

Chronicle II

Still counting sheep?

Maybe you must try
time-tested
Ayurvedic tips and
antidotes to grab
some shuteye, says
DR G SRIDEVI



..... Healthy
LIVING

Ok, so you've tried counting sheep, admired the stars and done everything you could, to get some shuteye. But your insomnia continues to inflict you every night. Maybe you must try out some time-tested Ayurvedic and household tips to grab some sleep.

□ According to Ayurveda, insomnia is a high *vata* disorder. So cooling the heat by a massage with anti-*vata* oils like sesame or medicated oils like *Narayana tailam*, *Bala tailam* can be helpful.

□ Treatments like *shirodhara*, *shirovasti* has proved to be very beneficial.

□ Drugs like *Ashwagandha*, *Brahmi* and *Jatamansi* taken after consulting an Ayurvedic physician yields good results in cases of sleeplessness.

TRY THIS AT HOME

□ Taking a balanced diet cooked with good quantities of



onion can be of use.

□ According to *Vastuguna Deepika*, a paste made from ground leaves of Indian spinach (commonly called *Bachalikoora*) when applied on the temples has a soothing effect and in turn induces sleep. Indian spinach has similar effects when cooked and consumed.

□ According to *Bhavaprakasham*, foods cooked with sesame (*til*) or urad dal (*minapa pappu*) promotes sleep.

□ Sugarcane juice has also been known to be useful to those suffering from sleep disorders.

□ Consuming fish, lamb meat (mutton) or its soup can promote good sleep.

□ Regular, but moderate intake of adequate dairy products — such as milk, butter and curd — have been known to induce sleep.

You can also try:

□ A glass of milk before going to bed. You can burn those extra calories by exercising the next morning. Remember, exercise also helps to reduce insomnia.

□ Avoiding naps in the afternoon or at odd hours.

□ Avoiding tea, coffee or heavy exercise after five pm and going to bed at a regular time.

□ A warm bath before going to bed.

□ Reading or listening to soothing music also puts calms your nerves and promotes sleep.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre Ph: 23375531)

Chronicle II

Tackle the PMS mess

Dysmenorrhea is painful menstruation. In Ayurveda it is called as *kastarthava* or *aarthavashula*. Painful menstruation is one of the most frequent gynecological complaints.

Dysmenorrhea can vary from a considerable discomfort to severe pain along with vomiting, fainting and collapse in severe cases. The most severe forms are fortunately rare.

Research suggests that about half of the adult female population suffers at home from varying degrees of spasmodic pains associated with menstruation, though only one out of ten will seek medical help.

Dysmenorrhea, though not a serious condition, does require prompt treatment in view of the interruptions in the person's economic and social life, not to mention the psychological effects.

Dysmenorrhea can be of three types of doshas.

CONGESTIVE TYPE

In this case, there is premenstrual pain either in the back or lower abdomen, occurring between three and five days and sometimes even longer before the onset of menstruation. It is always relieved by menstrual flow. Women suffering from this type of dysmenorrhea must exercise.

SPASMODIC TYPE

Nearly 50 per cent of women under 25 suffer from these symptoms. Pain develops on the first day of menstrual period

Healthy LIVING

Did you know that consuming til can help manage PMS pain? More such easy household tips from DR G SRIDEVI

which is of excruciating type and lasts for half an hour or so.

This pain is intermittent and may cause fainting or collapse along with vomiting and nausea. This is followed by a less severe pain which lasts for the next 12 hours.

A mild laxative like *triphalā* taken with warm water at bedtime can be of help in such cases.

A mild massage with sesame oil on the abdomen below the umbilicus followed by hot fomentation can also help relieve pain.

MEMBRANOUS TYPE

Regarded as an extreme form of spasmodic dysmenorrhea, this type causes debilitating stomach pain that subsides only with medication. The pain can affect your work.

Fortunately, this form is extremely rare.

HOME REMEDIES

According to *vastugunadeepika*, the following home remedies

have been found to be useful:

◆ Regular intake of one cup of decoction of two gm of powdered cinnamon bark (*dalchini chekka*) along with honey or sugar before, during and after the menstrual cycle provides good relief.

◆ Take *Ajwain* (Oma) and black pepper in equal quantities. Fry to golden brown and then powder it. Consumption of a teaspoonful of this powder mixed with 30ml of water is useful for period pains.

◆ *Til* consumed in any form (powder, *laddu* or in any recipe) is said to provide relief in dysmenorrhea.

◆ Regular consumption of two cloves of garlic everyday is helpful.

◆ Frequent intake of pudina (leaf juice or dried leaf powder or in the form of chutney) helps relieve pain associated with dysmenorrhea.

◆ Regular intake of tulsi leaf juice or its decoction is also helpful.

The above household tips usually are helpful. However, most cases do require other Ayurvedic prescription drugs made from *ashoka*, *kumari*, *shatavari*, *lasuna*, *kakoli*, *ksheera kakoli* etc. In some cases, medicated herbal douches have proved to be an excellent treatment.

(The writer is with Ayu Kerala Panchakarma centre. Ph. 23375531)



SUNDAY, OCTOBER 12, 2003

Chronicle II

Abnormal dilatations of veins of the anal canal are known as piles or haemorrhoids. In Ayurveda, it is known as *arshamala* and as *mudayadhi*.

According to *Charaka Samhita*, sitting regularly on hard surfaces for long periods of time or regular travel for hours together can also lead to piles.

A sedentary lifestyle, lack of exercise and lack of fibre in diet can aggravate piles.



Elachi for easy motion

SOLUTION
According to *Vastugundeepti*, eating *kandagadda* (*Yam jinkandi*) in any form — as a curry or as a medicine (*lehyam*) has been known from ages as a remedy for piles.

□ Eat plenty of *methi* leaves (*fenu-greek* leaves) in the form of curry.

□ Dried pomegranate tree bark

..... **Healthy LIVING**

You can also try *methi* leaves to combat piles says DR G SRIDEVI

powdered and taken with honey is helpful in piles that bleed often.

□ Nibble on five to six *elachis*

(*cardamom*) a day.

□ Taking a glass of fresh juice of curry leaves is beneficial too.

□ Consume plenty of buttermilk.

□ Regular intake of *karakkaya* or *Tripkala* along with buttermilk prevents the complications.



□ Consume a teaspoon of *karakkaya* powder with jaggery before food twice a day.

□ *Charaka Chikitsa* suggests that having regular hip bath with warm *triphalata* decoction or salt water can help ease piles.

□ Among the prescription medicines are *trivrit*, *yavaksharam*, *Ajamoda*, *Vidanga*, *Haritaki*, *Chanyam* etc are helpful.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre, Ph. 23375531)

Chronicle II

DR G SRIDEVI lists a variety of home tips using honey, ginger and cumin to help you tackle asthma and related troubles

▼ Consume 10 *tulsi* leaves along with one teaspoonful of ginger juice and honey twice a day. This yields good results in the long run.

▼ Regular intake of lukewarm *jeera* (cumin seeds) or *dhaniya* (coriander) water not only reduces frequency of asthmatic attacks but also cures other minor ailments of digestive system.

▼ Powder equal quantities of *shunthi* (dry ginger), black pepper and long pepper (*pip-pali* — available in most grocery stores). Take half teaspoon twice a day with honey in acute conditions.

▼ Apply lukewarm sesame (*til*) oil and *shaindhav lavanam* (*kala*



Healthy LIVING

namak) over chest, back and abdomen in acute conditions for relief.

▼ Frequent consumption of horse gram (*ulavalu*) in the form of decoction or in the form of a recipe called *guggillu* (soaked and boiled in water and seasoned with spices) yields good result over long term usage.

▼ Use asafoetida (*hing*) and garlic in your recipes.



▼ Prepare a decoction with quarter teaspoon *shunthi*, six black peppers, six fresh leaves of *tulsi* and a quarter teaspoon of *shaindhav lavanam* (*kala namak*). Have a cup of this decoction every four hours when in acute condition.

▼ Consume one teaspoon of *triphala* twice a day with honey. This helps to reduce the body's response to allergens.

▼ Daily consumption of milk with turmeric acts as a good expectorant. It provides relief in both infections and allergies.

Though the above home remedies are helpful in the long term, in severe cases prescribed Ayurvedic medicines are helpful. *Nasyakarma*, a type of *panchakarma*, and other therapies like *Urovasti* have been found to provide great relief in severe chronic cases.

(The writer is with Ayu Kerala Panchakarma Centre. Ph: 94402 68186)

Chronicle II

Neem works best on ulcers

..... **Healthy LIVING**

In Ayurveda, sexually transmitted diseases (STDs) have been described under the names *Upadamsa*, *Phiranga Roga* etc. Ayurveda has several external and internal remedies for STDs such as gonorrhoea, syphilis, chancroid, AIDS etc.

EXTERNAL USE

□ Wash the ulcer over the genitalia with *triphala* decoction (*amla* (*usirikaya*), *chebulic myrabalans* (*karakkaya*) and *belleric myrabalans* (*tadikaya*), together are called as *triphala*). The juice extracted from fresh leaves of *gunta-galagaraku* (*bhringaraj*) also helps. This helps in preventing further infections and also helps in healing the ulcer.

□ Pomegranate bark dried (under shade), powdered and dusted over the affected area quickens healing of the ulcer.

□ *Triphala* burnt on fire, powdered and mixed with honey and rock salt and applied over the affected area heals the ulcer over a period of time.

□ Mix *til* paste with honey, ghee and sugar. After draining the pus from the ulcer, apply this paste over the area to protect from further infection and to induce healing.

INTERNAL USE

□ Prepare decoction with neem bark, *triphala* and a bitter variety of snake gourd (*potlakaya*). Take 50ml of this decoction and mix one teaspoon of *triphala* in it. Consume this preparation twice a day. It will show good results.

Not many know that amla, soap nuts and nutmeg can help cure STD ulcers, says

DR G SRIDEVI

□ Grind the fresh bark of mango tree to paste and extract juice out of it. Add three parts of cow's milk to one part of the extracted juice. Consume this early in the morning. It is beneficial for all kinds of STDs.

□ Burn the branches of *jilledu chettu* (in Hindi *madaar*) to coal and then powder it. Add equal quantity of jaggery to it. Consume a teaspoonful, twice a day. This helps in controlling the disease.

□ Grind equal parts of nutmeg (*jajikaya*) and turmeric powder with *aloe vera* (*kala-banda*) juice and

make pills out of this paste. Dry them in shade. Consume one pill thrice a day. It can be used in all STDs.

□ A handful of *karela* (*kakarakaya*) leaves are ground to paste and mixed with a glass of milk. Consume it early in the morning.

□ Grind dry soap nuts (*kunkudukayalu*) to a powder and make a paste with water.

Make pills out of it and dry them in shade. Consume a pill early in the morning with a cup of curd and a pill in the evening with betel leaf. This will help to cure the disease and relief you from pain.

(The writer is an Ayurvedic specialist, Banjara Hills)



SUNDAY, DECEMBER 14, 2003

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Bitter neem for better skin

Pсориаз is a chronic recurrent inflammatory disease of the skin. It appears as a patch that appears different than the surrounding skin.

It starts with small papule covered with silvery scales. The scales enlarge outwardly. It occurs mostly on knees, elbows and the lower back.

This irritating skin ailment, however, can be tackled with the help of easily available herbs like neem and *amla*.

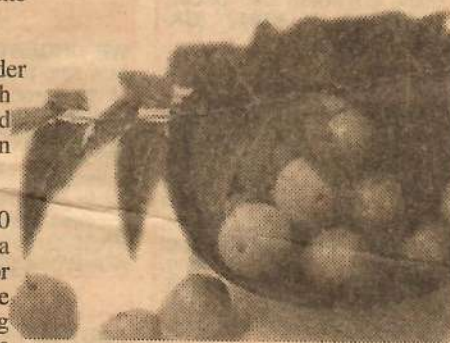
❑ Take a handful of fresh tender neem leaves. Grind along with five black pepper seeds, and consume this everyday early in the morning.

❑ Consume about 20 to 60 drops of neem oil orally once a day. You can also use it for external application over the affected area. It reduces itching and soothes the dry scales as well.

❑ Take equal parts of black pepper, long pepper (*pippali*), *karakkaya* (available in most grocery stores). Mix all the powders in neem oil and roll the mixture into pills. Consume two pills twice a day.

Healthy LIVING

Team up neem with amla and see how it works even on toughened psoriasis, writes DR G SRIDEVI



❑ Apply a mixture of equal parts of powdered turmeric, sandalwood and *amla* mixed with milk over the dry scales. It softens the scales and arrests bleeding.

❑ Consume a teaspoonful of powdered *karakkaya*, neem leaves and *amla* twice a day.

❑ Consume a teaspoonful of *triphal* mixed with honey and ghee.

❑ Consuming two pieces of garlic daily reduces itching and also helps in treating other skin ailments.

❑ Tender raw banana dried, powdered and mixed with equal quantities of sugar is a good bet. Consume a teaspoonful of this twice a day.

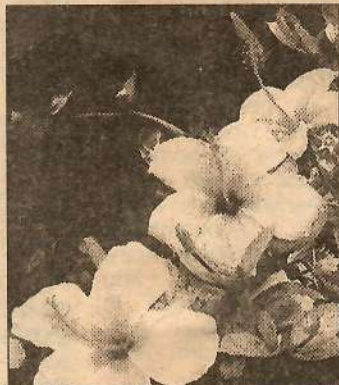
❑ Consume a teaspoonful of *oma* powder (*oma* seeds are fried in ghee and then powdered). It helps to reduce psoriasis and cures other stomach ailments.

❑ In severe cases, prescribed ayurvedic medicines are helpful. Ayurvedic therapies such as *takradhara* and *virechana* (part of *panchakarma* therapy) have shown great success in the treatment of psoriasis.

(The writer is with Ayu Kerala Panchakarma Therapy centre. Ph: 23375531)

Savour it 'til' the next month

Try eating the yummy sesame laddoo to regulate your periods, says DR G SRIDEVI



Hibiscus (mandara) flowers

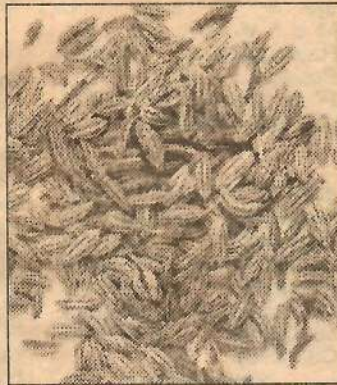
❑ Til (*navvulu*) has always been known for its ability to resolve menstrual problems. Try your granny's good old method for regular periods. In the olden days, grannies would feed girls who have attained puberty with generous quantities of til laddoos (*navvulundalu*) or powdered til mixed with jaggery. This tasty method regulates your periods.

❑ Til in other forms is also helpful. Prepare a decoction with 50 gms of til mixed in half litre water and boil till the water gets reduced to quarter litre. Consume half of it in the morning and half in the evening.

❑ Consuming *methi* (fenugreek) leaves regularly in the form of curry is also helpful. Alternatively consuming half teaspoon of fenugreek seed powder twice a day over a period of time is beneficial for those who have irregular periods or related problems.

❑ Consume half teaspoon of powdered cumin seeds (*jeelakarra*) every day. Or take 25 ml of decoction or two tsp extract of ground cumin seeds with water for long term results.

❑ Grind a tablespoon of saunf (aniseeds) with



Aniseed (saunf)

water and extract the juice. Consume 20-30ml of this extract every day.

❑ Eating two *mandara* (*hibiscus*) flowers every day on an empty stomach for a week is known to trigger menstruation.

Healthy LIVING



Til sweet

❑ Powder a teaspoon of *nagakesaralu* (available in grocery stores by the same name), add butter and sugar to it. Consume this preparation twice a day. It is helpful in regulating the menstrual cycle.

❑ Consume three pieces of fresh garlic early in the morning for problem free and regular periods.

❑ Boil 100 gms of the bark of Ashoka tree in one litre of water. Boil till the water gets reduced to a quarter litre. Add adequate sugar to it and consume half of the prepared decoction in the morning and the remaining in the evening.

❑ Prepare a decoction of *ulavalu* (horse gram) and adopt the above procedure. Consume 50 ml of this preparation twice a day. Alternatively a teaspoonful of powdered horse gram also gives good results.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre, Banjara Hills. Ph: 94402 68186)



Methi leaves

SUNDAY, FEBRUARY 15, 2004

1) Butternut post, 2) Cross-legged bend, 3) Posture

A pinch of haldi will stop sneezes

Spices that you find in your kitchen are ideal to cure those nasty nasal allergies

BY DR G SRIDEVI

Given the increasing levels of air pollution due to increasing vehicles and factories, it is not surprising that the number of people suffering from nasal allergies and sinusitis has enormously increased over the years. Here are some home remedies to improve your health:

□ Take equal quantities of *sonthi* (dried ginger), black pepper and *pippali* (long pepper). Powder them together finely and store in a jar. Consume half a tsp with honey. This is a good remedy for preventing and curing sinusitis.

□ Powder $\frac{1}{2}$ tola of black pepper and mix it with one tola of jaggery. Add this mixture to 50 gm of curd. Consume once a day. This works well for chronic sinusitis.

□ Take the rhizome of turmeric (*pasupu kommu*) of the size of a peanut and grind it with seven black pepper seeds. Mix the paste in a cup of warm water and consume early in the morning on an empty stomach. Try this for chronic sinusitis where you will feel relieved from nose



What's the ALTERNATIVE

blockage and heaviness of head.

□ Take turmeric, *japatri* (mace); *dalchinichekka* (cinnamon) and cloves in equal parts and powder them. Consume half a tsp of this powder with honey twice a day. This preparation not only helps in relieving sinusitis but is a preven-

tive when used for a long time.

□ Fry *Dhania* (coriander seeds) and *jeelakarra* in ghee and powder. Mix salt according to taste. Consume a teaspoon of this powder with rice every day. This is the best home remedy for nasal allergy.

□ Take three tolas each of *sonthi*, *pippali* and *elaichi*. Powder them finely. Take 250 gm of jaggery and knead all the ingredients into a dough. Make pills of the size of a peanut. Dry in shade and store them in a bottle. Consume two pills twice a day. This works good for nasal allergies, running nose and sinusitis. The pills are good both for prevention and cure.

□ It is good to smell fresh coriander leaves when the symptoms begin to appear, like excessive sneezing.

□ Grind 10 gm of *oma* and 40 gm of jaggery together. Mix them in half a litre of water. Boil this mixture till the water gets reduced to $\frac{1}{4}$ th litre. Consume this twice a day. Prepare this mixture freshly every day. This will relieve you of nasal blocks.

□ Last, but not the least, prepare your own nasal drops. Take *jeelakarra* (cumin seeds) and jaggery in equal parts, grind them with ghee and filter this through a clean cloth. Put 4-5 drops of this filtered liquid in each nostril. This gives immediate relief if you have nasal blockage due to sinusitis or common cold.

(The writer is with AYU)

SUNDAY, MARCH 7, 2004

HEALTH

Mooli mantra for a cool summer

A cool stomach means a healthy urinary tract and relief from burning urination, says Dr G SRIDEVI

The summer has set in and this is the season when many suffer from burning urination — mostly due to heat stroke or due to urinary tract infections. It is also one of the symptoms of venereal diseases like gonorrhea and other diseases like stones in the urinary bladder or enlargement of the prostate. Here are some tips to keep yourself cool, free from burning urination this summer.



Healthy

LIVING

▼ Consume five neem fruits everyday. It not only acts as an anti-infectant for the urinary tract but for many other infections as well.

▼ Add 20ml of cow's ghee to 300ml of *gani* (boiled rice water). Consume this thrice a day.

▼ Take 2.5 grams each of *elachi* (cardamom), *jeera* (cumin seeds) and *saundhava laun* (rock salt). Powder and add this to pomegranate juice and buttermilk.



Consume this early in the morning on an empty stomach. It reduces burning urination as well as infection.

▼ Prepare a syrup by boiling raw mango and sugar candy. A glass of this juice keeps the body cool during summer.

▼ This summer, make it a habit to munch on a piece of *aloe vera* (*katabanda*) pulp with sugar candy. This helps prevent sun stroke and painful urination.

▼ Prepare a decoction with three hibiscus (*mandara*) flowers. Consume a glass of this twice a day.

▼ Add two pinches of *pachha karpooram* (camphor) to a glass of water. Drink this early in the morning.

▼ Don't forget to drink plenty of water and lemon juice. Eat loads of seasonal fruits — water melons, grapes etc.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre, 94402 68186)

▼ Drink a glass of radish (*mooli*) juice with sugar early in the morning on an empty stomach for a week.

This relieves the burning sensation during urination while reducing stomach pain due to urinary tract infection.

▼ Add powdered *jeera*

SUNDAY, MARCH 28, 2004

It's time to kick that butt

Try these practical Ayurvedic tips to quit smoking this season, says DR G SRIDEVI

The best way to break a bad habit is to replace it with a healthy one,"

says Ayurveda. It also believes that unhealthy habits such as smoking and drugs have psychological reasons, and therefore tries to address problems such as anxiety, nervousness, lack of confidence etc to help smokers kick the butt.

Ayurveda not only removes the cause of addiction (anxiety, confusion etc), it also helps evaporate the toxins in the body so that there is little or no discomfort of withdrawal symptoms.

VACHA (CALAMUS): Take this powder with a cup of water or tea.

ASWAGANDHA (PONNERU GADDA): Besides being a stress-reliever, it also removes smoke in the lungs and heals the affected tissues. Consume a teaspoon-

BRAHMI (SARASWATHI AKU): It relieves tension and soothes your nerves, thus preventing your mind from seeking a fag to beat the fatigue.

ALOE VERA (KALABAN-DA): It helps those who are already affected by lung, liver and blood diseases. Consuming pulp of this plant daily helps in detoxifying the body.

Other herbs that help you start a fag-free life are *Shatavari* and *Bala*. Ginger, pepper, cloves, *elaichi*... Munching on these herbs now and then helps in relieving the congestion that often arises after quitting smoking. They are also effective in diverting your mind from the nicotine butt.

Herbal cigarettes available in the market calm the mind and heal the lung tissues as well as combat the withdrawal symptoms.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre. Ph: 94402 68186)



Aloe Vera



Brahmi

Chronicle II

Cork the booze addiction today

Healthy
LIVING

Open your kitchen rack and get a fix on excessive drinking. Try turmeric, ginger or garlic and other herbs for relief from alcohol, says DR G SRIDEVI

Here are some Ayurvedic tips to those who are addicted to alcohol. They help in repairing the damaged tissue, reduces emotional need towards addictive substances and also acts as blood purifiers.

▼ Ginger potentiates the action of other herbs by improving the body's ability to assimilate them. It actually protects herbal compounds from being destroyed and making it possible for them to pass through the liver unchanged and thus continue circulating in the blood for a longer time. So, along with all medications given below make sure to have a tablespoon of ginger juice.

▼ Mix *Yashtimadhu* (*atimadhuram*) decoction or powder with milk. It has been found to neutralise liver toxins.

▼ Prepare a decoction of *Daruharidra* (*Manupasupu*) and consume 30ml every day. It helps in cleansing the blood and promotes good health.

▼ Cut a two-inch tall fresh *aloe vera* plant and extract the pulp. Mix it with sugar and consume it regularly. *Aloe vera* is known to regulate liver functions.

▼ Take a fistful of turmeric powder. Add a little water to make it a ball the size of a peanut. Take this pill regularly to counter alcoholism.

▼ Ginger and garlic are good antioxidants. They prevent cell injury caused due to alcoholism.

▼ Take 30 ml of *Manjishtadi kwath* twice a day.

▼ *Brahmi* helps in soothing the brain that in turn helps by relieving stress in alcoholics

▼ *Ashwagandha*, *Jatamansi*, *cardamom* are also health boosters and help you to counter drinking excesses.

(The writer is with Ayu Kerala Ayurvedic Panchakarma Centre. Ph: 94402 68186)

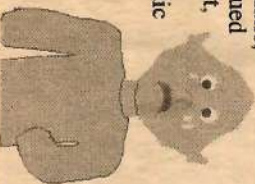
Minty fresh in minutes with pudina

24th Aug

If pudina (*Mentha arvensis*) were to contest in a greenleaf beauty contest, it would win the Perfect Ten title. *Pudina* not only has a lovely green hue, it also smells and tastes great.

There are more than 20 varieties. The garden mint or the spear mint is the most commonly available species of pudina. *Pudina* is mainly a pacifier of *kapha* and *vaata*. Widely acclaimed as carminative, digestive and aromatic, pudina is valued as a stimulant, expectorant, anti-spasmodic killer of intestinal worms and a mildly analgesic herb.

Besides giving *Pudina* relieves colic pains

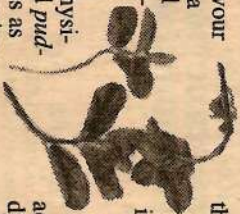


Healthy Living

DR G SRIDEVI on why pudina leaves score a perfect 10 as a common medicinal herb

an amazing flavour to foods, pudina also has several amazing medicinal properties. Here are a few:

- ☐ Ayurvedic physicians have used *pudina* for centuries as a tonic and digestive aid and also as a treatment for cough and fever.



the dried herb to a pint of boiling water taken in glassful doses is effective in colds and early indications of the disease.

- ☐ *Pudina* tea is effective for stomach ailments like dyspepsia, spasmodic colic and cramps of abdomen.
- ☐ Herbal tea of *pudina* or direct consumption of dried powdered leaves is effective

Also relieves headache

in the treatment of gynecological disorders.

- ☐ Cold infusion (leaves soaked overnight in water) of *pudina* leaves (20 to 40 ml) can relieve colic pains in children.

- ☐ Smelling bruised *pudina* leaves is effective in stimulating the brain in fainting disorders.

- ☐ Bruised leaves when rubbed on temples can relieve neuralgic headaches.

- ☐ Application of fresh leaf juice can be effective in some skin ailments.



(The writer is with Ayu Ayurvedic Centre, Ph: 23375531)

Smart moves can offset biz risks

Prudhvi Raju K

prudhvi.k@postnoon.com

Is business synonymous with risk? This is the question that many have in their minds before venturing into a business. Most successful entrepreneurs have proved that with proper planning and implementation, risk can be minimised. Sridevi Gaddam is one such entrepreneur.

Her AYU Ayurvedic clinic, started in 2002 with ₹2 lakh investment, has grown steadily by reinvesting profits back to the enterprise rather than depending on external investments.

Sridevi always aimed to be a doctor. "It was my childhood dream to become a doctor. This passion drove me to complete BAMS. After that, I went to Kerala to do research on herbs and to do a course on *panchakarma*. After finishing the course, I established AYU Ayurvedic Panchakarma centre by offering minimum facilities that were required by the patients," she recalls.

"The industry was at a nascent stage. I was the first Telugu woman to start a *panchakarma* centre at that time. I had a doubt whether patients consider ayurveda as an option for some of the diseases. Fortunately, the industry was created after AP government



Dr Sridevi Gaddam, founder, Dr Sridevi's AYU Herbals

Approximate Revenues

2009-2010	₹7 lakh
2010-2011	₹9 lakh
2011-2012	₹12 lakh
Margins	20-25 per cent
Employees:	17

invited Kerala tourism to the State.

"The Kerala Tourism started huge marketing campaigns which made people aware about the ayurvedic panchakarma centres. Media also created

awareness among the people about Ayurveda. It took almost two years for the market to be created and to convince people that ayurveda is a better option for some of the chronic diseases," she explains.

On venturing into herbal products, she says, "I used to formulate and manufacture herbal preparations in small quantities for my patients. I knew that as a doctor that I cannot grow a beyond point.

"However, with the launch of these ayurvedic products that I could take my formulations to the masses and expand my com-

pany without geographical barriers.

"Initially, I started with total skin care product which acts against wrinkles, marks, tanning and other effects of dehydrated skin. After the instant success of my first product, I have formulated and brought around 34 hair and skin care products in to the market."

Talking about uniqueness of the products, she says, "We try to use maximum of herbal extract and minimum chemical base to give it a form. Many companies are branding their products as herbal by using just 1 per cent of herbal extract. We also prescribe diet and life style changes to give the problem a complete cure rather than simply depending on external application."

The company is growing steadily without any marketing campaigns in accordance with the investments that generate from profits. It is aiming to triple its turnover to reach around ₹36 lakh this fiscal.

The company has started retail sale by taking space in 10 major stores across the City where in the advisor will help the customer to choose the right product along with dietary changes.

It also wants to expand its retail base and market its products globally and eventually create a global herbal brand.

M ANIL KUMAR