

'Integrating Ayurveda With Modern Science'

Dr. Rohit Madhav Sane is the first to conceptualize the idea that ancient Indian medical science, Ayurveda, can play a big role in chronic cardiac disease. Founder of Madhavbaug Clinics & Hospitals in India, Dr. Rohit used his education in modern medicine and undertook a meticulous research into Ayurveda. Extensive experimentation and delving deeper into every minute aspect of his study led him to find scientific evidence to substantiate this novel idea. The effort resulted in a highly effective alternative therapy for chronic heart failure through combination of modern medical science and the well established therapies prescribed in Ayurveda. In conversation with **Dominic Rebello**, Dr. Sane talks about his company Madhavbaug and the positive aspects and challenges that the Ayurveda sector is facing.

Dr. Rohit Sane,
Founder,
Madhavbaug



Tell us a few words about Madhavbaug...

Madhavbaug is the leading chain of non-invasive cardiac care clinics and hospitals. Founded in 2006, it has established a strong foothold in non-invasive cardiac care and therapies for lifestyle disorders like diabetes, hypertension, etc. with 150+ clinics and 2 hospitals. We are working with a clear goal of reducing the mortality and morbidity due to heart disease in India. We believe this can only be achieved using a 360 degree approach which starts right from spreading awareness about cardiac diseases and its various risk factors, followed up by screening and diagnosis for timely detection, while working with patients through disease education and goal setting, supported by delivering the right intervention customized to the needs of the patient.

How is Madhavbaug different from others?

Madhavbaug is the first organization to conceptualize the idea that ancient Indian medical science, Ayurveda, can play a big role in chronic cardiac disease. This means, we focus on improving the lifestyle of cardiac patients through proven non-surgical Ayurvedic medicines, Ayurvedic procedures, extensively researched diet, advanced physiotherapy, and doctor's guidance. This is called the Panchasutri methodology of healing and treating complex cardiac disorders.

What are the positive aspects and challenges that the Ayurveda sector is facing and how do you plan to address them?

Within the Indian traditional system of

medicine, Ayurveda is getting increased focus across the nation due to its proven effective and safe usage for various communicable and non-communicable diseases. Also, the number of AYUSH practitioners in the nation increased by 57% in the period between in 2011 to 2015.

Among the challenges, there is currently lack of standardisation in regulations in Ayurveda. This is an issue that AYUSH should address in the coming years. The other challenges include lack of funding into the sector, lack of NABH accreditation, lack of health insurance approval and lack of well trained man power in ayurvedic healthcare.

These issues mainly need to be addressed at a policy and government level. At Madhavbaug we have been successful in training BAMS doctors to make them independent in their preventive cardiology practise. We plan to train more BAMS graduates in the future and employ them into our ecosystem to cater to more geography in the nation.

Briefly tell us about yourself...

I have completed my MBBS and founded Madhavbaug in 2006. Since its establishment, it has successfully recognized itself as a dependable organization for prevention and treatment of heart ailments with its unique approach of using non-invasive, multidisciplinary and pioneering therapies. I was one of the first members to conceptualize the idea that ancient Indian medical science, Ayurveda, can play a big role in chronic cardiac disease. I have tried to use my education in modern medi-

cine and undertook a meticulous research into Ayurveda. Extensive experimentation and delving deeper into every minute aspect of study led me to find scientific evidence to substantiate this novel idea. The effort resulted in a highly effective alternative therapy for chronic heart failure through combination of modern medical science and the well established therapies prescribed in Ayurveda.

What's in store for the future of Madhavbaug?

We were recently honoured by India Book of Records for testing 661 diabetic patients for reversal of diabetes in a single day, using Glucose Tolerance Test (GTT). We are confident to reverse more diabetes in more patients and break our own record in the coming months and years.

On a bigger scale, by the end of 2025, we aim to inaugurate 1,000 clinics all over the nation, 10 hospitals across India, with footfall of about 70 lakhs across total of 1000 clinics and about 4 lakhs across a total of 10 hospitals. Part of these will be Madhavbaug owned clinics, while others will work on the franchise model. The clinics will operate in the semi-urban and urban areas. For the rural areas, we will open 5000 new Out Patient Departments (OPDs) which will work completely on a franchise model, by 2025. Each OPD in every state is expected to have a footfall of 6,000 patients per year. For these purposes, we will train at least 10,000 doctors to equip them with medical and technological expertise required to cater to so many patients.

TCNS Clothing Co to raise up to Rs 1,100 cr via IPO

Delhi based TCNS Clothing Company, which operates brands such as brands W, Aurelia and Wishful, has said it will raise up to Rs 1,100 crore through an initial public offering (IPO), and has fixed price band between Rs 714 and Rs 716 per equity share. The IPO opens on July 18 and closes on July 20.

The company is engaged in the

revenue for the fiscal year 2018 was Rs. 8,491.57 mn. The CAGR grew at 31.89% between fiscal 2016 to 2018. The comprehensive income and EBITDA stood at Rs. 977.67 mn and Rs. 1,837.18 mn, respectively, for fiscal 2018.

The company proposes to offer 15,714,038 equity shares through an offer for sale. The Book Running



<<Anant Daga, Managing Director, TCNS Clothing Co Ltd and Venkatesh Tarakkad, Chief Financial Officer, TCNS Clothing Co Ltd, addressing the media during the IPO Press Conference in Mumbai last week.

business of designing, manufacturing, marketing and retailing of branded apparels for women. The company has established a diversified retail presence through multiple distribution channels spread across 31 states and Union Territories. The company's total

Lead Managers to the Offer are Kotak Mahindra Capital Company Limited and Citigroup Global Markets India Private Limited. Karvy Computershare Private Limited is the registrar to the Offer. The shares are proposed to be listed on BSE and NSE, it added.

Building sustainable Anganwadi Centers with 'Anganwadi for All'

There are more than a million Anganwadi centers in India, employing more than 2 million workers, who are mostly female and intuitive to the health needs of the region. The Anganwadi programme under Child Development Service (ICDS) scheme is one of the largest child care programmes in the world, aiming at child health, hunger, malnutrition and its related issues.

Since architecture in India is also pushing for redevelopment of underserved communities, there is immense weight on revitalization of healthcare and sanitation. With a vision to maintain this momentum and steadfast growth of rural and urban infrastructure, Morphogenesis has compiled a simple, user-friendly

guide to help you build your own Anganwadi. The proposed guidelines aim to help one understand the space requirements of an Anganwadi, such that the building can fulfill its core functions successfully.

Morphogenesis, one of India's most innovative architecture and design studios and a world-leader in net zero energy and sustainable design, has a reputation of being an innovative practice at the forefront of thought leadership in design. Morphogenesis's compilation, named as 'Anganwadi for All' specifically talks about minimum area requirements, space allocation and functions, keeping in mind the availability of funds, site conditions and local building materials.



Passenger vehicles export from India dips 7.37% in Q1

Passenger vehicle exports declined 7.37% in the first quarter of 2018-19 as various leading exporters focussed on domestic market while issues at some key markets abroad curtailed overseas shipments. As per the latest SIAM data, PV exports declined to 1,67,161 units in the April-June period as compared with 1,80,464 units in the same quarter of 2017-18.

Barring Hyundai Motor India, all other major PV exporters saw their overseas shipments dwindle during

the first quarter.

Hyundai exported 39,425 units during the first quarter, up 18.9% from the same period of the previous fiscal. The company has been balancing production at its Chennai plant to meet requirements of both domestic and export markets.

On the other hand, Ford India exported 35,358 units during the period under review, down 27.67% from April-June, 2017-18.

"Exports during the quarter were affected due to preparation for the

launch of new model, Freestyle," a Ford India official said, adding the company's production was also focussed more on catering for the Indian market. Similarly, Maruti Suzuki saw a marginal drop in its PV exports at 25,724 units during the first quarter. Other big exporter, Volkswagen India, despatched 21,388 units during the period, down 19.52% from April-June period of 2017-18. The company is a major exporter to Mexico, where there has been a slowdown.

Similarly, General Motors India exported 20,543 units in the first quarter, down 3.41% from same period a year ago. The company no longer sells its products in India but exports vehicles produced from its Indian plant to Mexico and central and south American markets.

Nissan Motor India also saw PV exports plunge by 28.73% in the April-June period. Renault India, however, saw exports increase by 23.85% to 3,942 units in the reported quarter.