

Elixir of Life for incurable diseases

A senior IAS officer of the Bihar Cadre – S M Raju – has rediscovered Ayurveda by blending hand-picked herbs and virtues of Veda to renewed life for today's wellness and healthcare

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Today, medical science has developed tremendously and has transformed modern lifestyle with increased life expectancy. But, the fact is that although we have developed advanced medical care, sophisticated medical equipment and powerful medicines, we are still struggling to conquer a number of ailments like skin psoriasis, gangrenous, cholesterol, renal problem, cardiovascular problem, diabetes, arthritis, gastric problems, liver cirrhosis, etc. For which, allopathic medicines do not have a complete remedy or treatment.

It is time to again go the natural way and find nature's supplements. What's better than the ancient, time-tested and globally appreciated

“By 2020, I want to show the world the power of Indian traditional Ayurvedic medicine,”
 @S M Raju, IAS

Ayurvedic medicine and treatments and remedies? Making a breakthrough in this field, a senior IAS officer of the Bihar Cadre, S M Raju hand-picked natural herbs and blended it with virtues for Vedic literature's Ayurvedic science to create a renewed life for today's wellness and healthcare.

LIFE'S TURNING POINT

In most of our lives, there are cutting incidences which have a strong bearing on us and many a times changes our lives. Raju too faced such a defining moment in his life that led him to pursue a new course which led to the discovery of a unique Ayurvedic drink.

"In 2008, I faced a heart-breaking incident when my father had sudden renal failure after he took excess pain-killers due to jetlag after holidaying in Europe. His consulting nephrologist said that it was like acute failure of kidney as his urination had also stopped. He was advised to undergo dialysis for about three months as his creatinine had also risen to 11.5 and we needed to bring it to normal. My anxiety to get my father well soon pushed me to explore varied options of medications for him. It was then that I made studies and researches on various medicines, primarily Ayurvedic. After some time, on the basis of my studies on Vedic literature's Ayurvedic science and taking into consideration of allopathic medicine principles for renal patients, I developed Ayurvedic medicinal formulations for renal and support. Then, I clinically tried these medicines on my father. After taking it, his health conditions improved and his creatinine level reduced and varied from between 2.75 to 1.9; now it's being maintained 1.3 to 1.5. Within a week, even his legs which had swelling for more than six years became normal," recalled Raju.

"I faced a similar incidence once

again, and this time it was my son. In March

2010, my son was diagnosed with a blood disorder for which he was getting treated at a medical college and hospital in Vellore. Having tried it on my father,

I induced my son with cold pressed flax oil with but-

conditions improved. In both the cases of my father and son, my formulations of Ayurvedic drink gave me greater faith on the Ayurvedic medicines for other diseases too," reminiscences Raju.

This was just a beginning! "The benefits of my Ayurvedic drinks were so dramatic that it could be easily termed as miracle. Taking it forward, I tried similar treatments on various other high profile and eminent people for various other health ailments. Most of them got much relief, improved their health conditions and still continue to take it. Here, I must say that union minister of state (independent charge) for AYUSH Shripad Naik is one such known person who had got good health benefits from the drinks," added Raju.

In his endeavour, Raju does not forget strong support of his wife who motivated him to work more in this field and develop an Ayurvedic medicine for all.

AYURVEDA REDISCOVERED

Ayurvedic drink's distinctiveness lies in the fact that it purely a natural organic product which contains 100% herbs extract. Apart from 0.05% Sodium Benzoate, as per statutory norms as a preservative, it is totally chemical free and contains no metals. The medicine actually corrects the imbalanced metabolic activity, thereby improving the overall functioning of the body, which leads to relief from diseases and good health. "Moreover, the beauty of the drink is that it can be used as a diet supplement and can also be consumed

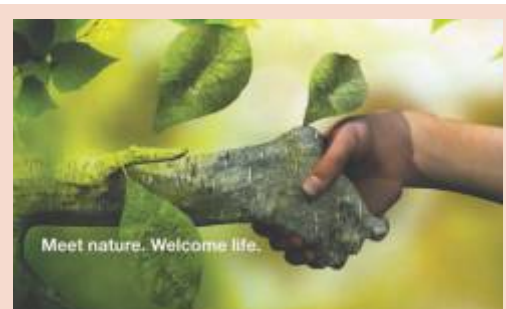
along with allopathic medicines. There are no side effects. This medicine been has made from 'tender shoots' of only herbal plants and contains ingredients like arjuna, neem, jamun, beel, amla, gokhru, ashwagandha, chirayata, hareetaki, karanja, etc.," said Raju.

SEAL OF APPROVAL

This Ayurvedic medicine drink has various formulations for different diseases. They have been broadly named as Anti Aging Support, Ortho Support, Liver Health Support, Renal Support, Gastro Support, Uric Acid Care and Skin Care. Six of these medicines Anti Aging Support, Ortho Support, Cardio Vascular Support, Renal Support, Gastro Support and Liver Health Support - have got licence from the Drug Licensing Authority, Directorate of AYUSH, Bangalore, Government of Karnataka, in June 2015. For rest of the medicines, process to get licences are in progress.

GIVING BACK TO SOCIETY

Raju the discoverer has given the formulas of his Ayurvedic medicine drinks for production to a private company, Mallur Flora and Hospitality Private Limited, which has been given the license to manufacture the drinks for sale, with a condition that 50% of the profits shall be spent on the education of rural poor children in Gurukul Ashram system. "Under my supervision, the money will be spent for free boarding English medium CBSE affiliated school for education of students of class VI-XII. In each class, seats will be reserved for 40 scheduled caste student and scheduled tribe kids and 40 for non-scheduled caste and scheduled tribe kids," added Raju.



S M Raju presently posted as secretary of Social Welfare and SC & ST Welfare Department, Government of Bihar has set a goal for himself where he can serve the humanity beyond his call of duty. His mission is to demystify notions of working in the fields of social forestry, Ayurvedic medicine, and rural development through employment generation, poverty elimination.

Raju's innovative ideas in developing environment related awareness, introducing novel concepts and models in the field of social forestry and Ayurvedic medicine, have got positive response from people. His creative ideas of social forestry have brought together many positives, including villagers around them to better the lives of people and communities who live at the bottom line of economic pyramid in backward and rural Bihar.

MAN WITH A MISSION

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Born on July 3, 1960, in a village called Sultanpet, Chikkaballapur, Karnataka, Raju a graduate in agricultural science belongs to a family of farmers. A 1991-batch IAS official, Raju has served the state of Bihar for the last 25 years.

Raju used his inquisitiveness in social forestry, medicinal plantation and agricultural skills to transform the way forestry and cultivation has been carried out through his advanced models of plantations and redefined the importance of herbal plants and Ayurvedic medicine benefits. Based on them, since 1985 till date, Raju has done various research works by growing numerous medicinal plants in his own farm land. His researches and studies have made many path-breaking revelations and findings about social forestry and the benefits of Ayurvedic medicine.

During the initial years of his tryst with formulation of new concepts and research, in 1993-94, he had developed an innovative model of silk worm rearing house, which was adopted and followed by the University of Agriculture, Bengaluru, Karnataka and today is being used across the state of Karnataka. "In this model, a successful effort was carried out for cultivation of silk under specific modulated temperature, which resulted in three-fold increase in the production of silk," said Raju.

Replicating a similar concept, in 2009, Raju brought in social forestry adopted nationally by the ministry of rural development, government of India in Bihar and starting it from block level in Muzaffarpur district, he has been immensely successful in implementing it across the state and single-

handedly organised reforestation in the state. "It took me six years to translate the benefits of social forestry in Bihar. In the programme, I attempted to generate a symbiotic relation between the people and plant and redefined Man Days by providing guaranteed days of employment to villagers, especially the poor and old, every year, simply by planting saplings and protecting them," recalled Raju.

Further expanding his mission and programme, as his stint as the commissioner of Tirhut division, Raju along with others had integrated the central government's rural employment scheme Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) to social forestry development which helped in poverty elimination and rural employment. Social forestry programme was linked to MGNREGA which brought about humongous benefits to thousands of villagers in way of providing employment to poor old age people.

It was in June 2009, international and national media houses reported the unique social forestry initiative of Raju. He had conceptualised and implemented a roadside plantation model, wherein old, physically challenged, widows and women job card holders were employed under MGNREGA in raising roadside plantation.

Soon, media houses rushed in to applaud the unique scheme, subsequently recognised as Muzaffarpur Model, which successfully established a symbiotic relationship between the plants and the persons. One of the international media organizations in its report called Raju as 'India's Plantation Guru'. "In 2012, the union ministry of rural development adopted my model of sapling plantation and asked all states in the country to replicate it," said Raju.

Adding a feather to his cap, on August 30, 2009, Raju became a global name as a person who, under his herculean effort and supervision, with the help of villagers in the state of Bihar, almost came close to planting one billion (96.4 lakh) saplings in a single day. The record plantation was achieved by covering 7,000 village in six districts and pressing three lakh people in a single day.

"For this mass tree planting programme, I had motivated and engaged villagers across thousand villages. Through such programmes, our aim is to bring about a significant growth in

S M Raju received his top honours when his tree plantation initiative in Bihar and his leadership to make it a success was highlighted in the book Target 3 Billion by late APJ Abdul Kalam and Srijan Pal Singh

the forest cover by way of providing sustainable employment to people in villages and also helping in balancing ecosystem," said Raju. His programmes have not only redefined social forestry but also helped many of these people, especially poor and families below poverty line to better their standards

of living by showing novel way of providing livelihood and employment.

With no time to stop, Raju pursued his urge to work more towards discovering wonders of plantations and extracting its medicinal benefits for life and good health. In 2008, for the first time, based on the Vedic literature of Ayurvedic science, Raju made use of the medicinal plantation for the treatment of various diseases. He hand-picked herbs, nurtured them in his own land and combined its purity and benefits with the age-old Ayurvedic theories and practices to discover a Ayurvedic drink.

Besides his passion, Raju also drew inspiration to work towards giving back to the people and humanity at large a panacea for medical care and good health from personal life experiences within his family. His father who suffered from kidney failure and son who suffered from a blood disorder, were the two life incidences that proved to be a turning point and lead to the great discovery by him.

In 2012, Raju had reached out to his old friend, Arun Kumar Thakur, the then professor and head of the department of Nalanda Medical College, Patna, and relieved him of various problems like uneasiness, arthritis, constipation, etc. At this stage, Thakur had supported Raju in developing more Ayurvedic medicinal formulations for health benefits from other predominant diseases. "Impressed by initial benefits of medicines, I guided Raju for formulating his research in a systematic manner by coordinating with Indian Council of Medical Research and various other phytochemical research organizations. These Ayurvedic drinks are totally based on research work on Ayurvedic science of Vedic literatures," added Thakur



"On the basis of trials of different combinations and formulations on family and many eminent people, the therapeutic excellence was confirmed and established," said Raju.

With the eye of a beholder and investigator both, with his scientific temper as companion, Raju travelled deep into the forests, studied plantations, and picked nuggets to unravel the hidden miracles of Ayurveda.

Finally, having extracted the Ayurveda elixir, Raju has processed and produced the miracles for the common man.

Now, it is obviously the next natural step for Raju to herald the herbal hurrah for the common population.



S N Jha

Former Chief Justice of J & K High Court and Rajasthan High Court, Chairperson of Bihar Human Rights Commission



I have known S M Raju, an IAS officer of Bihar cadre, for quite some time. I met him recently in April 2015 and he mentioned about a herbal drink as a cure

for osteo-arthritis problem I was suffering from in my right wrist. On his recommendation I started taking the medicine and I felt better. The problem is still there but to a much lesser extent. I am feeling lighter in my wrist. I understand my former colleague in the Patna High Court, Justice Shashank Kumar Singh has also been benefited by medicines developed by Raju.

Poonam Singh

Associate Professor
A N College, Patna, Bihar
Wife of Chief Secretary of Bihar
Anjani Kumar Singh



S M Raju had suggested me to take bottles of Ayurvedic medicine drink developed by him. I used to have knee joint and muscle pain which had been

persisting for some time. On Raju's prescription, after taking Ortho Support, I got much relief from my joint and muscle pain. I had taken the Ayurvedic drink for 3-4 months. Now, I feel very much comfortable and my knee joint pain seems to have subsided.

Shashank Kumar Singh

Retd. Justice of Patna High Court, Bihar



I used to have body pain, joint pain and some heart burning sensation. I also had some gastric problem. For these problems, I used to take allopathic

medicines. But, since last 3-4 month, I started taking S M Raju's combination of Ayurvedic drink. It instantly made me feel better. Initially he gave Anti Aging Support, which I started taking along with my allopathic medicines. Now, I take just one allopathic medicine for sugar and regularly take s drinks every day. At this age, over 70 years, I feel good and energetic and have got relief from most of my ailments. I have even suggested it to my wife for knee joint pain. She too has got relief after taking this Ayurvedic drink.

Words of Trust

India's who's who @scientists, industrialists, medical college professors, politicians, bureaucrats, scientists and cinestars @across India and other countries voluntarily took the combinations of the Ayurvedic medicine developed by Raju for various diseases and got relief to a large extent. From retired Chief Justice of Rajasthan High Court S N Jha and retired Justice of Patna High Court Shashank Kumar Singh to popular Bollywood actresses Zarina Wahab and Anju Mahendru, a number of personalities have used the medicine and got health relief. Many more such people are Ayurvedic medicine drink and are showing positive signs of health recovery and relief from long-standing diseases.

Zarina Wahab

Actress, Indian Cinema



For quite some time I was suffering from knee joint pain. My husband Aditya Pancholi suggested that I take Ayurvedic drink. Earlier, I used to take the building lift to go to my flat which is on the first floor. But after taking the drink, soon I was able to walk freely and even take the stairs to go to my flat. Now, I can even walk faster than my husband. I have been

taking this medicine for last one year, but I could feel the difference within one month. Touchwood, now I do not have any kind of pain. Even my back pain has gone. It is not necessary that you have it only if you have a disease, but also for good health.

Dr Bibhuti Tiwari

Retd HOD of Medicine,
Sri Krishn Medical College, Muzaffarpur



My father was an Ayurvedic doctor and I know people taking Ayurvedic medicines for different diseases. One of my friends told me about the Ayurvedic drink developed by S M Raju. I took one of this Ayurvedic drinks and after taking it for some time, the heaviness of my heart and legs subsided. Before, I could not run on the treadmill, but now I can run the treadmill even. I feel a lot better now. My recent medical reports show a lot of improvement.

Look Beyond Allopathic Medicine

"India has age-old history of Ayurvedic medicine based on the Vedic literature which offers relief and remedy from ailments and has multi-dimensional treatments that can provide solutions to healthy living, good health and wellness. Ayurveda which forms an important part of the Ayush in India can provide answers to all health ailments and diseases. All we need to do is to start rediscovering Ayurvedic medicine and use its benefits for relief from diseases and following healthy lifestyle. It is time that we start looking beyond allopathic medicine and try to integrate our natural Ayurvedic and herbal medicines with all modern medical practices and processes. For any further information, one can log on to website www.miracledrinks.com or give a missed call to number 09222677777."



S M Raju speaking at the 'Health and Wellness Festival' organized at Adhiveshan Bhawan, Patna, Bihar, on January 15, 2016, to discuss integration of therapies, foods and healthy life style to ensure quality of life. The programme organised by Grameen Sneh Foundation was graced by chief guest Patna High Court Justice Iqbal Ahmed Ansari, Lok Sabha MP Shatrughan Sinha and actress and social activist Manisha Koirala and other senior bureaucrats Alok Kumar Sinha, and Ashok Kumar Chouhan were present on the occasion

Prof Dr Arun Kumar Thakur

Retd HOD, Paediatrics,
Nalanda Medical College
Ex-president, Indian Medical
Association, Indian Academy
of Pediatrics



I have known S M Raju for more than two decades. In 2012, he had told me that he was doing some research work in Ayurvedic medicine

herbal preparations. He proposed me to take Anti Aging, Anti Arthritis and Gastrointestinal preparation and within one to two weeks, I felt it benefits and got relief from my health problems like arthritis. A new source of energy developed in my body. Now, I am regularly taking combination of Anti Aging Support and Gastro Support, which are giving me a lot of relief and friends say that my skin has started to glow.

Anju Mahendru

Actress, Indian Cinema



s Ayurvedic drink, I came to know from one of my friends Nirmal, who said that he was having the drink which has given a lot of health relief and bene-

fits. Then, I meet S M Raju and after discussions with him, started taking the drink. I am taking this drink for the last one year and I must say that my metabolism rate increased a lot. My energy levels have become very high and that too within a week after taking it. Later, on his suggestion, I also started taking another combination of the drink for my joint pains, especially knee pain. Now, all my joint pains have vanished. Earlier, I used to have vitamins, but after taking the Ayurvedic drink I have stopped taking any vitamins. I will advise people to have this drink once.

Aditya Pancholi

Actor, Indian Cinema



At a function in Muzaffarpur, Bihar, I meet S M Raju, Secretary of SC & ST Welfare Department and came to know about his Ayurvedic drinks. I mentioned to him about

my health problem and my wife actress Zarina Wahab's knee joint pain. We are using the Anti Aging Support for the last one year. It has given me a lot of energy and the best part is that it has no side-effect. Everybody can have it as a tonic. I can say to the people who want to use it that as its name, it is really a miracle drink. Thanks to S M Raju who being an IAS officer made an effort to research and develop such Ayurvedic medicine. I believe that this drink will give a name to Ayurvedic medicine, which it deserves.

