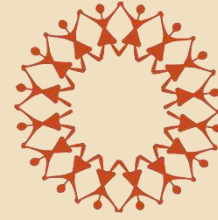


JIVAGRAM :

Centre for Well-being



Haryana's First NABH
Accredited AYUSH Hospital



29 Years of Excellence and Ayurvedic Practice of JIVA

In 1992, we set out on a journey to find out how the wisdom of traditional Indian knowledge could improve people's lives in the modern context. This initiative was named "Jiva", which means the "living entity or soul". Jiva is dedicated to the mission of creating a happier and healthier society by reviving the Vedic Indian sciences through the use of modern technology.



Jiva's Vision

Today, Jiva has touched a million lives by bringing physical, psychological, and spiritual prosperity through three mediums:

EDUCATION: To create personalized learning resources that foster lifelong learning and self-discovery.

AYURVEDA: To bring Ayurveda to every home through innovative methods and technologies.

CULTURE: To preserve and promote traditional Indian knowledge for use in modern contexts.





Founding Members



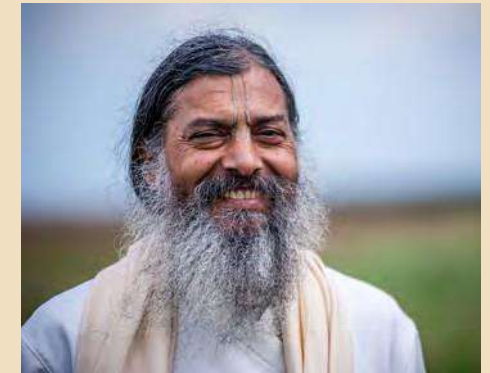
Mr. Rishi Pal Chauhan
Founder and Managing
Director



Mrs. Chander Lata Chauhan
Director-Education

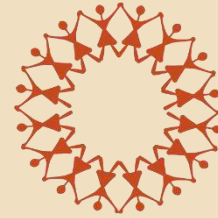


Dr. Partap Chauhan
Director-Jiva Ayurveda



Dr. Satya Narayan Dasa
Director-Culture





Leadership Team



Madhusudan Chauhan
Director



Meenakshi Singh
Director-HR

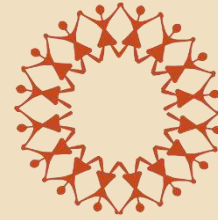


Neerja Chauhan
Director-Learning
and Development



Kajal Chauhan
Director-Jivagram and
International Business





Jiva Medical & Research Centre (Jiva MRC)



World's largest and first-of-its-kind Ayurvedic Medical and Research Centre



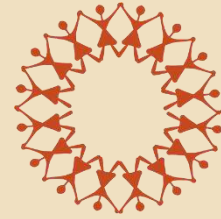
Set up in the year 2006, it is a centre for telephonic health consultation



A team of over 500 Ayurvedic doctors & support professionals



Free consultations to more than 8,000 patients daily across 1,800 cities and towns in India



Jiva Ayurveda Clinics and Panchakarma Centres



80 clinics across 9 states in India



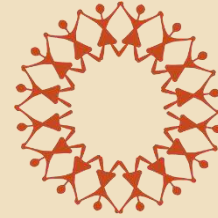
More than 15lakh success cases across the world







Network of 500+ experienced doctors & clinical support staff



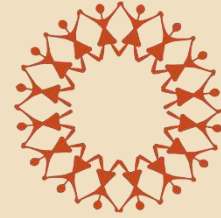
Based on the diagnosis, doctors prescribe personalized therapeutic treatment as well as Panchakarma therapies



Health and Wellness Products

-  ISO 9001:2015, HACCP & WHO-GMP certified manufacturing unit and pharmacy
-  Authentic ayurvedic products formulated by a team of senior Ayurvedic doctors & researchers
-  600+ classical formulations and wellness products
-  Products available online at <https://store.jiva.com> and other e-commerce platforms like Amazon, Nykaa & Flipkart





International Ayurveda Education & Trainings



Online and residential Ayurvedic educational and training programs



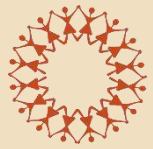
Trained over 10,000 individuals ranging from experienced Ayurveda practitioners to Ayurveda enthusiasts



100 million Ayurveda Show TV Viewers



Short & medium-term Ayurveda courses for international students in 50 countries including Sweden, France, Poland, Lithuania, South Africa, UK and USA.



Medical Innovation & Technology



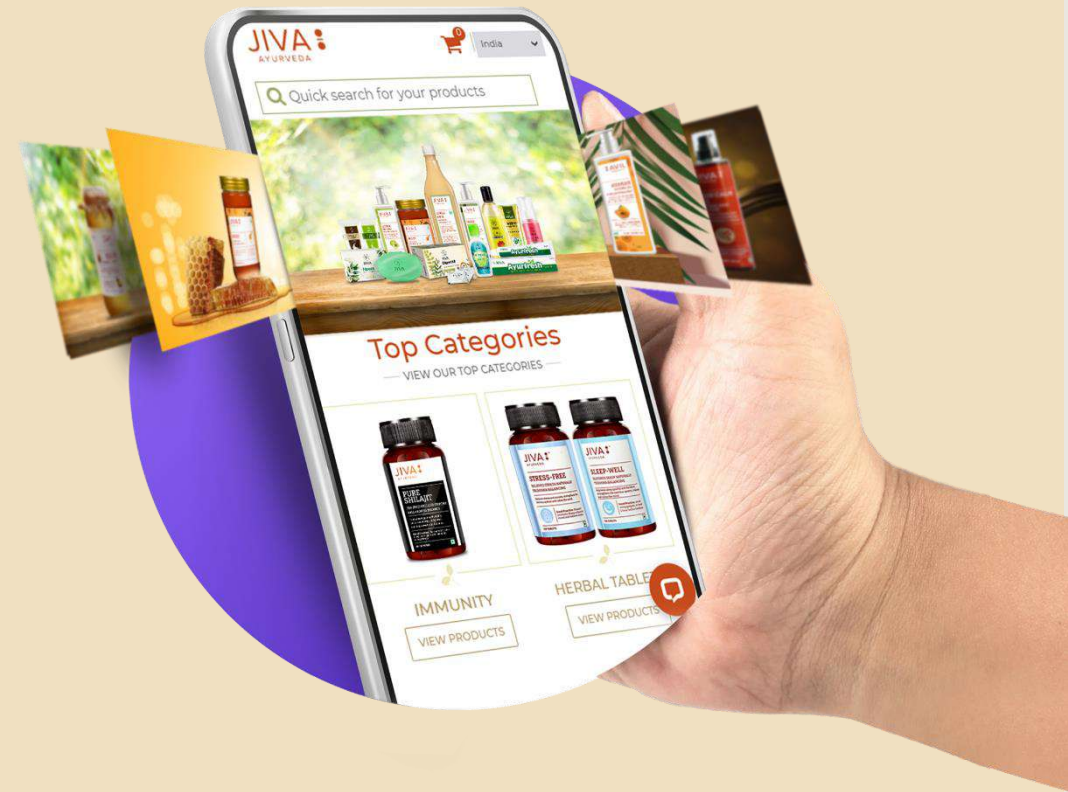
Saraswati –A vast cloud-based knowledge repository on Ayurveda treatment of disease & patient care collated over the past 25+ years

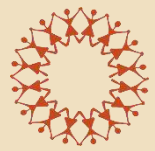


Jiva Health App – World’s first Ayurveda health app that uses Artificial Intelligence to show personalized information to the patient



Ayunique™ Protocol - World’s first technology-enabled Ayurvedic treatment protocol that empowers Jiva doctors to diagnose and treat patients effectively





Video Consultation at Jiva



Virtual consultation with the help of classical techniques such as Prashna (questions) & Darshan (observation) pariksha



Root-cause based personalized ayurvedic solutions for various ailments



Customized medicines, diet and lifestyle recommendations

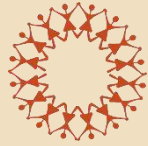


Health packages delivered at the patients' doorstep



A team of dedicated health coaches to guide & assist the patients





Factory & Despatch



To ensure quality, efficacy and purity, Jiva Ayurveda manufactures its own medicines and products at its ISO 9001:2015, HACCP & WHO-GMP certified manufacturing unit and pharmacy in Faridabad, India



Customized medicines are couriered to the patients at their doorstep



Dispatch of around 40k medicine packets in a month across 1,800 cities and towns in India and abroad



600+ classical formulations and wellness products





Awards and Recognitions



World Summit Award by the United Nations for TeleDoc Project



India Book of Records recognized Jiva Ayurveda for the highest number of consultations (8,000) per day



Jivagram is the 1st NABH accredited AYUSH hospital in Haryana



Dr Partap Chauhan honoured with prestigious 'Lifetime Achievement Award' at Arogyam Conclave

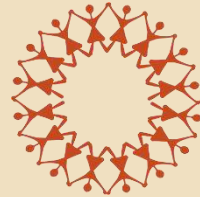


Women Economic Forum presented prestigious 'Exceptional Leaders of Excellence' Award to Dr. Partap Chauhan



Dr Partap Chauhan inaugurated NAMA Conference in Texas





Big Data Analysis of Traditional Knowledge-based Ayurveda Medicine with JIVA published in a European Journal



ORIGINAL RESEARCH

Big Data Analysis of Traditional Knowledge-based Ayurveda Medicine

Harpreet Singh¹; Sapna Bhargava²; Suresh Ganeshan³; Ravneet Kaur⁴; Tavpritish Sethi⁵; Mukesh Sharma⁶; Madhusudan Chauhan⁷; Neeja Chauhan⁸; Rishpal Chauhan⁹; Partap Chauhan¹⁰; Samir K. Brahmachari¹¹

¹Academy of Scientific and Innovative Research, New Delhi, India; ²Chrysal Medical Private Limited, New Delhi, India; ³Jiva Ayurveda, Faridabad, India; ⁴Wolkem Institute of Medical Sciences, Faridabad, India; ⁵Chrysal Medical Private Limited, New Delhi, India; ⁶Chrysal Medical Private Limited, New Delhi, India; ⁷Chrysal Medical Private Limited, New Delhi, India; ⁸Chrysal Medical Private Limited, New Delhi, India; ⁹Chrysal Medical Private Limited, New Delhi, India; ¹⁰Chrysal Medical Private Limited, New Delhi, India; ¹¹Chrysal Medical Private Limited, New Delhi, India

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ABSTRACT

Introduction: Modern medicine has embraced data-driven understanding of health, principally through electronic medical records. However, Ayurveda, which is the dominant traditional medicine system in India, much of it is still practiced without digital records.

Methods: In this study, 353,000 patients' data were captured digitally by ~300 Ayurveda doctors over teleconsultation and in-person consultations. The entire dataset was analyzed based on age, sex, region, chronicity, Vikriti, disease morbidity, and comorbidity and reported effectiveness of the treatment.

Results: Younger patients were found to use more Ayurveda telemedicine, but all age groups were well represented. It was found that 82% patients had disease chronicity greater than 1 year. About 85% of the diseases were related to 6 organ systems, digestive (30.5%), endocrine (14.6%), skeleton (13.5%), skin (11.2%), nervous (7.6%), and respiratory (7.4%). The network analysis of the data revealed difference in sex and age-based patterns. Disease of endocrine and cardiovascular systems become comorbid for patient population at older age-groups as also observed in case of modern medicines.

Conclusion: Within the limitations of using practice data from a single large group of Ayurveda practitioners, this represents the first data-driven view of Ayurveda practice in India. In spite of 82% of all the patients having chronic diseases, Ayurveda treatment offered complete or partial relief in more than 76% of cases, and only 0.9% reported aggravation in symptoms.

Introduction

Understanding of healthcare in an objective data-centric way involves reliable and reproducible generation of analysis of large curated dataset. At present, the global cost of medicines is 1.2 Trillion USD^[1] out of which, 60% of market demand is driven by United States, European Union, Japan and Canada. These developed countries demand is primarily modern medicine (branded or generics) and the dataset, that is, electronic medical record for modern medicine's clinical trials, usage exists and act as a platform for analysis of the patient treatment. These electronic medical records and reporting of clinical data have been the basis for international ethical, scientific, and standardized clinical practices.^[2]

Thirty percentage of the global medicine demand is from a combination of China, India, Russia, Brazil, South Africa, Pakistan, Mexico, Indonesia, Egypt, etc. In these countries, medicine usage is predominantly traditional medicines^[3] (which is defined as medicines from China, India, Japan (Chinese Medicines, Ayurvedic and Kampo). As per World Health Organization data,^[4] in China traditional herbal preparations account for 30–50% of the total medicinal consumption, whereas in Africa, up to 80% of the population uses traditional medicine for primary health care. The population of these countries (Brazil, India, China, Russia, South Africa, Pakistan) accounts for more than 45% of the world population,^[5] generating traditional medicine business of around 100 Bn USD.^[6] The reason of popularity of traditional medicine in these countries is mainly due to lack of access to modern medicines. In developed countries, mild adoption of traditional medicine is mostly seen in the form of dietary supplements (also referred as Complementary and Alternative Medicine in integrative settings in Europe and North America^[6,7]).

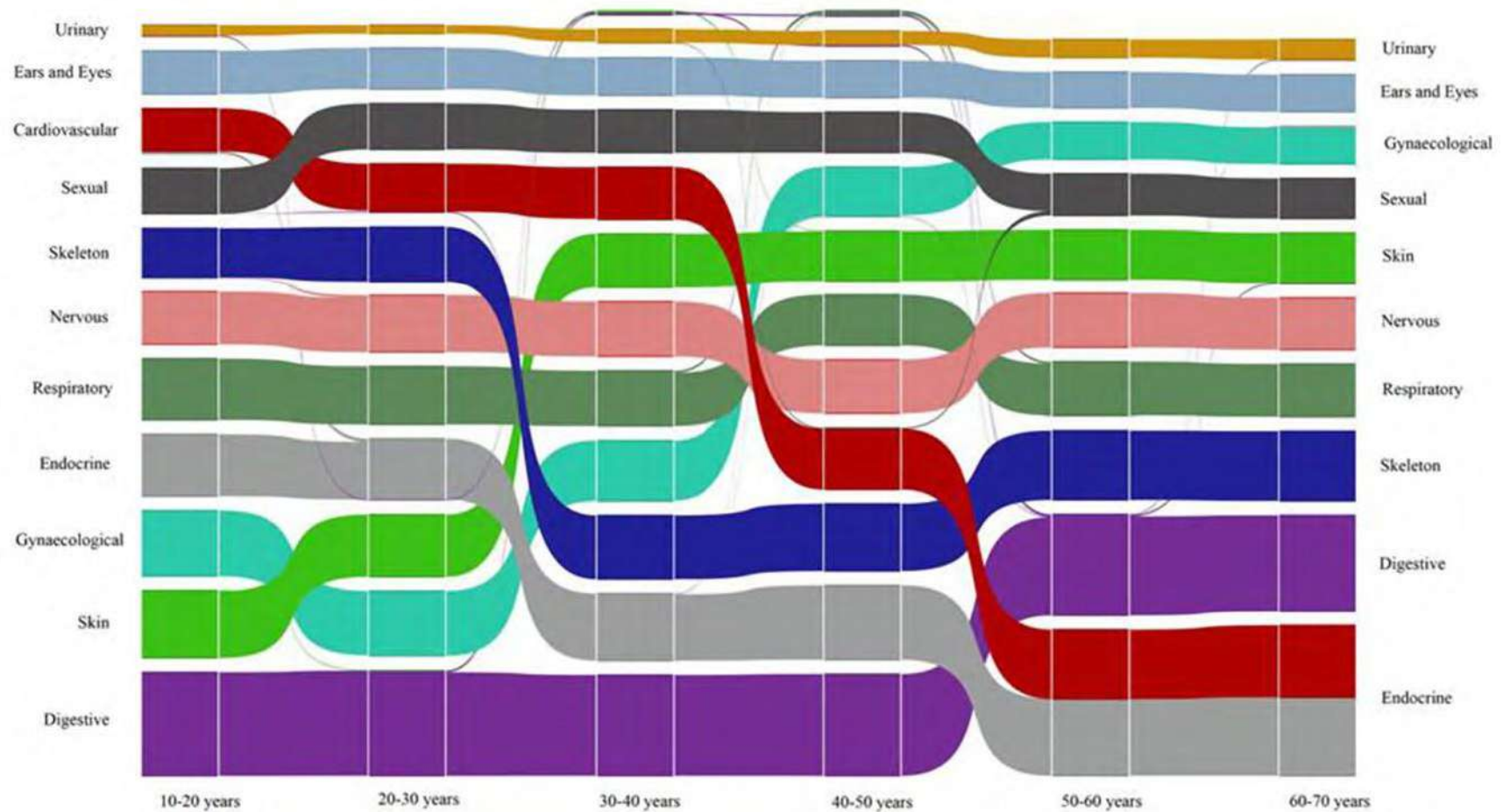
In India, 60% of registered physicians are involved in traditional and alternate systems of medicine.^[8] There are about 700,000 registered practitioners of traditional medicine (majority in Ayurveda^[9-11]) and around 650,000 registered practitioners of modern medicine in India.^[12] India has given official recognition to traditional systems of medicine and created AYUSH departments.^[13] Medical delivery in most of the traditional medicine setup is either oral or

Supplemental digital content is available for this article. Clickable URL citations appear in the text.

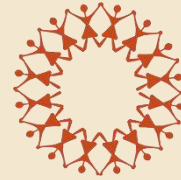
Harpreet Singh and Sapna Bhargava contributed equally to this work.
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Alluvial plot depicting disease association



What is Jivagram?

HARYANA'S FIRST NABH ACCREDITED AYUSH HOSPITAL



Jivagram Centre for Wellbeing, located in Faridabad, is a unique health centre that embodies the traditional principles of 'gram' and the time-honoured science of Ayurveda in a 'Vedically' designed modern hospital. It is the first NABH (National Accreditation Board for Hospitals & Healthcare Providers) certified AYUSH Hospital in Haryana. The accreditation is a reflection of the highest standards of safety and hygiene that we maintain at the centre while offering you the best quality ayurvedic treatment.

At Jivagram, we commit ourselves to provide you a haven for your complete holistic wellness while taking care of hygiene and safety standards. We strictly adhere to the most advanced safety protocols amid the current crisis.

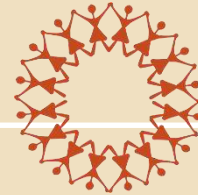
JIVAGRAM :



Life is beautiful and the only way you can make the most of it is when you are healthy. However, sometimes we get so far out of balance that living a healthy life seems like a distant hope. It's times like this that you wish you could slow things down. To get the time and space, away from home, to focus on getting your health back. You wish you could go to a place where people care for you and treat you like a whole person until your optimal health is regained.



Jivagram, a unique centre for personalized Ayurvedic healthcare and treatment, engage you in a unique healing experience while restoring your health. Our doctors take ample time to understand you and your health issues and create a customized treatment plan for you. Jivagram offers authentic Ayurvedic treatment for various ailments and corrects them from the root cause.



DISEASES WE TREAT AT JIVAGRAM

- Cervical Pain/ Lower Back Pain
- De-stress
- Detoxification
- Diabetic Nephropathy
- Diabetic Neuropathy
- Hair fall /Thinning
- Infertility - Male
- Infertility - Female
- Multiple Sclerosis
- Muscular Dystrophy
- Obesity
- Paralysis (Acute Stage after Consultation)
- Polycystic Ovarian Disease
- Polycystic Ovarian Syndrome
- Rejuvenation
- Rheumatoid Arthritis
- Skin (Eczema / Psoriasis)
- Thyroid (Stage 1/ 2)



Personalized Consultation and Treatment



THE AYUNIQUE™ TOUCH –Ayunique™ is a unique way of addressing your health, which retains the traditional method of Ayurveda that focuses on providing personalized root-cause treatment while combining it with research data to ensure the highest quality of patient care.



PERSONALIZED THERAPY PLANS - A combination of specialized therapies are carefully planned based on a Prakriti analysis done by our Ayurvedic doctors, which ensures that you get the maximum benefit out of every stroke.



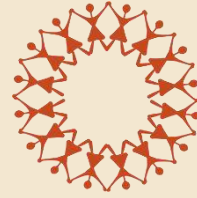
ROOT-CAUSE BASED APPROACH - Be it therapies, healing activities or meals - at Jivagram, everything is minutely designed to address not just symptoms but the root cause of every ailment, physical or psychological.



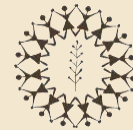
SWASTHYA PATRIKA - A personalized plan of your healing journey at Jivagram that's tailored for you. The Swasthya Patrika stays with you so that the benefits continue even after you leave Jivagram.





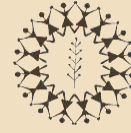


The three-fold approach of Ayurvedic healing at Jivagram



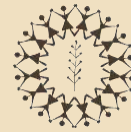
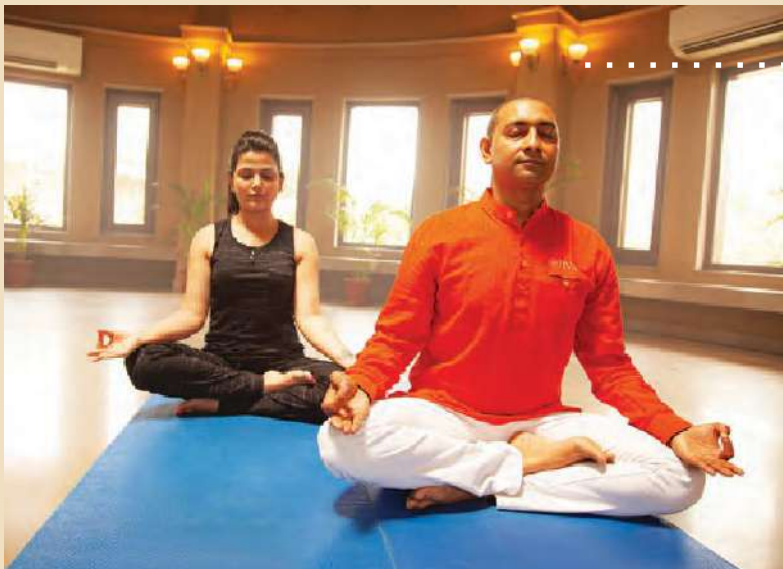
FOR YOUR BODY (YUKTI VYAPASHRAYA)

In this part of treatment, we bring your bodily elements back into balance - your constitution (dosha), metabolism (agni), and vital tissues (dhatus). This is done through Panchakarma (shodhana) therapies that eliminate the toxins from the body. It is also combined with physiotherapy, naturopathic treatments, diets, herbs, and lifestyle activities.



FOR YOUR MIND (SATTVA VAJAYA)

Through this process, you will focus on making your mind peaceful by enhancing the element of purity (sattva). It includes eating sattvic food, following a daily routine (dinacharaya), performing Yoga, doing breathing exercises (pranayama), and exposing yourself to sattvic elements such as music, natural environment, supportive people, and guidance on work-life balance.



FOR YOUR SOUL (DAIVA VYAPASHRAYA)

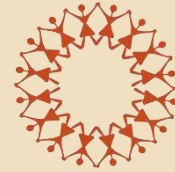
Involving your innermost being, your soul, in the healing process is essential for bringing you back into complete alignment (swastha). To do this, your doctor will introduce a set of activities that may include meditating, chakra balancing, and performing yagna. This can also be supplemented by the practice of forgiveness, non-violence, and being truthful.



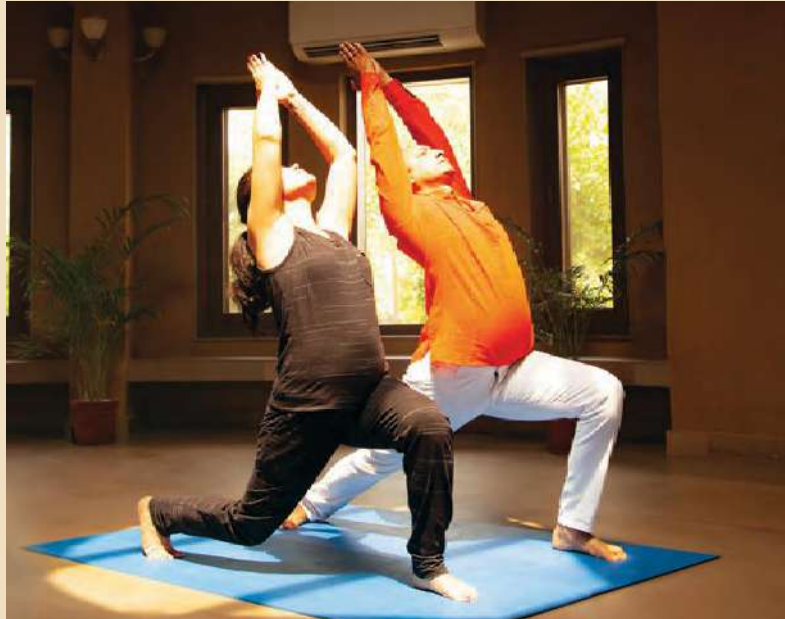
Detoxify, Rejuvenate & Recharge Amidst Nature



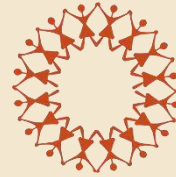
Jivagram's Rejuvenation program is designed to restore the vitality of the body by eliminating toxins through traditional panchakarma therapies and by enhancing the body's immunity through the combination of Ayurvedic treatments, body type based diet and Yoga. In this program, our expert Ayurvedic doctors work on the proper activity pattern and food habits to lead a healthy life based on the principles of Ayurveda. The treatment not only helps prevent and cure diseases, but also enhances youthfulness, beauty, and longevity.



Yoga



Our expert Yogic scientists meticulously customize a Yoga program for all the patients, basis on the individual medical consultation and physical assessment of the flexibility. Our team suggests specific yoga asanas, Ayurvedic treatment and therapies, and dietary regimen, setting a course of treatment that is tailor-made for you. As you become proficient, you can carry forward this journey of the practice and the learning of the ancient and sacred art of yoga, into your everyday life.



Naturopathy

Healing begins with Nature



Naturopathy is a holistic approach to wellbeing based on the principle that the body has the inherent ability to heal itself. Using the healing power of nature and gentle therapeutic techniques, the body, mind and emotions are supported during the healing process. This therapy uses the power of natural resources like foods, herbs, earth, water, and air to allow the body to heal itself.

At Jivagram, we provide naturopathy treatments to detox, relax and strengthen your body & mind for prevention from diseases and preserving your health through:

- ☼ Diet Therapy
- ☼ Mud Therapy
- ☼ Hydrotherapy
- ☼ Masso Therapy

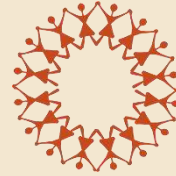


Jiva Organic Farm

We serve home-grown organic food at Jivagram



Ayurveda is much deeper than just being prognostic and diagnostic as it not only cures the symptoms and illness but drives a person to a health-oriented lifestyle. The Ayurvedic food for health thus plays a major role in freeing you from all sorts of diseases. Therefore, Jivagram has its own organic farm, free from pesticides, chemicals and preservatives that snatch away the purity of food. The organic produce of our farm is the source of food which is prepared at the hospital. Also, we have cows on our farm that provides us with milk and manure for our plants. Besides, we grow more than 100 spices and herbs in our Jivagram garden that are used in preparing fresh, healthy, and delicious meals.



Meals that heal

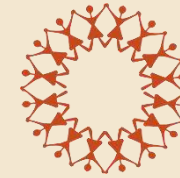


More than a source of enjoyment, food is an essential part of your wellbeing. It is the fundamental building block of your health that impacts your physical condition as well as your psychological balance. At Jivagram, doctors recommend the right diet according to your Prakriti, which is then prepared with love and care by trained experts.



AYURVEDIC PREPARATION OF FOOD

- ☼ Food Menu curated by Ayurvedic doctors customized for each patient
- ☼ Meals are prepared with fresh seasonal ingredients grown in our farm
- ☼ Use a slow cooking method that retains the natural taste and nutrition value of the food
- ☼ Food is served on biodegradable plates & clay cups made in-house. They not only protect the nature (as they are biodegradable) but also has anti-bacterial and anti-fungal properties. They are very safe and hygienic to use.



Reflexology Path

Gently stimulate those healing pressure points in your body.

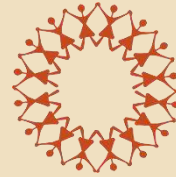


Special areas of the body like the feet, hands and ears areas correspond to organs and systems of the body. Reflexology is a healing therapy of applying pressure to those specific areas and urges the body's remarkable ability to heal itself. It is effective in treating a wide variety of medical conditions, such as asthma & diabetes.



This reflexology path at Jivagram is specially designed to stimulate energy meridians in the body through special reflexes zones in the soles of the feet.





Raag Chikitsa (Music Therapy)

Healing with Sounds

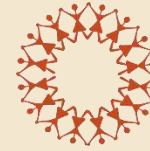


'Raga' is a Sanskrit word which means melodies that affect emotions and stimulates healing frequencies by activating the positive energy channels in your body. Ragas have a profound therapeutic effect on your mind and body.



At Jivagram, we have hand-picked the most popular and effective ragas from Shastriya, Carnatic, and Folk Music that increases Prana (life) and positive healing energies. Basis on your consultation, the doctor will choose particular ragas for you that will help heal and rejuvenate your body, mind, and soul from within.





Mudra Therapy

Healing through Finger Postures



Mudra means a “seal or mark”, a gesture that influence the energy within the body. Mudra therapy is based on the basic five elements of Ayurveda that constitute the human body – Earth, Water, Fire, Air, and Space. Any imbalance in these five elements may make you prone to illnesses. The 5 fingers of our hand represent these 5 basic elements:

- thumb represents fire
- index finger represents air
- middle finger represents space
- ring finger represents earth
- small finger represents water



By pressing certain points on the fingers, palm, or by folding fingers in a particular way helps heal your body from within. At Jivagram, our doctors will thoroughly consult you and tell you specific mudras that will help cure disorders, both of mind and body.



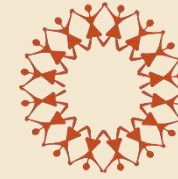
Indian Rural Cooking

Learning the art of 'Sattvik cooking' for Wellbeing.



According to Ayurveda, there are three body types which consist of different elements – Vata (air & space), Pitta (fire & water), and Kapha (water & earth). At Jivagram, we educate our patients about their body type and respective foods that they should eat, which will help alleviate their disease symptoms from the root cause. In addition, we train them about the methods of slow cooking, some useful home remedies that help prevent common illnesses and tell them a few recipes that they can make at their home and remain healthy, balanced, and happy.





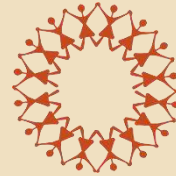
Art and Craft Centre

Un-plug for a digital detox and
reconnect with your Being.



At Jivagram, you can unplug from the constant pull of the digital world and re-connect to your innate peace, calmness and inner joy. This place can host your recreational, spiritual, and wellness needs through its art and craft centre. You can take benefit of Colour Therapy; every colour has varying electromagnetic energy and they carry their unique healing properties. The energy of the primary colours activate biochemical and hormonal processes, helps in detoxification and stimulates internal healing. Even the art of pottery has its therapeutic effect on the body. While spinning clay, your mind and body are in natural synergy, and it helps open up your mind and relieve you of stress. Walking barefoot on the grass, being in nature, playing with colors, creating something new, all creative processes have their healing effect on the body and are known to benefit in many physical and mental illnesses.



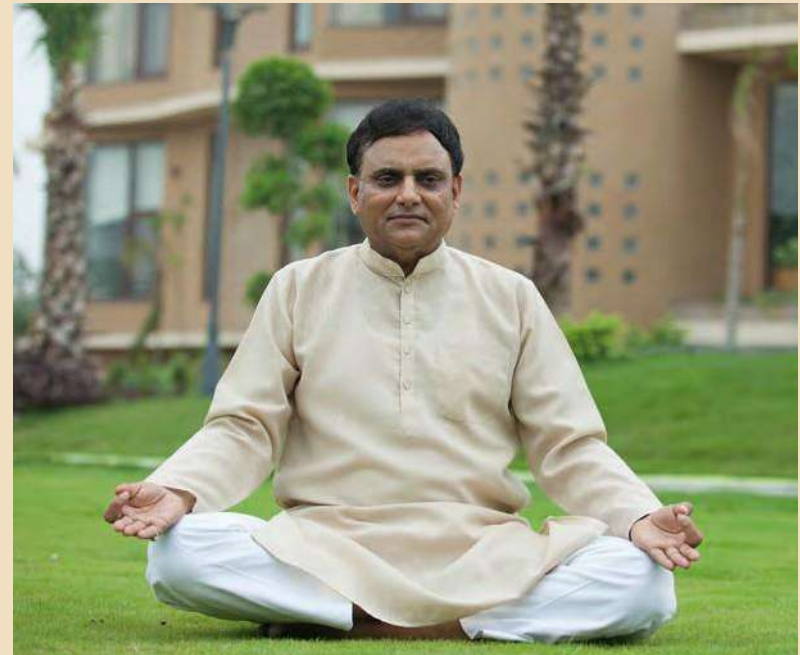


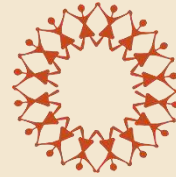
Meditation Centre

Calming and Relaxing, both the Mind and the Body.



At Jivagram, our experts provide guided meditation techniques to attain emotional and mental harmony from within, which you can inculcate in the routine to get the maximum health benefits. Some of the meditation techniques include Yoga Nidra (a deep relaxation for the body to restore itself), Ajapa Japa (the repetitive chanting of a mantra with the movement of breath and awareness in psychic passages) and Antar Mouna (a systematic meditation technique which deepens insight into the processes of the mind).





Living at Jivagram

Therapeutically designed architecture
to nurture you back to health.

Jivagram has been therapeutically crafted to enhance the element of sattva (purity) in you. Combined with gentle lighting, soothing sounds, and healing scents, the entire environment plays a role in your journey back to swastha (alignment).





Experiences

ATTENTIVE, CARING AND HELPFUL

The doctors are really very good. They listen, and give their time to treat you. The treatment and therapy staff is very attentive, caring, and helpful. Beautiful surrounding, comfortable rooms, warm hospitality made my experience even more special.



Lucile Marie

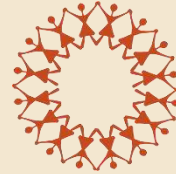
(France)

My experience at Jivagram has been wholesome. It is as peaceful as a temple and designed beautifully with well-planned treatments, fun activities like pottery & rural cooking classes, and healthy & delicious meals. My family enjoyed the stay & would recommend it to everyone. We're definitely going to visit the place again!



Lalit Mittal

(Slovakia, Central Europe)



What is Ayurveda?

The word 'Ayurveda' can be divided into two - ayus and veda. Veda means knowledge and Ayus is the combination of body, senses, mind and soul. In simple terms, Ayurveda is the "Science of life". It is an instruction manual for human beings. It teaches us to live in total balance - physically, psychologically and spiritually.



Vata



Pitta



Kapha



Why is Ayurveda important?

We are living in an environment that is becoming increasingly toxic. We have adopted artificial practices that disturb the equilibrium of the mind and body and it often takes a breakdown in our physical and emotional health to make us seek medical intervention. This is where Ayurveda comes in. Ayurveda teaches us how to live naturally by following certain principles which can prevent the need for expensive medical treatment or suffering needlessly from debilitating conditions. Ayurveda is a systematic approach aimed to encourage longevity, vitality, physical and mental strength. It provides peace of mind and balanced emotions.

With Ayurveda, you become the master of your body and mind.

JIVAGRAM :

Centre for Well-being



REGISTRATION

For registration or information related to the program,
please email us at courses@jiva.com

BOOK YOUR HEALING EXPERIENCE TODAY!

FOR MORE INFORMATION, PLEASE CONTACT

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