culminated in a vibrant procession that not only celebrated the conclusion of the medical camp but also highlighted the legacy of Acharya Charaka, reinforcing the historical and cultural significance of Ayurveda.





25/07/24

മാത്യ ശിശു ആരോഗ്യം എന്ന വിഷയത്തിൽ ക്ലാസുകൾ, അങ്കണവാടിയിൽ വെച്ച്.

25/7/2024 ഉച്ചക്ക് ശേഷവും 26/7/2024 ന്യമായി

St Joseph High സ്കൂളിൽ കുട്ടികൾക്ക് ബോധവൽക്കരണ ക്ലാസുകൾ, കൂടാതെ കൗമാരക്കാരുടെ ആരോഗ്യവും ആർത്തവ ശുചിത്വവും എന്ന വിഷയത്തിൽ ക്ലാസും, അവിടെ ഒരു ഔഷധ സസ്യ ഉദ്യാന നിർമ്മാണവും നടത്തുന്നു.

27/7/2024

കമ്മ്യൂണിറ്റി ഹാളിൽ വെച്ച് ഗൃഹ വൈദ്യം എന്ന വിഷയത്തിൽ ഒരു ക്ലാസുണ്ടായിരിക്കുന്നതാണ്.

ഉച്ചക്ക് ശേഷം

ആയുർവേദ ഫുഡ് എക്സിബിഷൻ, ചെറുവത്തേരി കമ്മ്യൂണിറ്റി ഹാളിന്റെ പരിസരം വൃത്തിയാക്കൽ

28/7/2024

രാവിലെ

ഹെൽത്ത് ചെക്കപ്പും മെഡിക്കൽ ക്യാമ്പും

ഉച്ചക്ക്

സമാപന ചടങ്ങും നടക്കുന്നതാണ്.

എല്ലാ വിഷയത്തിലും ക്ലാസുകളും മറ്റും നയിക്കുന്നത് ആയുർവേദ കോളേജിലെ വിദഗ്ധ ഡോക്ടർമാരുടെ നേതൃത്വത്തിൽ ആണ്.

എല്ലാവർക്കും സുസ്വാഗതം.



## ആരോഗ്യകരവും സന്തുഷ്ടവുമായ ജീവിതത്തിന് ആയുർവേദം

### ആഹാരം

- അന്തഃഘം നേരത്തെ കഴിക്കുക
- പഴകിയതും തണുത്തതും ആയിട്ടുള്ള ആഹാരപദാർത്ഥങ്ങൾ ഉപേക്ഷിക്കുക
- വീണ്ടും വീണ്ടും ചൂടാക്കിയ ഭക്ഷണം ഒഴിവാക്കുക
- ശരീരത്തിന് ആവശ്യമായ വെള്ളം കുടിക്കുക
- പഴങ്ങളും പച്ചക്കറികളും ഭക്ഷണത്തിൽ ധാരാളമായി ഉൾപ്പെടുത്തുക
- അമിതമായ മധുരം പുളി ഉപ്പ് ഉപയോഗിക്കാതിരിക്കുക
- വീട്ടിൽ പാചകം ചെയ്ത ഭക്ഷണം ഉപയോഗിക്കുക

### ചര്യകൾ

- പുറത്തിറങ്ങുമ്പോൾ പാദരക്ഷകൾ ഉപയോഗിക്കുക
- അവനവന്റെ കഴിവിനനുസരിച്ച് മറ്റുള്ളവർക്ക് ഉപകാരം ചെയ്യുക
- മനസ്സും ശരീരവും വൃത്തിയായി സൂക്ഷിക്കുക
- നട്ടുച്ചയ്ക്കും രാത്രിയും തല കൂളിക്കുന്നത് നല്ലതല്ല
- മനസ്സിനും ശരീരത്തിനും ആവശ്യത്തിന് വിശ്രമം നൽകുക
- അമിതമായ മടി ഒഴിവാക്കുക
- നിത്യം വ്യായാമം ചെയ്യുക
- തലയിൽ ചൂടുവെള്ളം ഒഴിക്കുന്നത് ഒഴിവാക്കുക
- പകൽ സമയത്ത് ഭക്ഷണത്തിനുശേഷം ഉടനെ ഉറങ്ങുന്നത് ഉപേക്ഷിക്കുക
- തലയിലും നെഞ്ചത്തും അധികം കാറ്റടിക്കാതെ ശ്രദ്ധിക്കുക

ആയുർഗ്രാമ 2.0 ന്റെ ഭാഗമായി വൈദ്യരത്നം ആയുർവേദ കോളേജിലെ വിദ്യാർത്ഥികളും അധ്യാപകരും നടത്തുന്ന

# സൗജന്യ ആയുർവേദ മെഡിക്കൽ ക്യാമ്പും സൗജന്യ മരുന്ന് വിതരണവും

2024 ജൂലൈ 28 ഞായറാഴ്ച രാവിലെ 10 മൂതൽ ഉച്ചയ്ക്ക് 1 വരെ പഞ്ചായത്ത് കമ്മ്യൂണിറ്റി ഹാൾ, ചെറുവത്തേരി, അവിണിശ്ശേരി

വിദഗ്ധ ഡോക്ടർമാരുടെ സേവനം ലഭ്യമാണ്



# SCHEDULE FORMAT

## DAY 1

DATE : 22 JULY 2024		STARTING TIME:8.00 AM		ENDING TIME: 3.30PM	
TIME	ACTIVITY	FOCUS AREA/ THEME	DURATION	OF	WORK
10AM TO 12PM	PAMPHLET DISTRIBUTION	PUBLICITY AND HEALTH AWARENESS	2HRS		
12PM TO 1PM	LUNCH BREAK		1 HR		
2:50 PM TO 3:50PM	1) INAUGURATION CEREMONY 2) EXHIBITION INAUGURATION 3) RANGAPOOJA		1HR		
3:50 PM TO 4:20	INTRODUCTION TO THE PROJECT "AYURGRAMA 2.0"	CHARAKA SAMHITA PARICHAYA	30MINS		
4:30 PM TO 4:45PM	DISTRIBUTION OF AYURVEDIC HERBAL DRINKS AND SNACKS		15 MIN		
4:45 PM TO 6PM	DISCUSSION		1.15 HRS		
6 PM TO 7 PM	DINNER		1 HR		
	ACTIVITY REVIEW MEETING				

TOTAL DURATION OF WORK : 6 HRS

## DAY 2

DATE : 23 JULY 2024		STARTING TIME:8.00 AM		ENDING TIME: 3.30PM	
TIME	ACTIVITY	FOCUS AREA/ THEME	DURATION OF WORK		
8:30 AM TO 9:30 AM	YOGA AND PRANAYAMA	SWASTHAVRITHAM	1HR		
9:45AM	USHADHA DISTRIBUTION	KANJI PATHYA AHARA			
10:30AM TO 1PM	CLASS ON INTRODUCTION TO AYURVEDIC FORMULATIONS - MAKING OF KASHAYA, CHURNA, ARISHTA, ETC.	KASHAYA KALPANA	2HRS 30MINS		
1PM	BREAK		1HR		
2:30PM TO 4PM	AWARENESS CLASS ON AYURVEDIC DINACHARYA AND RITUCHARYA	DINACHARYA AND RITUCHARYA	1HRS 30MINS		
4PM TO 4:15PM	AYURVEDIC HERBAL DRINKS AND CULTURAL PROGRAMMES		15 MIN		
4PM TO 6PM	DISCUSSION		2HRS		
6.00 PM TO 7.00 PM	DINNER		1HR		
7.00PM TO 8.00 PM	ACTIVITY REVIEW MEETING		1 HR		

TOTAL DURATION OF WORK : 10 HRS

## DAY 3

DATE: 24 JULY 2024		STARTING TIME: 8.00 AM		ENDING TIME: 3:30 PM	
TIME	ACTIVITY	FOCUS AREA/ THEME	DURATION	OF	WORK
8:30AM TO 9:30 AM	YOGA AND PRANAYAMA	SWASTHAVRITHAM	1HR		
10:00 AM	USHADHA DISTRIBUTION KANJI	PATHYA AHARA			
10:30 AM TO 11AM	INTRODUCTION TO “ PANCHAKARMA AND SUBSIDIARY KRIYAKRAMAS IN AYURVEDA “	PANCHAKARMA	30 MINS		
11AM TO 12:30PM	AWARENESS CLASS ON “SURGERY IN AYURVEDA “	SURGERY IN AYURVEDA	1HR 30MINS		
12:30PM	BREAK		1 HRS 45 MINS		
2:15 PM TO 3PM	AWARENESS CLASS ON KARKIDAKA MASA, RAINY SEASONAL ROGAS AND AYURVEDIC REMEDIES	ROGA VIJNANA	1HR		
3PM TO 4PM	NETHRA ROGAS AND ITS TREATMENTS	SHALAKYA TANTRA	1HR		
4PM TO 6PM	DISCUSSION		2 HRS		
6.00 PM TO 7.00 PM	DINNER		1 HR		
7.00 PM TO 7:45 PM	ACTIVITY REVIEW MEETING		45 MINS		

TOTAL DURATION OF WORK : 10 HRS 30 MINS

## **DAY 4**

DATE: 25 JULY 2024		STARTING TIME: 8:00 AM		ENDING TIME : 3:30PM	
<b>TIME</b>	<b>ACTIVITY</b>	<b>FOCUS AREA/ THEME</b>	<b>DURATION</b>	<b>OF</b>	<b>WORK</b>
8.30AM TO 9:45AM	YOGA AND PRANAYAMA	SWASTHAVRITHAM	1HR 15MINS		
10 AM	OUSHADHA DISTRIBUTION	KANJI PATHYA AHARA			
10:15 AM TO 1.00PM	AWARENESS CLASS - ON MOTHER AND CHILD HEALTH AT CHERUVATTOOR ANGANAWADI	MATRU SHISHU AAROGYA, BAALA AROGYA	2 HRS 45 MINS		
1.00 PM	BREAK		1 HR		
2.30 PM TO 3.30 PM	CLASS ON MENSTRUAL HYGIENE AT ST.JOSEPH HSS SCHOOL	STREE AROGYA	1HR 30 MINS		
4PM TO 6PM	DISCUSSION		2 HRS		
6.00 PM TO 7.00 PM	DINNER		1 HR		
7.00 PM TO 7:30 PM	ACTIVITY MEETING	REVIEW	30 MINS		

TOTAL DURATION OF WORK : 10 HRS

## DAY 5

DATE: 26 JULY 2024                      STARTING TIME: 8:00AM                      ENDING TIME: 3: 30 PM			
TIME	ACTIVITY	FOCUS AREA/ THEME	DURATION OF WORK
8.15 AM TO 9.30 AM	YOGA AND PRANAYAMA	SWASTHAVRITHAM	1HR 15 MINS
9.30 AM	OUSHADHA                      KANJI DISTRIBUTION	PATHYA AHARA	
11.00 AM TO 1.00 PM	HEALTH                      AWARENESS CLASS AT ST JOSEPH HSS SCHOOL	VEGA DHARANA , YUVA AROGYA, AAHARAKRAMA, ANNA RAKSHA	2 HRS
1.00 PM	BREAK		1 HR
2.00PM TO 3.00 PM	WALL PAINTING	THEME :AGAINST DRUG ABUSE	1HR
3.00PM TO 3.30 PM	HERBAL                      GARDEN PREPARATION	DRAVYAGUNA	
4PM TO 6PM	DISCUSSION		2 HRS
6.00 PM TO 7.00 PM	DINNER		1 HR
7:00PM TO 7:45 PM	ACTIVITY                      REVIEW MEETING		45 MINS

TOTAL DURATION OF WORK : 9 HRS

## DAY 6

DATE: 27 JULY 2024.		STARTING TIME: 8:00AM		ENDING TIME:4:30PM	
TIME	ACTIVITY	FOCUS THEME	AREA/	DURATION OF WORK	OF
8.45 AM TO 9.30 AM	YOGA AND PRANAYAMA	SWASTHAVRITTA	AM	45 MINS	
9.30	OUSHADHA KANJI DISTRIBUTION	PATHYA AHARA			
10:30 AM TO 1 PM	CLASS ON “HOME REMEDIES IN AYURVEDA”	HOME REMEDIES		2 HRS 30 MINS	
1.00 PM	BREAK			1 HR	
2.00 PM	FOOD EXHIBITION AND DESCRIPTION ON HEALTHY FOOD AND DIETS	AHARA PARIC			
3.00 PM	CLEANING OF SELECTED AREA AT AVINISSERY PANCHAYATH	WEALTH FROM WASTE			
4.30 PM	HERBAL TEA/SNACKS AND FOLK SONGS				
4.30 PM TO 6.00 PM	DISCUSSION			1HR 30 MINS	
6.00PM TO 7.00 PM	DINNER			1 HR	
	ACTIVITY REVIEW MEETING			1 HR15 MINS	

TOTAL DURATION OF WORK : 8 HRS

## DAY 7

DATE: 28 JULY 2024.		STARTING TIME:8.00 AM		ENDING TIME: 4:00PM	
TIME	ACTIVITY	FOCUS AREA/ THEME	DURATION OF WORK	OF	
8.15 AM TO 9.30 AM	YOGA AND PRANAYAMA	SWASTHAVRITHAM	1 HR 15 MINS		
9.30 AM	DOUSHADHA KANJI DISTRIBUTION				
10.00 AM TO 1:30 PM	HEALTH CHECK UP AND MEDICAL CAMP		3 HRS 30 MINS		
1:30 PM	BREAK		30 MINS		
2.00 PM TO 3.00 PM	FEEDBACK SESSION		1 HR		
3.00 PM TO 4.00 PM	1) VALEDICTORY FUNCTION 2) PROCESSION 3) FLASHMOB/ STREET PLAY/SKIT 4) NATIONAL ANTHEM		1 HR		
4PM TO 6PM	DISCUSSION		2 HRS		
6.00 PM TO 7.00 PM	DINNER		1 HR		
7:00PM TO 7:30 PM	ACTIVITY REVIEW MEETING		30 MINS		

TOTAL DURATION OF WORK : 10 HRS 45 MINS



# INAUGURATION CEREMONY

The Ayurgrama 2.0 campaign officially commenced on July 22, 2024, with a grand inauguration held at the Cheruvathery Community Hall in Avinissery. Despite the challenges posed by heavy rainfall, which affected overall attendance, the event witnessed enthusiastic participation and strong community engagement.

## Pamphlet Distribution:

Our dedicated team covered approximately 120 households with pamphlets, promoting the campaign and its various events. The villagers exhibited notable interest in the upcoming medical camp scheduled for July 28, 2024, appreciating its potential to address local health concerns effectively.



## Ranga Pooja and Prayer:

The inauguration began with a traditional Ranga Pooja, conducted by our students, followed by a prayer session that set a serene and auspicious tone for the day's activities.

## Welcome Speech and Inauguration:

The formal proceedings started with a welcome speech, leading to the ceremonial inauguration, which featured a symbolic lamp lighting ceremony. This was attended by esteemed delegates, including Principal Dr. V.N. Prasanna, Gram Panchayat Head Sri. Hari C. Narendran, and Campaign Team Head Fathima Shifa. The event was further enriched by a welcoming address from Vice Principal Dr. Anju K.P and the Head of the Agadatantra Department, who outlined the benefits of Ayurveda and detailed the schedule for the seven-day program.



## Presidential Address and Felicitations:

The Avinissery Panchayat President delivered an inspiring address, underscoring the campaign's role in educating villagers about monsoon-related health issues and traditional Ayurvedic remedies. A felicitation ceremony honored key individuals for their significant contributions to Ayurveda and community health.



## Cultural and Culinary Highlights:



The event showcased cultural diversity through vibrant traditional dance performances by our team members. Ayurvedic snacks, including Aval prepared with ghee, jaggery, and bananas, were distributed, highlighting Kerala's rich culinary heritage and its health benefits.

## Preparation and Exhibition:

Prior to the event, our team meticulously prepared the community hall, setting up engaging exhibition displays featuring charts, models, and posters that illustrated Ayurvedic principles and practices.

Despite the adverse weather conditions, the first day of Ayurgrama 2.0 was a resounding success, characterized by community enthusiasm and active participation. The program laid a strong foundation for educating villagers about Ayurveda, promoting health awareness, and fostering cultural exchange. We eagerly anticipate the continuation of the campaign throughout the week, which will feature practical workshops, educational seminars, and holistic wellness practices, reinforcing our commitment to traditional medicine and community well-being.



## YOGA SESSION

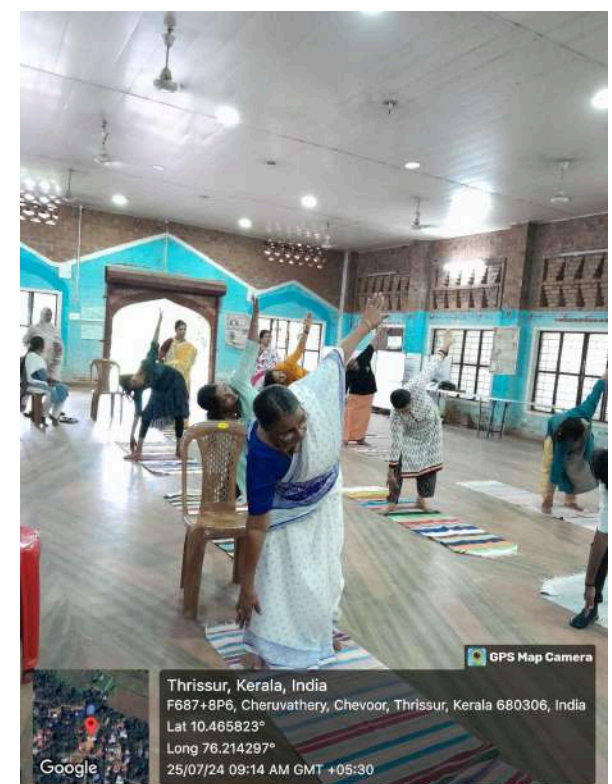
“Yoga is the journey of the self, through the self, to the self.”

The Yoga sessions were scheduled daily from 8:00 AM to 9:30 AM, running from the second day of the camp (July 23, 2024) through to the final day (July 28, 2024). Each session was meticulously conducted, with our team members rotating responsibilities to lead the classes. Initially, attendance was modest, but interest grew steadily over the week.

Every session began with a prayer, setting a serene tone for the practice. Participants engaged in various stretches and rotations, including those for the neck, shoulders, ankles, and hips, before progressing to basic asanas. We provided detailed explanations of the indications and contraindications for each asana, allowing participants to tailor their practice to their individual health conditions.

The sessions also incorporated Pranayama, which is known for its benefits in reducing stress and enhancing respiratory function. Participants were informed that Pranayama could help clear airway secretions and strengthen respiratory muscles, potentially reducing asthma attacks and improving overall lung health.

Daily feedback was collected, reflecting high satisfaction and increased participant engagement. Attendees appreciated the guidance on asanas and their cautions, and many committed to practicing regularly beyond the camp. The positive feedback affirmed the session's success in delivering relief and relaxation to participants and our team alike.



## OUSADHA SIDDHA YAVAGU / KARKIDAKA KANJI

During the monsoon season in Kerala, particularly in the month of Karkidakam, the region experiences its highest rainfall. This period is also marked by an increased incidence of rain-related diseases such as fevers, dysentery, stomach flu, and whooping cough. The prevalence of disease-carrying mosquitoes, flies, and various pathogens peaks during this time. Additionally, the risk of indigestion escalates due to the damp and humid conditions.



To address these health challenges, the Ayurgrama 2.0 Campaign introduced a special health initiative centered around the traditional Karkidaka Kanji. This medicinal porridge, renowned for its digestive and health-boosting properties, was prepared using a blend of nutrient-rich ingredients and traditional herbs.

### Key Ingredients and Benefits:

- **Navara Rice** : Known for its nutritional value and digestive benefits.
- **Green Gram** : Rich in proteins and fiber, aiding in digestion and detoxification.
- **Fenugreek** : Enhances digestion, supports metabolic health, and helps in balancing blood sugar levels.
- **Ghee** : Provides essential fatty acids, supports digestion, and strengthens immunity.
- **Salt** : Essential for maintaining electrolyte balance.
- **Dashamoola** : A combination of ten roots that helps in detoxifying and balancing bodily doshas.
- **Coconut Milk** : Adds a rich source of vitamins and minerals, and aids in digestion.

The preparation of Karkidaka Kanji involved cooking these ingredients into a nutrient-dense porridge that supports digestion, detoxification, and overall health. Consuming this Kanji for a minimum of seven consecutive days is believed to alleviate Vata dosha imbalances and enhance Jatharagni (digestive fire).

The Karkidaka Kanji was distributed daily to participants attending yoga sessions at 9:30 AM. The initial response was modest, but the popularity of the Kanji quickly grew as word spread about its health benefits. Consequently, the quantity of Kanji prepared was increased daily to meet the rising demand.



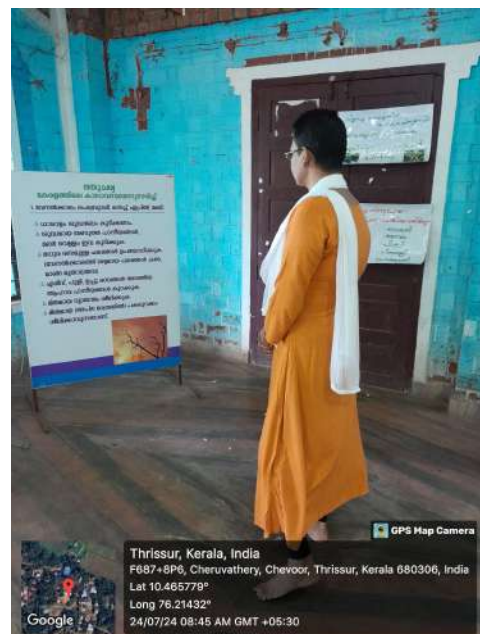
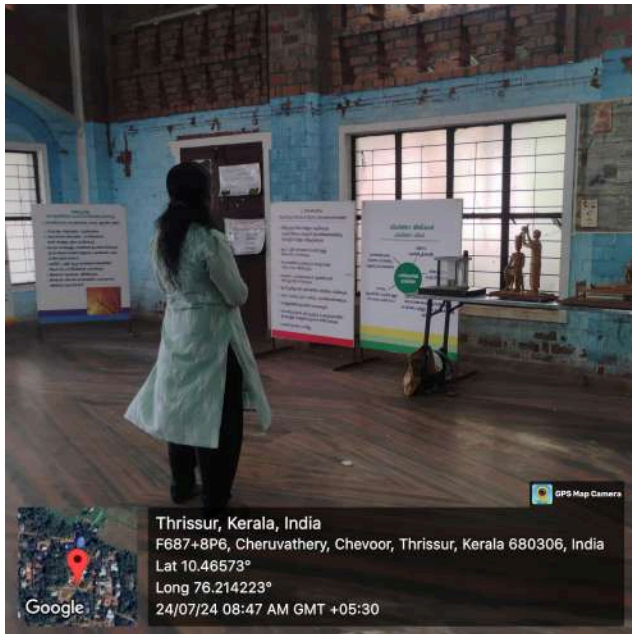
Different teams were assigned to the preparation of Kanji each day, ensuring a fresh and consistent supply. Participants brought their own vessels to collect the Kanji, which became a daily highlight of their yoga experience.

Feedback from the participants was overwhelmingly positive. Many reported significant improvements in their digestion, overall well-being, and immunity. The distribution of Karkidaka Kanji emerged as a crucial element of the campaign's success, underscoring its effectiveness in promoting health during the challenging monsoon season. The initiative not only provided nutritional support but also fostered a greater appreciation for traditional remedies. The increasing number of participants each day reflected the growing recognition of the Kanji's benefits.

The Ayurgrama 2.0 Campaign's Karkidaka Kanji initiative successfully addressed seasonal health challenges by integrating traditional wisdom with modern wellness practices. The positive feedback and high participation rates validate the efficacy of this approach, making it a significant contributor to the campaign's success. Moving forward, similar initiatives could be considered for broader application, reinforcing the value of traditional health practices in contemporary wellness strategies.



# EXHIBITION



The Ayurgrama 2.0 exhibition, held from July 22nd to July 28th, was a centerpiece of the campaign, designed to offer an in-depth look at Ayurveda through interactive displays and educational charts. Key features of the exhibition included:

- **Panchakarma Models** : Detailed models and charts illustrating Panchakarma procedures such as Nasyam, Shirovirechanam, and Vasti.
- **Dravyaguna Charts** : Information on medicinal plants, their properties, tastes, potency, and post-digestive effects.
- **Medicinal Plant Displays** : An array of medicinal plants with explanations of their uses and benefits.
- **Swasthavritta Models** : Guidance on seasonal and daily regimens, dietary recommendations, and health tips.

The exhibition aimed to educate students, healthcare professionals, and the general public about Ayurvedic principles and practices. Guided tours, expert explanations, and informative handouts enhanced visitor engagement, making the exhibition a dynamic educational experience.

The Ayurgramam 2.0 campaign successfully achieved its goals of educating the community about Ayurveda, promoting health awareness, and fostering cultural exchange. Through well-received yoga sessions, the introduction of beneficial traditional remedies like Ousadha Siddha Yavagu, and an engaging exhibition, the campaign made a significant impact. The positive feedback and growing participant numbers throughout the week underscore the campaign's success in enhancing community health and awareness. We look forward to future initiatives that continue to support and promote traditional medicine and holistic wellness.



# INTRODUCTION TO AYURVEDIC FORMULATIONS



The first class session on Ayurvedic Formulations commenced on July 23, 2024, the second day of the Ayurgrama 2.0 camp. This session aimed to familiarize participants with the preparation of various Ayurvedic formulations including Kashaya, Arishta, Churnam, Lehya, Lepa, Rasayana, Varti, Thailam, Kuzhambu, and Anjana. The session, which began at 10:30 AM, was introduced by Yukthalakshmy and expertly conducted by Dr. Sajith Kumar, Associate Professor of Rasasastra and Bhaishajyakalpana.

Dr. Sajith Kumar provided an in-depth explanation of the basic ingredients and preparation methods for these formulations, highlighting the key differences between them. He also discussed the ideal consumption practices and shelf life of each formulation. Modern advancements, such as the development of Ayurvedic capsules, ointments, and tablets, were also introduced. The relevance of Karkidaka Kanji for the current monsoon season was emphasized, and interactive discussions, including live sessions for clearing doubts, engaged the villagers. The session received excellent feedback, reflecting strong community interest and understanding.

## CONCEPT OF DINACHARYA AND RITUCHARYA



Recognizing the importance of Dinacharya (daily routines) and Ritucharya (seasonal practices) for maintaining health, we arranged a session on these topics on July 23, 2024, following the lunch break at 2:30 PM. The session was introduced by Angel Joseph and conducted by Dr. Reshma, Associate Professor of Swastavritta, and Dr. Nimmi, Associate Professor of Dravyaguna.

The session covered daily routines essential for a healthy life, including the benefits of Padabhyanga (foot massage) for managing insomnia, Nasya (nasal treatments), Pratimarsha Nasya (daily nasal applications), and Pranayama (breathing exercises) for mind-body connection. The importance of Ushajalapana (drinking warm water) and adjustments to dietary practices according to seasonal changes were also discussed. Practical demonstrations of Yoga Asanas were included, enhancing the understanding of how Ritucharya and Yoga contribute to overall well-being. Villagers' questions were addressed comprehensively, and the feedback highlighted the session's effectiveness in reinforcing healthy practices.



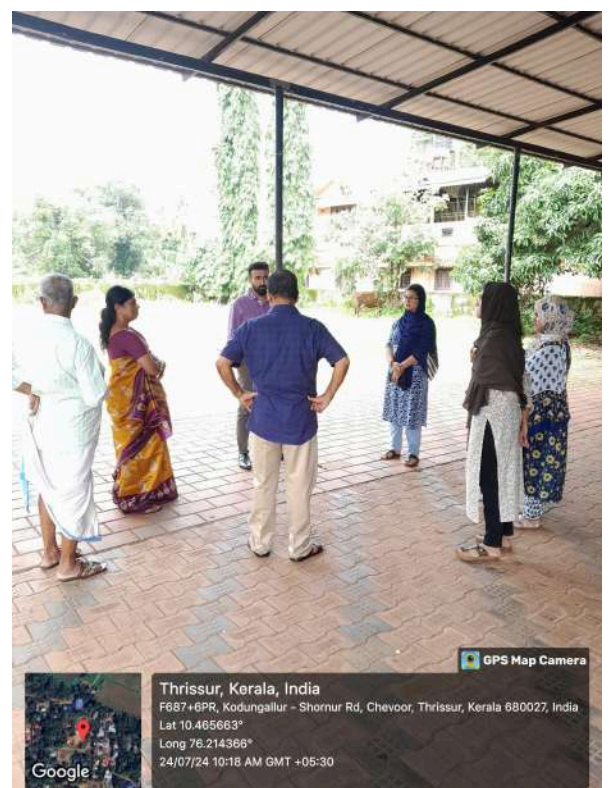


# INTRODUCTION TO PANCHAKARMA AND SUBSIDIARY KRIYAKARMA IN AYURVEDA



Panchakarma, a cornerstone of Ayurvedic treatment, was the focus of a session on July 24, 2024, introduced by Farisa K at 10:30 AM and led by Dr. Rahul, Assistant Professor of the Panchakarma Department. This enlightening session detailed the five main Panchakarma procedures: Vamana (therapeutic vomiting), Virechana (purgation therapy), Nasyam (nasal administration of medicaments), Rakthamoksham (bloodletting therapy), and Vasti (medicated enema).

Dr. Rahul explored the specific therapeutic benefits and applications of each procedure, explaining how they help in purifying the body, balancing doshas, and preventing diseases. The detailed breakdown of each procedure helped attendees gain a deeper understanding of Panchakarma. The session concluded with a robust Q&A segment, leaving participants well-informed and appreciative of the therapeutic potential of Panchakarma.



## SCOPE OF SURGERY IN AYURVEDA



To address common misconceptions about Ayurvedic surgery, a session titled “Surgery in Ayurveda” was held on July 24, 2024, the third day of the Ayurgrama 2.0 Camp. This session, introduced by Fathima Shifa, was conducted by Dr. Sreeja S, Assistant Professor of the Shalyatantra Department. Dr. Sreeja provided a comprehensive overview of Shalyatantra, the branch of Ayurveda dedicated to surgical procedures.

The session covered traditional Ayurvedic surgical approaches, including treatments for fractures, hip replacements, and other common conditions. Dr. Sreeja elaborated on the principles of Ayurvedic surgery, highlighting the emphasis on natural healing processes and the use of herbal preparations to aid recovery. Historical context was enriched through references to ancient texts and the contributions of Acharya Sushruta, revered as the father of ancient Indian surgery.

Active participation from the villagers led to discussions about Ayurvedic treatments for conditions such as anal fistulas and piles. The effectiveness of these traditional methods was showcased, leading to a greater appreciation and understanding of Ayurvedic surgical practices. The session concluded with renewed confidence in Ayurveda's potential, as participants expressed positive feedback and interest in exploring Ayurvedic solutions further.



Overall, the session successfully illuminated the scope and efficacy of Ayurvedic surgery, bridging gaps in understanding and encouraging a shift towards traditional methods. The positive responses from attendees and the subsequent increase in consultations at the Ayurvedic outpatient department underscored the session's success in promoting Ayurveda's role in contemporary health care.

# AWARENESS ON MONSOON SEASON DISEASES AND AYURVEDIC REMEDIES



On the third day of the Ayurgrama 2.0 camp, July 24, 2024, we focused on educating the community about monsoon-related diseases and Ayurvedic remedies. The session, held post-lunch at 2:15 PM, was introduced by Nima M S and conducted by Dr. Abdul Ravoof P K, Professor of Rogavijnana and Vikritivijnana.

Dr. Ravoof delivered a comprehensive overview of prevalent diseases during the rainy season, such as dengue, malaria, and viral infections, which are particularly common in the district. He emphasized the importance of preventive measures and provided practical Ayurvedic remedies tailored for this season. The session featured the distribution of traditional remedies, including dry ginger coffee and Aval Vilayichathu, to help villagers effectively manage and mitigate these conditions.

Dr. Ravoof also offered valuable suggestions for future sessions, recommending the use of presentations and emphasizing the health benefits of dry ginger coffee and Aval Vilayichathu. The interactive nature of the session allowed villagers to share their experiences and concerns, fostering a rich exchange of knowledge. The feedback from attendees was overwhelmingly positive, with many expressing newfound understanding and appreciation for Ayurvedic preventive measures.



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## NETRA ROGAS AND ITS MANAGEMENT

On July 24, 2024, at 3:00 PM, a focused session on eye diseases, known as Nethra Rogas, was held as part of the Ayurgrama 2.0 Camp. The session, introduced by Merlin M Jose and facilitated by Dr. Adarsh Varma, Assistant Professor of the Shalakyta Tantra Department, provided a comprehensive exploration of Ayurvedic approaches to eye health. Merlin M Jose set the stage for Dr. Adarsh Varma, who led the discussion on managing eye health through Ayurvedic principles.



Dr. Varma highlighted holistic strategies for eye care, including dietary recommendations and specific Ayurvedic treatments. Emphasis was placed on preventive measures and treatments that align with Ayurvedic principles, reinforcing the importance of maintaining eye health for overall well-being.

The session was highly engaging, with villagers actively participating and seeking clarification on eye conditions and available treatments. Dr. Varma addressed queries about the ophthalmology departments and outlined practices for better eye care.

The session received enthusiastic feedback, with many villagers expressing appreciation for the clarity and relevance of the information. Participants expressed their intention to visit the outpatient department for further consultations, indicating a successful impact of the session. Remarks such as, "These sessions made our day," highlighted the session's effectiveness in enhancing awareness and providing valuable insights into eye health.

The Ayurgrama 2.0 campaign effectively met its goals of enhancing community health awareness and promoting traditional Ayurvedic practices. Through detailed sessions on seasonal diseases, eye health, and practical remedies, the campaign empowered villagers with essential knowledge and tools for better health management. The positive engagement and feedback from the community underscore the campaign's success in reinforcing the benefits of Ayurveda and its relevance in daily life. Future initiatives will continue to support and educate the community in holistic health practices, building on the success of these informative sessions.

## MATRU SHISHU AROGYA

On July 25, 2024, our team arrived at the Anganwadi at 10:15 AM to conduct the Maatru Shishu Aarogya session. Our activities commenced with measuring the weight and height of the children present, followed by calculating their BMI. The session attracted a diverse group, including mothers, pregnant women, and new mothers from the locality.

The session commenced with an introduction by Vismaya and was led by Dr. Navaneeth Krishna, Assistant Professor in the Kayachikitsa Department, and Dr. Linet Rose, Assistant Professor in the Kaumarbhritya Department. The focus was on pregnancy and postpartum care, addressing key issues such as managing stress and anxiety during pregnancy, preconception preparation, and the responsibilities expected of expectant mothers.

The session emphasized the importance of personal hygiene and cleanliness during pregnancy. The doctors recommended counseling for managing mental stress and mood swings due to hormonal changes. Nutritional needs were also highlighted, stressing a diet rich in calcium, folic acid, and other essential vitamins both before and after pregnancy. The importance of breastfeeding exclusively for the first six months and continuing until the child is two years old was underscored, with complementary feeding options like Ragi and broken wheat recommended post six months.

Medicinal recommendations included Rajanyadi Churna for boosting immunity and Ashta Churna for enhancing appetite. The session was interactive, addressing numerous queries from mothers and pregnant women. During the class, Oushadha Kanji was distributed to mothers and sweetened Laaja was given to the children, who were delighted with the treat while the mothers appreciated the nutritious meal.



The session effectively provided valuable information and support to the participants, fostering a greater understanding of maternal and child health.



## STREE AROGYA

Our team arrived at St. Joseph's Higher Secondary School at 2:00 PM, using the first 30 minutes to liaise with school authorities and set up for the session. The event banner was displayed, and seating arrangements were made for the participants.

At 2:30 PM, Vaishnavi PS introduced the session, which featured Smt. Rashmi, Associate Professor of Sanskrit and Samhita, and Dr. Amal Rose, Assistant Professor of Prasuti Tantra Evam Stri Roga. Smt. Rashmi provided an engaging welcome address, explaining Ayurveda, its modern relevance, and the importance of Sanskrit in Ayurvedic practice.

Dr. Amal Rose then took over, delving into the physiological aspects of male and female bodies and the changes experienced during puberty. The concept of Artavakala (menstrual cycle) was explained clearly, with an emphasis on raising awareness about menstrual health and hormonal changes among adolescents.

The session included targeted classes on menstrual hygiene for girls. Topics covered included the menstrual process, recognizing abnormal symptoms, and the use of menstrual cups and pads. Proper menstrual hygiene practices were stressed, along with methods for managing menstrual pain. Students were advised to seek medical consultation for any adverse symptoms.

The session was well-received, with positive feedback from participants who valued the practical advice and the clear explanations provided. The program successfully highlighted the importance of menstrual hygiene and Ayurveda's role in supporting women's health.

The Ayurgrama 2.0 campaign effectively addressed critical aspects of maternal and women's health through comprehensive, informative sessions.

The initiatives provided valuable insights into pregnancy care, postpartum nutrition, and menstrual health, empowering the community with practical knowledge and Ayurvedic wisdom. The enthusiastic participation and positive feedback reflect the campaign's success in promoting holistic health practices and enhancing community well-being.



## HEALTH AWARENESS SESSION



The Health Awareness session at St. Joseph's School, Avinissery, was a highlight of our Ayurgrama 2.0 campaign, held on July 26, 2024. This session, commencing at 11:00 AM, aimed to instill essential health knowledge and foster good hygiene and lifestyle practices among students.

Upon our arrival, we were warmly welcomed by the school principal, whose genuine enthusiasm and support for the session set a positive tone for the day. Dr. Arun B. Warriar, an Assistant Professor from the Kaumarabhritya Department, led the session with a dynamic and engaging approach. The classroom setup was designed to encourage active participation, with Dr. Arun focusing on interactive teaching methods.

The session began with a thought-provoking questionnaire designed to assess and expand the students' knowledge on daily health practices. The questionnaire covered a broad range of topics including morning routines, dental hygiene, exercise, personal cleanliness, and dietary habits.

The questionnaire used is detailed below:

1. When should we get up in the morning?
2. How many times should we brush our teeth per day?
3. Is it necessary to clean the tongue every day?
4. Is it necessary to oil the hair daily?



5. How many meals should we consume a day?
6. Should we exercise daily?
7. How many times should we change our clothes each day?
8. Should we bathe daily?
9. How many times should we bathe in a day?
10. When should we bathe?
11. After how many days should we cut our nails?
12. Is it necessary to go to the toilet daily?
13. How much time should we sleep?
14. Can we prescribe medicines for ourselves?
15. Should we do yoga every day?
16. Should we treat others with kindness?
17. Is it necessary to study daily?
18. How many hours can we use smartphones and other devices?
19. Is Ayurveda a branch of medical science?

Students wrote their responses on rough sheets, and Dr. Arun reviewed and discussed each answer with the class. This interactive approach facilitated a deeper understanding of daily health practices and allowed students to engage actively with the material. Key points discussed included the importance of brushing teeth twice daily to prevent dental issues, maintaining a consistent morning routine, and the benefits of regular exercise and a balanced diet.

Dr. Arun also emphasized proper personal hygiene, including bathing and changing clothes regularly to prevent illnesses. The class covered the significance of yoga, introducing it as a practice to enhance physical and mental well-being. The session encouraged students to ask questions and express their thoughts, leading to a lively and informative discussion.

The students demonstrated a solid grasp of the topics covered, listing ten essential points for a healthy daily routine and expressing appreciation for the new information. Many students voiced their intention to incorporate these practices into their lives and showed enthusiasm for future health and wellness sessions.

The session concluded with a joyful distribution of toffees to the students, and we captured memorable photographs with the students and principal as mementos of the successful class. Overall, the Health Awareness Class was a tremendous success, enriching students' understanding of healthy lifestyle practices and fostering a greater awareness of wellness. The feedback was overwhelmingly positive, with students expressing their enjoyment and eagerness for more sessions. The event was a rewarding experience for all involved—students, school staff, and our team alike.



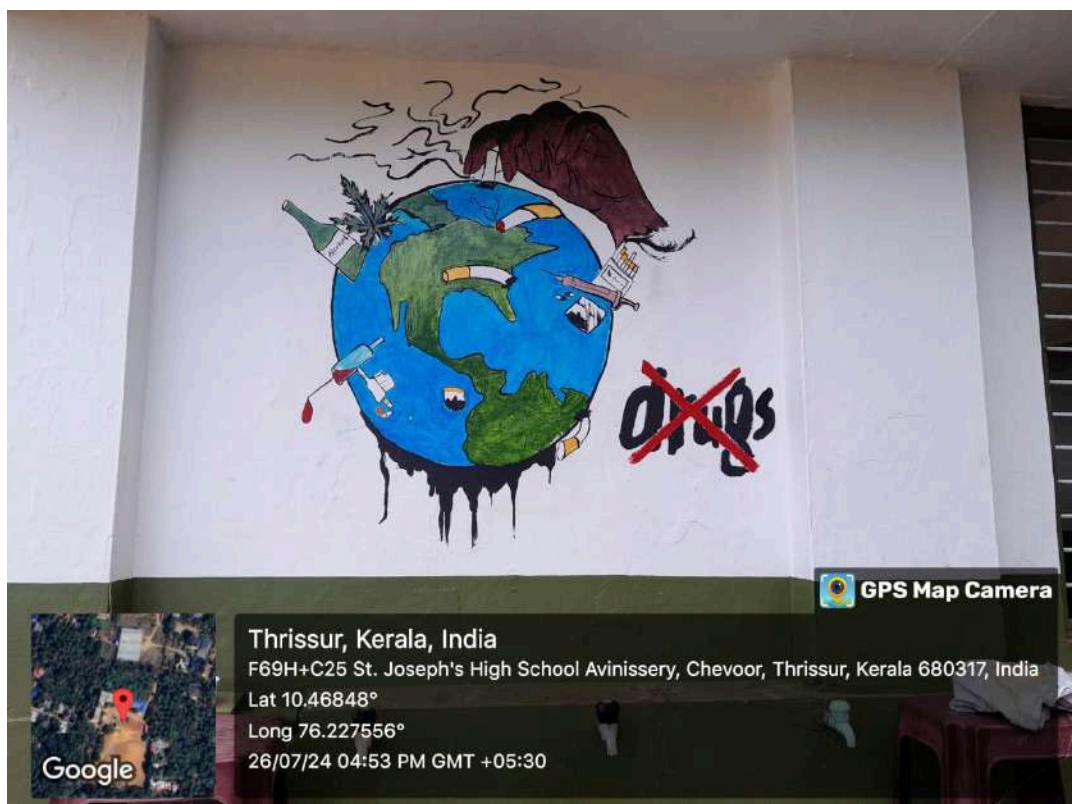
## WALL PAINTING

As a significant component of the Ayurgrama 2.0 campaign, our wall painting project was both a creative and impactful endeavor. On July 26, 2024, the fifth day of the camp, we embarked on a meaningful initiative at St. Joseph's HSS, Avinissery, to address the pressing issue of drug abuse among adolescents.

The wall painting activity commenced at 2:00 PM with palpable excitement and anticipation. Spearheaded by Dr. Vishnu Damodar from the Rachana Shareera Department and Dr. Amrutha Elammon from the Kriya Shareera Department, the project aimed to deliver a powerful message through art. The chosen theme, "Say No to Drugs," was selected for its critical relevance to today's youth, who are at a formative stage in developing lifelong habits and values.

Upon arrival, the school principal provided a prominent wall space, strategically positioned for maximum visibility. The mural's design was meticulously planned and executed, starting with a detailed outline and progressing through multiple layers of paint. As the artwork took shape, students gathered around, showing great interest and engaging in discussions about the mural's message. This interaction provided an excellent platform for educating students about the dangers of drug use and the importance of a drug-free lifestyle.

The completed mural, a vivid and motivational piece, received enthusiastic praise from both students and school staff. It not only beautified the school environment but also served as a lasting educational tool in the fight against drug abuse. The project underscored our commitment to raising awareness and promoting positive health behaviors among students. We take great pride in contributing to this initiative, with the hope that our efforts can make a meaningful difference in the lives of the youth. If our work helps even one child, we consider it a success, making the day's achievements all the more rewarding.



## HERBAL GARDEN PREPARATION



In alignment with the Ayurgrama 2.0 campaign, we proudly established a comprehensive herbal garden featuring 15 meticulously chosen medicinal plants. The herbal garden serves as a vital educational and research resource, showcasing the rich heritage of Ayurvedic medicine.

The plants included are:

1. Haritaki (*Terminalia chebula*)
2. Bamboo (*Bambusa tulda*)
3. Amalaki (*Emblica officinalis*)
4. Jati (*Jasminum sambac*)
5. Tulasi (*Ocimum sanctum*)
6. Ponkoranti (*Solanum xanthocarpum*)
7. Nimba (*Azadirachta indica*)
8. Haridra (*Curcuma longa*)
9. Vacha (*Acorus calamus*)
10. Nagara (*Zingiber officinale*)
11. Mandukaparni (*Centella asiatica*)
12. Brahmi (*Bacopa monnieri*)
13. Shankhpushpi (*Convolvulus pluricaulis*)
14. Vasa (*Adhatoda vasica*)
15. Daruharidra (*Berberis aristata*)



The garden was inaugurated with great enthusiasm by Dr. Vishnu Damodar, Assistant Professor of the Rachana Shareera Department, and Dr. Amrutha Elammon, Assistant Professor of the Kriya Shareera Department. This initiative exemplifies Dravyaguna, the Ayurvedic branch dedicated to the study of medicinal plants and their therapeutic applications.

The herbal garden is designed to:

- Preserve traditional knowledge and encourage the sustainable use of herbal resources.
- Support research and development of new herbal formulations and treatments.
- Educate communities about the importance of medicinal plants in healthcare.

This living laboratory provides invaluable opportunities for students and practitioners to observe and learn about the plants' growth, characteristics, and medicinal uses. We anticipate that the garden will play a significant role in promoting health, wellness, and sustainability. Through this project, we aim to further our commitment to Ayurveda and its enduring wisdom.



## HOME REMEDIES IN AYURVEDA

On July 27, 2024, the sixth day of the Ayurgrama 2.0 camp, a highly informative session on "Ottamooli and Gruha Vaidyam" (single-drug use and home remedies) was conducted at 10:30 AM. Dr. Nandalal, Head of the Department of Roganidana, led this enlightening session, focusing on traditional Ayurvedic remedies for common ailments.

The session began with an introduction by Jauhara A.P, who also demonstrated yoga postures and emphasized the importance of Ayurvedic medicine in daily life. Dr. Nandalal shared valuable insights on the efficacy of single-drug remedies, such as Keezharnelli for jaundice, and discussed various home treatments using everyday ingredients like ginger, garlic, green gram, coconut, and lemon.

The session covered a range of topics, including the benefits of incorporating millets into the diet, drinking milk at night, and addressing common conditions like conjunctivitis, tonsillitis, constipation, gastritis, and pregnancy-related vomiting tendencies. Dr. Nandalal also highlighted the adverse effects of fast foods, which are high in sugars, fats, and sodium, and shared personal experiences, stressing the importance of avoiding unhealthy eating habits.

The interactive session was well-received, with participants actively engaging and inquiring about further details. Many attendees expressed interest in visiting the OP department for additional support. The session was deemed a success, leaving both participants and organizers satisfied and motivated.



## FOOD EXHIBITION

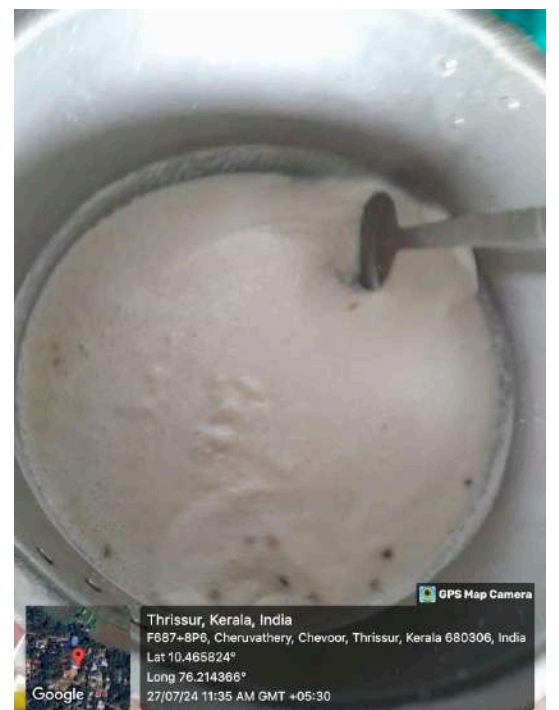
The food exhibition, held on July 27, 2024, was a vibrant showcase of Ayurvedic culinary delights. Commencing at 2:00 PM, the exhibition aimed to highlight healthy and delicious Ayurvedic foods that offer substantial medicinal benefits.

The session was introduced by Vaishnavi P.S. and guided by Dr. Minu R., Assistant Professor of the Shalyatantra Department. Dr. Minu elaborated on the health benefits of various dishes, including the special mention of Mamsa Rasa, beneficial for individuals undergoing Shodhana and those with Vataroga.

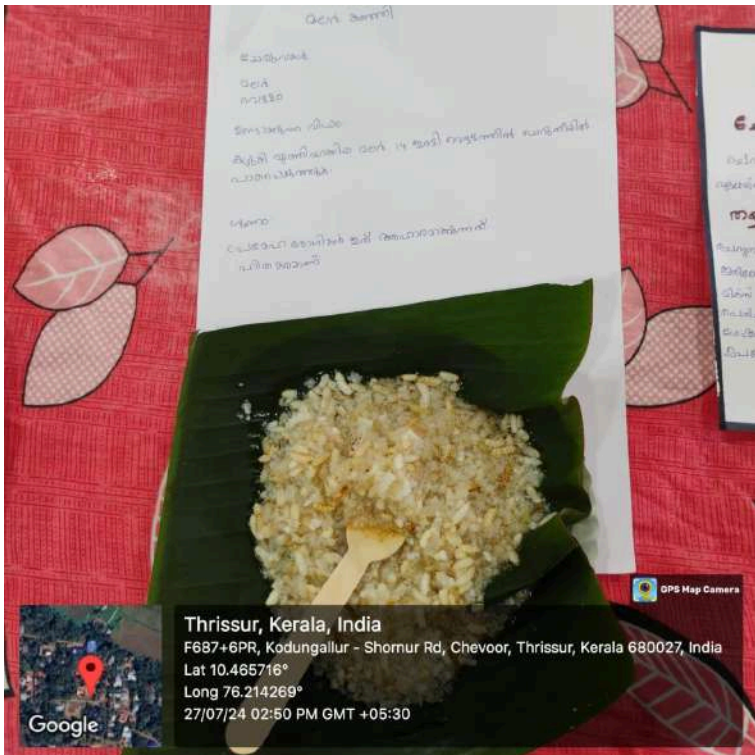
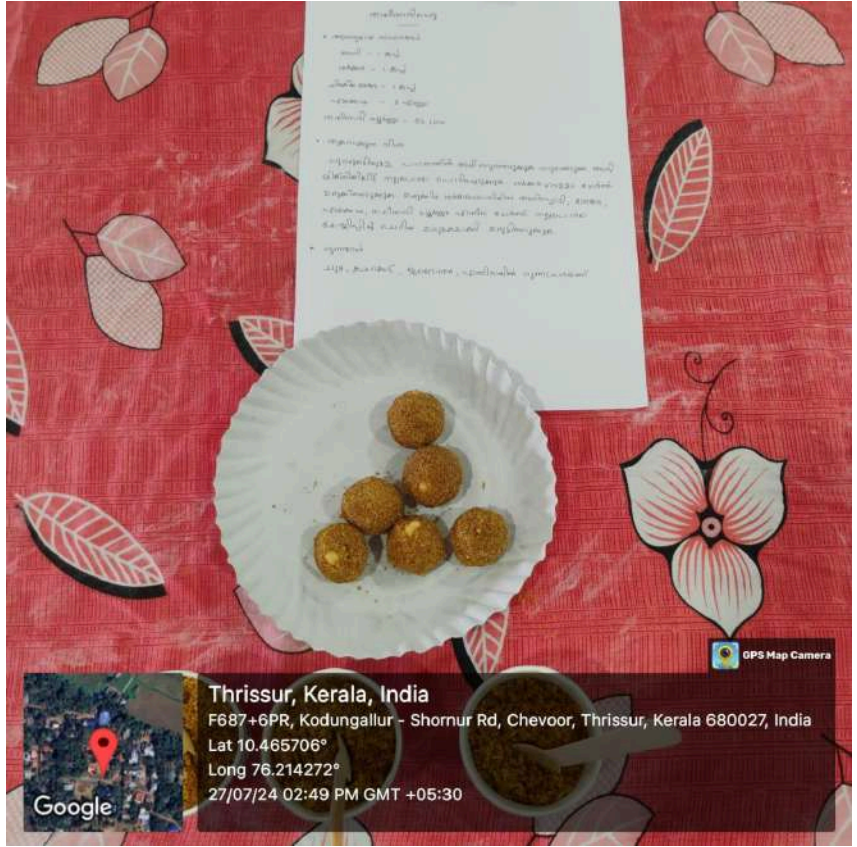
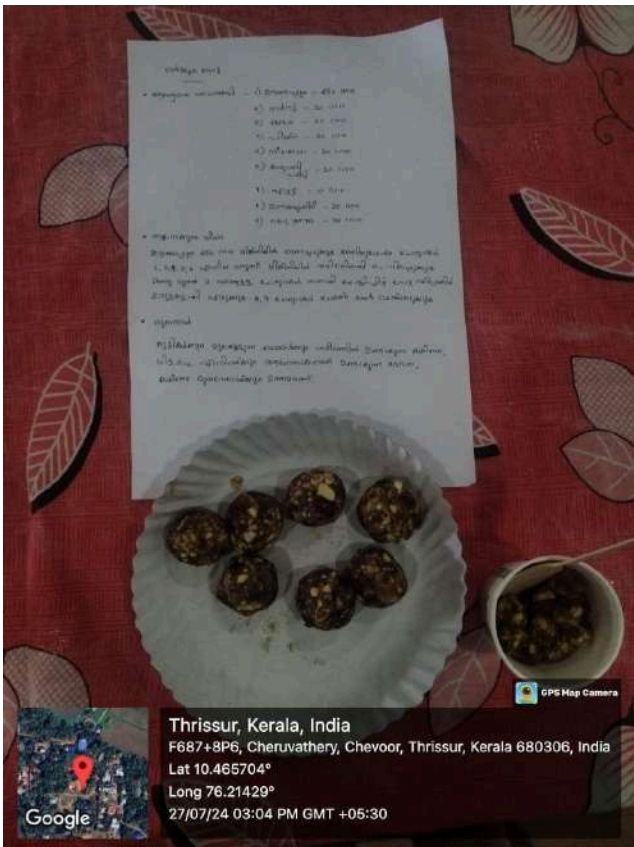
Key highlights of the exhibition included:

- ***Thaleesadi Laddu*** : Effective for treating coughs and colds.
- ***Thilagulam*** : Beneficial for hair and skin health, and improves digestive capacity.
- ***Kharjura Laddu*** : Ideal for children and breastfeeding mothers; alleviates tiredness and anemia.
- ***Payasam*** : Balances Vata, Pitta, and Raktha doshas.
- ***Ayu Salad*** : Aids in managing constipation, diabetes, and obesity.
- ***Coriander Drink*** : Enhances digestion and supports liver health.
- ***Laja Kanji*** : Recommended for diabetes.
- ***Nimbupanakam*** : Enhances taste.
- ***Laja Modakam*** : Promotes digestion, reduces vomiting in pregnant women.

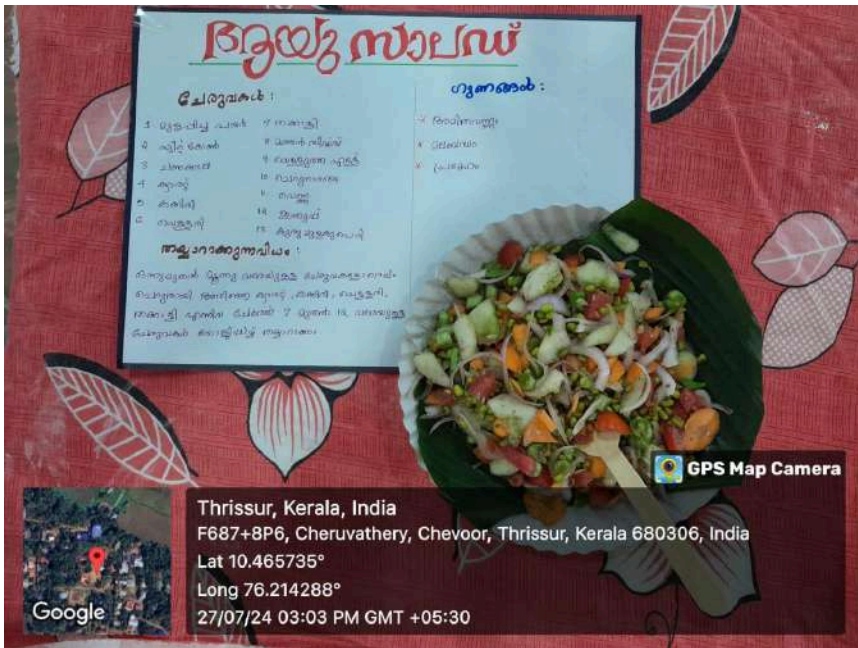
Additional dishes such as Beetroot Kichadi, Aval Upma, and Mudga Soup were also featured. The exhibition received enthusiastic feedback from attendees, who appreciated the tasty and nutritious Ayurvedic options. Dr. Minu praised the effort and expressed satisfaction with the positive impact of the event on the community.











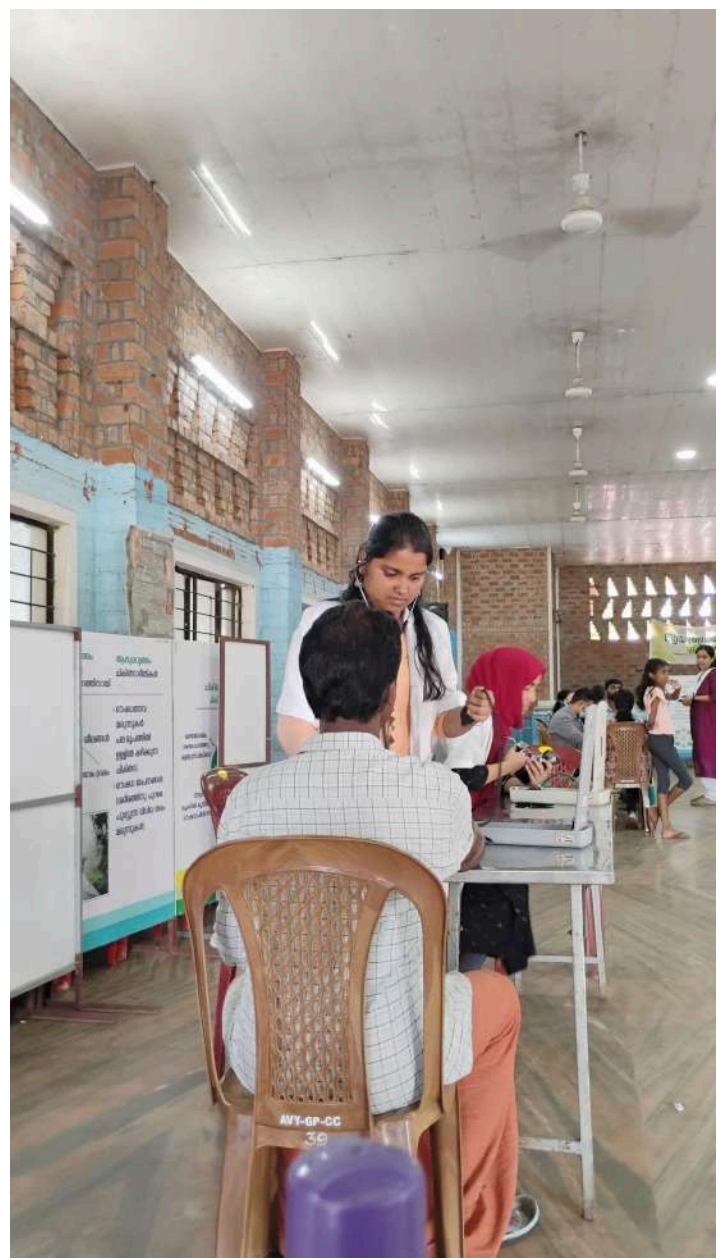
## MEDICAL CAMP

The medical camp, held on July 28, 2024, was a cornerstone of our efforts, showcasing the collective dedication of our team. Medical Camp was inaugurated by Health Education standing chairperson, Johnson and our team coordinator, Dr Bimal K.N. Preparations began early, with the setup of tables, BP apparatus, weighing machines, and an organized distribution of medicines, including churnas, arishtas, asavas, and kashayas.

Group members were assigned various tasks, including patient registration, recording vital statistics, and preparing OPD cards. Patients consulted with doctors, receiving personalized medical advice and prescriptions. After consultations, patients proceeded to the medicine distribution area to collect their prescribed remedies.

The camp drew over 130 attendees, and was met with immense gratitude and positive feedback from the community, who appreciated the unprecedented medical service provided. A notable highlight was the presence of an ex-military personnel from Siachen, adding a touch of honor to the event. The camp concluded at 1:30 PM, followed by a vibrant Charaka procession featuring posters, banners, and placards, which paraded through the local streets, further promoting Ayurvedic awareness.

Overall, the Ayurgrama 2.0 Campaign was a resounding success, marked by impactful sessions, community engagement, and valuable contributions to public health. Each component of the campaign not only fulfilled its objectives but also fostered a deeper connection with Ayurvedic principles and practices.





## CULTURAL ACTIVITIES

The Ayurgrama 2.0 Campaign, dedicated to promoting Ayurvedic practices and cultural heritage, unfolded with a series of dynamic and engaging cultural activities. Held over seven days, these activities were designed to enrich the community's experience and understanding of Ayurveda while celebrating our vibrant traditions.

### Day 1 (22/7/24): Inaugural Ceremony

The Ayurgrama 2.0 Campaign commenced with a grand inaugural program at 2:50 PM. The ceremony began with a traditional Ranga Pooja, performed by team members Vaishnavi and Yukta. This was followed by a serene prayer session led by Vismaya and Merlin, setting an auspicious tone for the event. The inaugural function featured vibrant cultural activities, including traditional dance performances that highlighted our rich cultural heritage. These performances not only showcased the diverse talents of participants but also fostered unity and pride within the community, leaving a lasting impression on all attendees.



### Day 2 (23/7/24): Cinematic Dance Performance

The second day concluded with a captivating cinematic dance performance by Akshitha and Priyamveda. The villagers thoroughly enjoyed the performance, which not only provided entertainment but also strengthened the sense of unity and cultural pride among participants. The event left a memorable impact on the audience, enhancing their engagement with the campaign.

### Day 3 (24/7/24): Cinematic Song Performance

On the third day, the cultural session featured a dynamic cinematic song performance led by Vismaya, Angel, Nima, and Yukta. Their engaging performance captivated the villagers and fostered a deeper appreciation for our cultural heritage. The choice of song and the performers' style drew significant attention and contributed to the cultural enrichment of the event.



#### Day 4 (25/7/24): Children's Activities

Day 4 was dedicated to children, with activities including singing, dancing, and playing small games. The children actively participated and were awarded sweets as prizes. This day was designed to foster a joyful and engaging environment, allowing children to showcase their talents and enjoy the festivities.

#### Day 5 (26/7/24): Student Dance and Quiz

On the fifth day, students performed dance routines to the music played during the event. Their enthusiasm and interest were evident, adding vibrancy to the day's activities. Additionally, a quiz based on a session conducted by Dr. Arun B. Warriar for 8th grade students was held, with winners receiving sweets. This activity not only entertained but also reinforced educational content from the session.

#### Day 6 (27/7/24): Food Exhibition and Folk Songs

Day 6 featured a food exhibition aimed at showcasing Ayurvedic culture through healthy food options. Following the exhibition, team members performed folk songs to further lighten the camp's atmosphere. This combination of cultural and educational activities helped in promoting Ayurvedic dietary practices while enhancing the overall enjoyment of the event.

#### Day 7 (28/7/24): Skit on Dinacharya and Ritu Charya

The final day included a compelling skit focused on Dinacharya (daily regimen) and Ritu Charya (seasonal regimen). The skit vividly illustrated various aspects of these Ayurvedic routines, including optimal times for waking, eating, exercising, and adjusting practices according to seasonal changes. The engaging dialogues and portrayals made complex concepts accessible and relatable. The performance was well-received, effectively communicating important health messages while entertaining the audience.

The cultural activities of the Ayurgrama 2.0 Campaign were instrumental in enriching the community's engagement with Ayurvedic practices. From traditional performances to educational skits, the diverse activities fostered a deeper appreciation of cultural heritage and health practices. The positive feedback and enthusiastic participation highlighted the success of these events in enhancing the overall impact of the campaign.



## VALEDICTORY FUNCTION

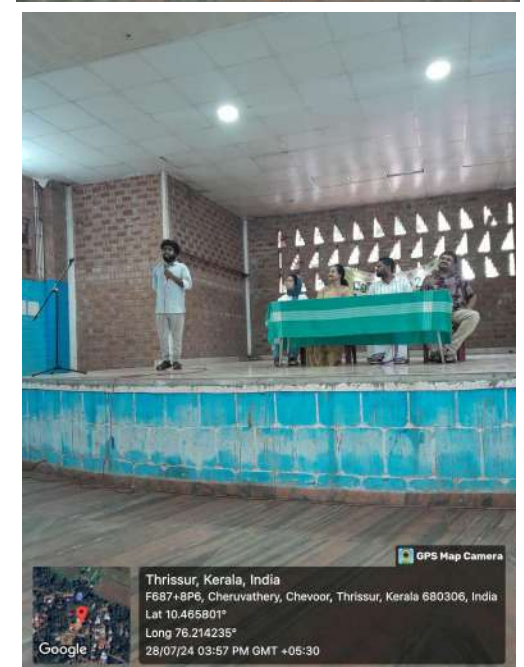
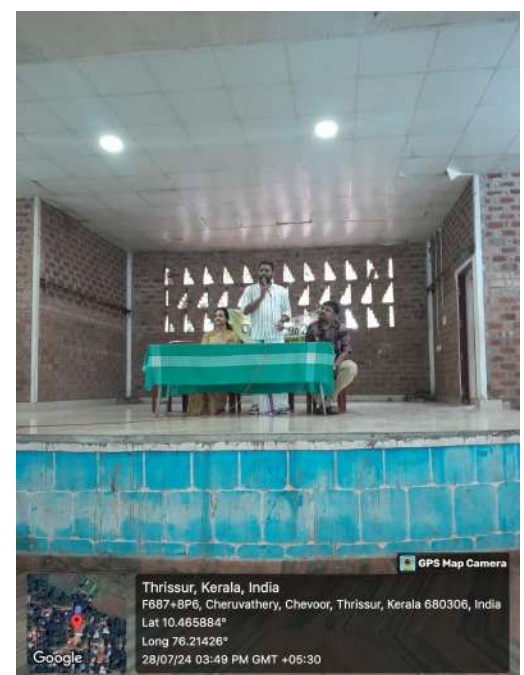
The campaign concluded with a memorable valedictory function, attended by distinguished guests including Dr. VN Prassana, Principal of Vaidyaratnam Ayurveda College, the Gram Panchayat President, group members, and villagers. The event was a testament to the success of the program and its positive impact on the community.

The Gram Panchayat President commended the Ayurgrama 2.0 Campaign, praising it as a significant contribution to the community. He highlighted the program's role in raising health awareness and its effectiveness in engaging local residents over the seven-day camp.

Dr. VN Prassana expressed heartfelt gratitude to the Gram Panchayat President, the Ayurgram organizing committee, and the dedicated group members. She applauded their innovative ideas and commitment to fostering health awareness among the villagers. Dr. Prassana assured that the college would continue its support by organizing a medical camp every month, coupled with surveys in the village as a meaningful contribution to the field of medicine.

Fathima Shifa, the team head, extended her sincere thanks to the Principal, Gram Panchayat President, Dr. Bimal (the coordinator of the team), and her fellow group members. She highlighted their collective efforts and unwavering dedication, which played a crucial role in the overwhelming success of the seven-day camp.

The Ayurgrama 2.0 Campaign has not only achieved its objectives but has also set a precedent for future initiatives, demonstrating the power of community engagement and collaborative effort in advancing health and cultural awareness.



## CHARAK JAYANTI PROCESSION

Despite inclement weather, the Charak Jayanti procession commenced at 3:15 PM, showcasing the unwavering dedication of participants. Led by Coordinator Dr. Bimal, the vibrant procession wound its way through the village, carrying the revered Charaka Samhita and accompanied by colorful posters and banners illustrating pivotal Ayurvedic concepts.

With unrelenting enthusiasm, participants braved the torrential rain, reciting verses from the Charaka Samhita :

**“हिताहितं सुखं दुःखं आयुः तस्य हिताहितं। मानं च  
तच्च यत्रोक्तं आयुर्वेदः स उच्यते॥”**

and embodying the philosophical and practical essence of Ayurveda. This ancient text recital served as a poignant tribute to Ayurvedic wisdom while educating the public about its enduring relevance.

The procession exemplified the community's steadfast commitment to preserving and celebrating Ayurvedic traditions. The participants' unwavering spirit and perseverance in adverse weather conditions underscored the profound reverence for Charaka Jayanti and the broader objectives of promoting Ayurveda.

This spectacular event seamlessly merged tradition with community engagement, further solidifying the Ayurgrama 2.0 campaign's impact and success. The procession will be remembered as a testament to the power of collective dedication and the enduring legacy of Ayurveda.



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F688+322, Chevoor, Thrissur, Kerala 680306, India  
Lat 10.465156°  
Long 76.214538°  
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## FEEDBACK FROM VILLAGERS



The Ayurgrama 2.0 campaign received an overwhelmingly positive response from the villagers throughout its duration.

On the first day, the inauguration included a Rangapooja by our members, which was well-received and appreciated for its graceful performance. The Ayurveda exhibition, featuring general awareness posters on Ayurveda, Dinacharya, Ritucharya, Panchakarma, and common herbal plants, provided valuable information. Villagers expressed satisfaction with the confirmation of their existing knowledge and the acquisition of new insights. They also inquired about the camp schedule, which was communicated clearly.

From the second day, yoga sessions were conducted, accompanied by the distribution of Oushada Sidda Yavagu, a seasonal porridge known for its detoxification benefits. The yoga sessions attracted significant interest from various regions of the village, particularly due to the inclusion of Pranayama and asanas. Participants expressed a desire for continued sessions over a week and engaged actively with the instructors. The Oushada Sidda Yavagu was well-received, with villagers acknowledging its health benefits during the monsoon season and its traditional importance.

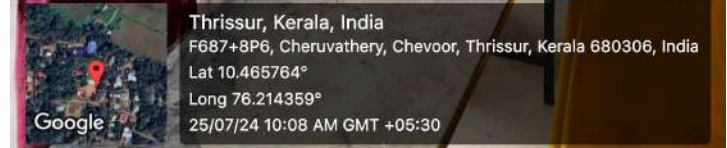


The campaign offered a range of informative sessions on topics such as Ayurvedic Formulations, Dinacharya & Ritucharya, Panchakarma, Ayurvedic Surgery, seasonal ailments, Nethra rogas, maternal and child health, Stree arogya, and home remedies. Each session began with an introductory overview by our members, followed by detailed discussions led by experienced faculties. The interactive nature of these sessions allowed villagers to address their queries and receive personalized advice, which was particularly evident in the case of Nethra roga where a faculty member provided further medical referrals.

Many villagers followed up by visiting our Vaidyaratnam Ayurveda College OP for consultations based on the knowledge gained during the camp. They appreciated the deeper understanding of Ayurvedic practices and remedies, which facilitated their approach to health challenges.

Villagers enjoyed various performances, including skits that were both educational and entertaining. The food exhibition, showcasing 15 dishes prepared fresh on-site, received commendations for its taste and health benefits. Recipes were provided, allowing villagers to replicate the dishes at home. The community appreciated the effort and expressed enthusiasm about incorporating these healthy recipes into their family meals.

The Ayurgrama 2.0 campaign was a significant success, fulfilling its objective of spreading Ayurvedic knowledge and practices. The villagers' positive feedback, active participation, and the successful integration of educational, cultural, and culinary elements underscore the campaign's impact. The heartfelt expressions of satisfaction and the increased engagement with Ayurvedic practices highlight the campaign's effectiveness in enhancing community health and wellness.



## MEMBERS' REVIEW



The Ayurgrama 2.0 Campaign, held from July 22, 2024, to July 28, 2024, at the Panchayath Community Hall in Cheruvathery Avinissery, was an immensely enriching and transformative experience. This seven-day camp not only showcased our commitment to bridging theoretical knowledge with practical application but also allowed us to witness firsthand the profound impact of our efforts on the community.

As Ayurveda students, participating in Ayurgrama 2.0 provided a unique opportunity to apply our academic learnings in a real-world setting. The camp featured a comprehensive array of activities, including invigorating yoga and pranayama sessions, informative classes on Ayurvedic formulations, and extensive health awareness programs. Each day was meticulously curated to deliver a holistic approach to health and wellness, ensuring that participants received a well-rounded experience.

The inauguration ceremony was a resounding success, setting a positive tone for the entire camp. The presence of distinguished dignitaries, such as the Grama Panchayath President and our Principal, added immense significance to the event, marking a memorable commencement. The introductory session on Ayurveda, Charaka Samhita, and yoga was exceptionally well-received, sparking genuine interest in this ancient science of life.

One of the most heartwarming aspects of the camp was the enthusiastic response from the community. Our team effectively utilized various outreach methods, including pamphlets and community engagement, to spread the word. The turnout exceeded our expectations, with individuals from all walks of life coming together to benefit from the teachings of Ayurveda. Witnessing this diverse participation was deeply fulfilling.

The interactive sessions were a standout feature of the camp. Classes on Ayurvedic formulations, Dinacharya (daily routines), and Rituacharya (seasonal routines), delivered by esteemed speakers like Dr. Sajith Kumar KP, were particularly engaging. The hands-on demonstrations provided practical insights into Ayurveda, making the knowledge more accessible and relatable to all attendees.

The involvement of local schools added a special dimension to the camp. The students from St. Joseph HSS School exhibited remarkable enthusiasm and friendliness, making our sessions on menstrual hygiene and health awareness both enjoyable and impactful. Their curiosity and eagerness to learn were truly inspiring. Similarly, the sessions conducted at anganwadis on mother-child health significantly raised awareness and promoted healthy practices among women and children.

Cultural activities infused the camp with vibrancy and joy. Dance performances, folk songs, and skits not only entertained but also served to educate the audience about Ayurveda and holistic health. These cultural elements fostered a sense of community and shared purpose, bringing people together in a celebration of both health and heritage.

The medical camp on the final day was a tremendous success. The remarkable turnout, particularly among the elderly, highlighted the camp's effectiveness in providing essential medical attention and care. The visible gratitude from the participants was deeply moving, reaffirming the significance of our efforts. The feedback session that followed was filled with heartfelt appreciation and positive remarks, underscoring the camp's profound impact on the community.

Despite the logistical challenges of coordinating various activities and managing time effectively, the experience was invaluable. It enhanced our organizational and leadership skills while deepening our compassion for the community. The spirit of teamwork and shared commitment to health and wellness forged a lasting bond among the team members, creating memories we will cherish forever.

Ayurgramam 2.0 was more than just a camp; it was a journey of love, compassion, and learning. It reinforced our belief in Ayurveda's power to promote health and well-being. The positive feedback from participants and the tangible impact on the community were immensely gratifying. We are deeply grateful for the opportunity to contribute to this noble initiative and look forward to participating in similar future endeavors.

## TRANSPORTATION

Given Cheruvathery's rural location and the absence of direct public transport, we made comprehensive transportation arrangements to ensure smooth operations throughout the camp. Auto rickshaws were utilized for daily commutes and the transportation of team members and materials. A mini pickup truck and a van were employed to transport exhibition items to the venue. Despite our best efforts to minimize costs, transportation expenses to reach Cheruvathery Community Hall proved to be a significant challenge. Although we managed to walk for a certain distance, the bus transportation was still far from the community hall, making it difficult to transport our equipment and materials.

For the second and third days of the camp, all activities were conducted at the same hall, with auto rickshaws facilitating transportation for the team. On the final day, all necessary materials for the medical camp were brought to the hall using auto rickshaws, and the materials were returned by mini pickup.

These logistical arrangements ensured the seamless execution of the camp and contributed to its overall success, allowing us to focus on delivering impactful programs and services to the community.

## FINANCE REPORT

The Ayurgramam 2.0 campaign involved various expenditures across multiple phases, including pre camp preparations, the camp itself, and post-camp activities.

### Precamp Expenses:

- Travel costs amounted to ₹1395. Preparation for the camp included printing pamphlets and flex for ₹1,701, purchasing food ingredients for karkidaka kanji and herbal snacks for ₹3,615.11, and renting utensils for ₹300. The total precamp expenditure was ₹7011.11.

### Camp Expenses:

- **Day 1 (22/7/24):**  
Expenses included travel to the community hall for ₹200, transportation of exhibition materials from college to the hall for ₹350, travel to and from the panchayat to Avinissery for ₹150, travel back to college for ₹580, and food and water costs for ₹1,300.03. The total for Day 1 was ₹2,580.03.
- **Day 2 (23/7/24):**  
Costs included travel to the community hall for ₹720, travel to college for ₹720, and food ingredients for ₹390, totaling ₹1,830.
- **Day 3 (24/7/24):**  
Expenses included travel to the community hall for ₹720, travel to college for ₹720, and food ingredients for ₹420, totaling ₹1,860.

- **Day 4 (25/7/24):**  
The total included travel to the community hall for ₹720, travel to anganwadi for ₹500, travel to college for ₹650, and food for ₹390, amounting to ₹2260.
- **Day 5 (26/7/24):**  
Costs were incurred for travel to the community hall for ₹720, travel to school for ₹400, travel to the pharmacy for ₹540, travel to college for ₹310, travel to the store for ₹270, printing posters for the medical camp for ₹509, snacks for ₹300, medicine for the medical camp for ₹954, and food for the exhibition and ingredients for ₹2,251.14, totaling ₹6254.14.
- **Day 6 (27/7/24):**  
Expenses for travel to the community hall were ₹686, travel to college was ₹540, and food ingredients were ₹839.06, totaling ₹2065.06.
- **Day 7 (28/7/24):**  
Costs included travel to the community hall for ₹1,140, travel to college for ₹720, and food for ₹900, amounting to ₹2,760.

### Post-Camp Expenses:

- Travel to the college from community hall was ₹150 and returning exhibition materials to college was ₹300,
- Rent for Utensils needed for oushadha yavagu preparation and herbal dishes ₹1320
- totaling ₹1770

The grand total for the campaign expenses was **₹28390.34**. In summary, the total expenses for the Ayurgramam 2.0 campaign were carefully allocated across various activities and days, ensuring comprehensive coverage of all necessary costs.

## **SPONSORS FOR AYURGRAMA 2.0**

We extend our heartfelt gratitude to our sponsors, whose generous contributions have made Ayurgramam 2.0 a resounding success:

- **PTA of Vaidyaratnam Ayurveda College:** ₹15,000
- **Panchayat:** Banner, Lamp, Mic and Speakers
- **Vaidyaratnam ayurveda college management :** ₹ 15,000
- **Vaidyaratnam Oushadhashala:** 25 Kanji kits, Medicines for medical camp
- **SNA Ayurveda:** Medicines for medical camp
- **Sitaram Ayurveda:** Medicines for medical camp
- **Everest Ayurveda:** Medicines for medical camp
- **Vaidyaratnam Ayurveda College library:** 15 different medicinal plants for the herbal garden, 320 health survey sheets from the college library

Your support has enabled us to promote health, wellness, and sustainability through Ayurvedic principles and practices. We appreciate your trust in our initiative and look forward to continued collaborations

## CONCLUSION

The seven-day Ayurgramam 2.0 Campaign was an overwhelming success, thanks to the collective energy and enthusiasm of every participant. The remarkable response from the villagers was a testament to the dedication and hard work invested by everyone involved. The seamless execution of the camp and the positive impact on the community reflect the exceptional teamwork and commitment that drove this initiative.

We extend our deepest gratitude to each and every individual who contributed to this endeavor. Your unwavering support and enthusiasm were pivotal in making Ayurgramam 2.0 a triumph. Thank you for your invaluable contributions and for helping us achieve our mission of promoting health and wellness within the community.

We extend our heartfelt gratitude to Apthas Ayurveda for providing us with an incredible opportunity to participate in Ayurgrama 2.0. This event allowed us to share our knowledge and skills in Ayurveda with the community, and we are deeply thankful for the trust and support extended to us by Apthas Ayurveda. Through this platform, we were able to educate and engage with the villagers, promoting health, wellness, and sustainability through Ayurvedic principles and practices. We appreciate the opportunity to be a part of this initiative and look forward to future collaborations.



—END OF THE REPORT—