

Ancient Ayurveda now takes wing to Turkey

IVAC to take abroad Indian cure coupled with modern equipment

Manu Aiyappa

MYSORE: The Indus Valley Ayurvedic Centre (IVAC) is where billionaires head to cure stressed hearts and weary souls. Sprawling across 17 acres in the foothills of the Chamundi Hills, opposite the Hotel Lalitha Mahal Palace, the interior immediately contributes to peace.

This centre, established a few years ago in Mysore, brings the ancient wisdom of Ayurveda blended with modern state-of-art equipment. The IVAC objective, says marketing executive Vinita Rashinkar, is to offer an integrated approach to medicine by bring the Ayurvedic medicinal system into the mainstream of modern living.

This old new place, brainchild of Dr Talavane Krishna, certainly appeals to those in search of a balm for body and soul set as it is amidst cottages, coconut groves and landscaped gardens, evoking images of *rishis* hunting herbs and cures in a forest.

Having found runaway success, IVAC plans to grow — Rashinkar says it will set up its first branch in Turkey and later in South Africa. In fact, she said a billionaire who had visited the centre recently was very



One of the cottages at the IVAC premises set up to treat patients reminds one of our roots.

says Ayurveda took birth around 5000 years ago when ancient *rishis* practice gradually faded out over ety. But sadly, this widely accepted dition alive and also to extend its benefit. Dr Talavane Krishna hit

of-art facilities by setting up this centre, Rashinkar said.

“Our programmes are based on integrative medicinal practises. The latest medical developments and the most scientifically proven Ayurvedic therapies are utilised to complement each other,” she said.

Stating that the centre has always tried to update traditional Ayurvedic techniques without deviating from the philosophical integrity of heritage, she said healing techniques in some form or another have always been part of the world's great philosophies and religion and have been used by people for ages.

IVAC, with an in-house staff of 35 trained people, aims to bring together complex interactions between physical, social, mental and environmental factors.

It offers stress management therapies in addition to special individual treatment, Ayurvedic cuisine, dietary advice and individual counselling.

The grounds contain over 800 rare herbal plants, and programmes like jump therapy, astrology, Vaastu and Ayurvedic cookery are organised regularly. A special feature to be introduced is the Mantra Aushada Chikitsalaya, or Primordial Sound Therapy where