

MAKE IN INDIA



HOLISTIC WELLNESS

Dr Mahendra Shah

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INTERNATIONAL DAY OF YOGA

Around the world the public has embraced to establish the International Day of Yoga. Whilst Yoga is practiced around the world to enhance human health, we need to also embrace Yoga's teachings on respect for Nature and thus arouse our consciousness. Today achieving sustainable development is an imperative as we have less than five decades to change course since otherwise the human suffering and environmental damage will have reached a threshold of no return.



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SECTION 1



Holistic Wellness in India

ZEN RESORT INDIA

- Exporter of wellness knowledge
- A model environment for the concept and practice of holistic wellness
- Focussing on integrated Ayurveda-Yoga-Meditation-Naturopathy-Recreation-Spiritual Wellness
- Integrated wellness resorts in combination with a think tank Institute of Traditional & Modern Medicine & an institute of Naturopathy (medicinal herbs production-processing)
- Public-private development partnership
- Gain respect & appreciation of India's contribution to health worldwide"

Dear Hon Shri "High Level Government Official"

Around the world the public has embraced India's initiative two years ago to establish the International Day of Yoga. Whilst Yoga is practiced around the world to enhance human health, we need to also embrace Yoga's teachings on respect for Nature and thus arouse our consciousness by committing to real actions to halt the widespread destruction of nature and the environment around the world. Today achieving sustainable development is an imperative as we have less than five decades to change course since otherwise the human suffering and environmental damage will have reached a threshold of no return.

Over the last decade, Zen Resort Bali has created a model environment for the concept and practice of holistic wellness, focussing on integrated Ayurveda-Yoga-Meditation-Naturopathy-Recreation-Spiritual Wellness, all relevant to achieving satisfying and sustainable lifestyles.

MAKE IN INDIA

The Government of India's "Make in India" initiative to encourage multi-national, as well as national companies to manufacture their products in India is a first step towards positioning India in a progressive and enduring development partnership with worldwide trading partners. However in the current global economy, India faces significant challenges in trade policy, the prevailing global economic slowdown, increasing protectionism, the stalled mega-trade deals.

Beyond exporting industrial goods and IT services, as envisaged in "Make in India", India today is ideally and competitively positioned to export its unique and ancient holistic wellness and recreational knowledge, products and services, including Ayurveda, Yoga, Meditation, Naturopathy, Bollywood, music, fashion & cuisine, all of great interest and relevance worldwide.

This initiative will require a public-private development partnership. It is not just the economic returns that such development can bring, but it will also bring respect, appreciation and recognition of India's contribution to health for all in a world dominated by modern lifestyles.

Gallery 1.1 Holistic Wellness



Holistic wellness resorts that will position India as an exporter of wellness knowledge.

We would appreciate an opportunity to meet with you to develop a global strategy to position India as an exporter of wellness knowledge.

With our respect and Namaste,

Mahendra Shah, Chairman, Zen Resort Bali and Director,
Zen Holistic Wellness PVT India, and

Santosh Shetty, Director, Zen Holistic Wellness PVT India

SECTION 2



Beyond “Make in India” to “India Wellness Exports”

Ayurveda, Yoga, Meditation, Naturopathy, Bollywood, Music, Fashion, and Cuisine

The Government of India “Make in India” initiative to encourage multi-national, as well as national companies to manufacture their products in India is a first step towards positioning India in a progressive and enduring development partnership with worldwide trading partners. However in the current global economy, India faces significant challenges in the area of trade policy— the prevailing global economic slowdown, increasing protectionism and the stalled mega-trade deals.

Beyond exporting industrial goods and IT services, as envisaged in “Make in India”, India today is ideally and competitively positioned to export its unique holistic wellness and recreational knowledge, products and services, including

Ayurveda, Yoga, Meditation, Naturopathy, Bollywood, music, fashion and cuisine, which are of great interest and relevance around the world. Around the world health and wellbeing facilities are increasingly being confronted by the adoption of modern lifestyles, which are resulting in lifestyle diseases such as cancer, cardiovascular diseases, diabetes as well as stress etc.

India thus has a unique opportunity to export its holistic wellness knowledge and products worldwide. This initiative will require a public-private development partnership and an international marketing strategy. It is not just the economic returns that such development can bring to India, but much important will be the respect and appreciation India deserves worldwide for its contribution to the knowledge of healthy bodies and minds. Whilst India is increasingly recognised for its contributions to IT development, we have not fully harnessed the potential to demonstrate to the world India’s contributions to health and wellness.

Today ever-increasing number of destinations worldwide are opening up to, and investing in wellness tourism, turning it into a key driver of socio-economic progress through the creation of jobs and enterprises, export revenues, and infrastructure development. India, with its legacy of holistic traditional medicine, has a great opportunity to develop international wellness tourism with a focus on holistic wellness systems - Ayurveda, Yoga, Meditation, Naturopathy and recreation - adapted to the needs of 21st Century tourists

working hard all year with just a month of vacation time and living stressful lives associated with modern lifestyles. Here it is essential to develop wellness resorts that can deliver the best of integrated holistic treatments and recreation activities in a truly “resort” setting, with the design, comforts and atmosphere congenial with relevance to the stressful modern



lifestyles.

Ayurveda is regarded as the mother of all ancient medical systems. Yet most people, nationally and internationally are not well aware of the healing power of India’s traditional medicine and herbal plants. We need a concerted effort and a

platform to showcase and promote our wealth of traditional medicine, Ayurveda, Naturopathy and yoga adapted to the needs and demands of the 21st Century.

It is worrying that a number of countries in Europe and also USA are adopting and practicing Ayurveda and especially Yoga and Meditation, much more so than our own efforts in India to emphasise our legacy of ancient traditional medicines in tandem with allopathy. A great step forward was taken by India in the formal United Nations establishment of the International Day of Yoga. However, we must now go even further than this by harnessing all the elements of Ayurveda to create life-style changing wellness centres across India.





SECTION 3



India - World's Leading Nation

International tourism is increasingly recognised as a pathway towards development, prosperity and well-being. Globally, international tourist arrivals have increased from some 527 million in 1995 to 1,133 million in 2014, with tourism revenue receipts worldwide increasing from USD \$415 billion to USD \$ 1,245 billion in 2014. China accounted for 56 million whereas there were only 8 million international tourist arrivals in India.

Whist in India there is much discussion to develop international medical tourism, there needs to be greater consideration of who will benefit economically from such development. For example, will it be only high-end hospitals and clinics profiting from this? Will these hospitals be able to meet the current and growing health needs of India's urban population, not to mention the health needs of those living in rural areas?

India must grasp its unique opportunity to develop international holistic wellness tourism – targeting development of wellness resort facilities around India as well as developing strategies to export the vast and unique holistic wellness knowledge, services and products. Here in lies the foundation for India to be recognized as the world's leading nation in confronting the greatest challenges facing humanity, that of human health and the environment in the 21st century worldwide.

MODEL ENVIRONMENT

Over the last decade, Zen Resort Bali has created a model environment for the concept and practice of holistic wellness, focussed on integrated Ayurveda-Yoga-Meditation-Naturopathy-Recreation- spiritual wellness, all relevant to achieving satisfying and sustainable lifestyles.

Zen Resort's visionaries are keen to share their experiences and develop Zen Resorts in India and around the world, each one adapted uniquely to the local environment. We plan to develop integrated wellness resorts in combination with a think tank/institute of traditional and modern medicine and an institute of naturopathy (herbal medicine production and processing). These discussions are ongoing and currently we are identifying business and institutional partners in Goa and Konkan, Maharashtra.

SECTION 4



Socially, Economically, and Environmentally Sustainable & Progressive FUTURE

At the dawn of the 21st century, humanity had hope and aspirations that the governments and peoples of the world would come together to make a transition to a world where the human health and environmental sustainability commitments made over the previous half century would be translated into worldwide practical actions, securing a socially, economically and environmentally sustainable and progressive future; this has not come to pass.

The world today is facing an emerging health crisis, compounded by modern lifestyles nutritionally deficient eating, lack of adequate exercises - physical, psychological and spiritual, stress at work and in the home and living in an increasingly polluting and degrading environment. This cocktail of factors is resulting in rapidly escalating ailments and diseases of modern lifestyles, for example, cancer,

diabetes, cardiovascular diseases, asthma and respiratory diseases, mental stress etc. The scale of this emerging burden is likely to be such that most nations, rich or poor, will not be able to provide the necessary health and medical care for their citizens.

Whilst the Indian Government has proposed a National health Protection Scheme for all, there is need for greater focus and greater efforts on preventative medicines and sustainable lifestyles. “In India Infections currently account for a quarter of all hospital admissions; around the world, a huge antibiotic resistance issue is being encountered. Ayurveda may hold the key to this, *Andrographis* has both antiviral and bacterial properties and there are so many variations in this plants species that antibiotic resistance will be lower.

We are also facing a worldwide environmental crisis including, climate change and extreme events, land degradation, freshwater and marine pollution, and loss of biodiversity, which all will further exacerbate the human health crisis.

In the 21st century, we have an imperative, and not an option, to build international partnerships to empower sustainable lifestyle choices that foster human health as well as facilitate responsible and sustainable consumption of natural resources and protection of the environment.

Modern lifestyles are often driven by the power of money to such an extent that money becomes an obsession, ruling and controlling lifestyles, where health is so often put at risk and sacrificed in the interest of socio-economic success and status. Let us recall the Dalai Lama's simple but pointed observation that

“Man sacrifices his health in order to make money. Then he sacrifices money to recuperate his health. And then he is so anxious about the future that he does not enjoy the present; the result being that he does not live in the present or the future; he lives as if he is never going to die, and then dies having never really lived.”

All of these illnesses are accelerating worldwide and further exacerbated by the degradation of nature and increasing environmental pollution. And most countries will not have the medical resources to afford the necessary healthcare interventions to confront the emerging health crises.

The fundamental healthcare challenge we face is: How can we practically and scientifically integrate traditional medicine, with its focus on a holistic integration of preventive, curative and spiritual healing, and modern medicine, with more of its focus on curing, restoring and sustaining health?

The practitioners of modern and traditional medicine need to heed their respective oaths of service and care towards mobilising their science and practices to deliver the right mix

of preventive, curative, maintaining, restoring, sustaining health and healing the body, mind and spirit. If we are to secure our future, the imperative ahead in this 21st century is to achieve sustainable development and sustainable human health and wellbeing.

More importantly, we need to think how it might be possible to transform modern lifestyles into sustainable ones. The holistic integration has to be based upon a partnership that looks upon the human being as a whole living organism rather than merely a combination of parts, systems and symptoms.



The ancient wisdom of traditional medicine and indigenous healing practices are being increasingly embraced across the Western

world, and a global revival is organically evolving. India needs to be at centre of this revival because no other country on earth is as equipped as India is to holistically address the health problems that pertain to modern life-styles across the world.

SECTION 5



A Model for International Wellness Resorts

ZEN RESORT BALI

A Gateway to Health, Healing, Recreation and Sustainable Lifestyles: Ayurveda, Yoga, Meditation, Naturopathy, Diving, Culture, Excursions

The island of Bali, Indonesia is widely known for being a haven for yoga and healing, largely due to the spiritual depth and community-centred culture of its people. It has also been an ideal place for the development of a resort – Zen Resort Bali - focussed on integrated Ayurveda-Yoga-Meditation-Naturopathy-Recreation-Holistic and spiritual wellness, all relevant to achieving satisfying and sustainable lifestyles.

Over the last decade, Zen Resort Bali has created a model environment for the concept and practice of integrated wellness. It has achieved this by prioritising a holistic and wellness approach that coordinates body, mind and spirit in a serene and spiritual environment.

At Zen Resort, we recognise that tourists from around the world are increasingly searching for health and wellness destinations where they can recuperate and heal from the stresses and strains of modern lifestyles and at the same time experience recreational holiday activities. Together wellness and recreation creates the conditions for lifestyle changes towards more sustainable and healthy living in harmony with nature as well as one's self and fellow-beings.

Zen Resort encompasses strategies that are socially, economically and ecologically sustainable. We financially support local small-scale fishing and marine conservation, facilitate employment and other livelihood opportunities for the local community, develop and market local health and beauty products, advise local farmers on crop agronomy, especially medicinal plants and also promote subsidised holiday stays for doctors willing to give a few hours of their time each day for local community health services. Zen guests also tend to actively participate in a wide range of topical seminars and discussions that enhance mindfulness towards making healthy lifestyle choices.

Zen Resort's visionaries are keen to share it's the health and wellness integrated systems that has over the last decade demonstrated the enhancement of mindfulness and actions towards adopting more sustainable and healthy lifestyles. Our goal is to create and develop Zen Resorts in India and around the world, each one adapted uniquely to the local environment. We have initiated negotiations in Goa and

Konkan region to launch and develop integrated wellness resorts in combination with a think tank/institute of traditional and modern medicine and an institute of naturopathy (herbal medicine production and processing). These discussions are ongoing and currently we are identifying business and institutional partners in India.



INDIA INTERNATIONAL TOURISM MODEL

Think Personal Not Impersonal

India has the potential to become a pioneer in developing international wellness tourism industry. There are hundreds of Ayurvedic institutes/resorts/spas throughout India and they may be classified into two camps. On one side, there are institutes/resorts that offer quite strict detox Ayurvedic regimes, who claim to offer an experience that is completely

cut off from modern lifestyle living. On the other side, there are the extremely expensive, luxurious Ayurvedic spas that only a handful of people from the world can access.

The first camp tends to apply Ayurveda too coercively such that when people return from their holidays they find it very difficult to keep up the yoga/meditation exercises and eating habits they learned during the vacation. The second camp lies at the other extreme of claiming to be Ayurvedic but in fact often grossly compromising on basic principles or having too little knowledge to have a significant impact on transforming lives.

Hence, India will need to develop its international tourist sector in accordance with the global demand for smaller scale, boutique resorts that have the potential to realise genuine personal relationships and deliver Ayurveda, yoga, meditation and naturopathy adapted to meet the needs and demands of the 21st Century world.

INDIA: INTERNATIONALLY THE BEST WELLNESS TOURISM DESTINATION

Today, wellness tourism represents 14% of the total \$3.2 trillion global tourism industry and India is the world's fastest-growing wellness tourism destination. There are three questions that immediately arise given these statistics.

1. What is the expected future growth of wellness tourism?
2. How will wellness tourism grow?
3. Why would people want to come to India for wellness tourism?

In relation to the first question, it is clear that, given increasing ailments arising from modern lifestyles and the global (national as well as international) demand for wellness tourism is set to exponentially grow throughout the world.

The second question may be answered by observing what current demand is: since we know that people are increasingly trying to integrate their vacation habits with healthier life-styles (i.e. they want a healthy-living vacation), then the future of the wellness industry lies upon combining recreation and luxury with holistic wellness.

The majority of people do not want to go from one extreme of living a modern lifestyle to the other extreme of complete detox in a strict environment that does not reflect their everyday life only to return back to a debilitating modern lifestyle. Since we need to transform modern lifestyles into sustainable ones, the key to the industry's potential will be innovative while combining both extremes into a middle path that involves both recreation/luxury and wellness/healthy living.

In response to the third question, India is the globe's hottest destination for wellness because it has an unmatched heritage of ancient systems of medicine, treasure houses of knowledge for both preventive and curative healthcare. India's strength is twofold: its traditional medicine (Ayurveda) and its healing practices (yoga, meditation, pranayama etc.) as well naturopathy are well-developed sciences that are here to stay; they are not recent fads that will come and go as consumer tastes change. India also benefits from a large cadre of some of the best modern medical professionals in the world and it has a large, indigenous pharmaceutical industry that could potentially develop first class, organic, herbal medicines to help cure illnesses arising from modern lifestyles.

Therefore, Goa is an ideal location to establish holistic wellness resorts since it is an established gateway of international tourism to India.

¹ 'Why India is the world's fastest-growing wellness tourism destination?'

http://www.huffingtonpost.com/2013/11/11/india-wellness-tourism_n_4241798.html

² *ibid.*

ZEN HOLISTIC WELLNESS GOA – LAKE MAYEM

A Development Proposal

Zen Holistic Wellness Goa - Lake Mayem would be a health and holiday recreation facility where visitor's can seek relief from the stresses and strains of modern lifestyles: A place where energy, creativity and mindfulness of living in harmony with oneself and with nature would actually materialise. Such places need to be at the core of sustainable wellness tourism development, integrated with the local community and bringing together the best of traditional and modern medicine for sustainable health and healing.

The Zen development proposal envisages, an international standard wellness resort with an integrated holistic health and wellness facility comprising: Ayurveda, naturopathy, yoga and meditation, tertiary hospital with expert specialties, laboratory facilities, rehabilitation and physiotherapy facilities, pharmacy and herbal centre, fitness centre with gym, sauna and steam, wellness and beauty spa, organic vegetable and fruit farming in partnership with the local agricultural community, herbal and spice production and processing, recreational facilities with outdoor games courts, jogging and cycling tracks, swimming pool, water sports, hydro therapy, conference and education facilities.

The holistic wellness resort will incorporate traditional Indian architecture and modern design systems as well as Vastu Shastra and Fang Shui, all adapted to meet the

demands of the world of national and international tourism in a local cultural and heritage setting. It will be a seamless blend of the modern and the traditional architectures. Ideally located amidst the Lake view environment of lush greenery and water features, with the exuberant beauty of palm trees blended with tiled walkways & well-groomed lawns, this will create for the guests a private and tranquil haven to pamper, nourish and recharge.

The entire resort development infrastructure will be built in an environment-friendly and sustainably managed way, utilising concepts of renewable energy, such as solar energy, wind energy and biomass and efficient wastewater recycling, composting etc.

GTDC LAKE MAYEM PROPERTY

Zen Vision & Concept

Firstly: Development of the Mayem property comprises, A Holistic Wellness Resort integrating Ayurveda, Yoga, Meditation, Food and Nutrition and Land and Water Recreational Activities - Focus on experiencing the benefits of living healthy lifestyles in harmony with the environment.

Secondly: Incorporating Green technology and sustainable development practices in all aspects of the Lakeview property development, with open and transparent dialogue/

interaction with the local community and the surrounding communities as well as GTDC.

ZEN MISSION

To develop a resort that provides holistic wellness and recreational activities in order to create healthy and happy lifestyles. Our resort-hotel will include conference and seminar facilities as well cultural/celebrations/weddings venue and recreational activities. The holistic wellness facility will comprise an integration of traditional and modern medicine, including Ayurveda, TCM, Yoga, Meditation, Health Coaching, Food, Naturopathy, Supplements, and Herbal Medicine, etc.

ZEN WELLNESS RECREATION,

Mayem Lake View Area

The Mayem Lake environment has great potential for recreational activities such as yoga and meditation,

walking, jogging, bicycling, bird watching, boating, etc. These outdoor activities together with the development of a indoor/outdoor swimming pool facility are relevant to enhance human health through physical, psychological and spiritual exercise including the introduction of a new and unique health and fitness system comprising effective breathing (pranayama), easy meditation and gentle exercise in the swimming pool (please see: <https://www.youtube.com/watch?v=aSWC-mxA3mA>).

The above recreational wellness activities will be integrated in the resort-hotels' holistic wellness strategy. We also plan to make available access to the holistic wellness facilities for day visitors as well as special concessions for surrounding local communities.

SUSTAINABLE AGRICULTURE

Mayem Lake and Surrounding Agricultural Community

The Lakeview property's comprises agricultural land that is suitable for growing vegetable, fruit, and culinary and medicinal herbs. We envisage partnering with the local farmers. We will also collaborate with universities and colleges (e.g. Goa, Manipal, etc.) as well as private agricultural and greenhouse-growing companies. We will consider developing a herbal production and processing facility, which can strategically provide a foundation for the adoption of sustainable and profitable agriculture practices, and products on the Lakeview property and also on the surrounding land holdings.

Establishment of a Naturopathy and Herbal Medicinal Think Tank forum with a focus on research, development and production a working partnership with local farmers.

We will create a think tank to develop innovative and sustainable practices. The think-tank will regularly bring together youth and young professionals to formulate and implement actions towards meeting the challenges of sustainable development as well as healthy living.

ZEN HOLISTIC WELLNESS VILLAGE DEVELOPMENT PROPOSAL

Konkan Maharashtra

The Konkan of Maharashtra has the potential to become the world's centre of holistic wellness vacation. It has a beautiful coastline, a strong agricultural tradition, a rich history and culture and is ideally situated in between Mumbai and Goa.

Zen Holistic Wellness Village would be a health and holiday recreation facility where visitors can seek relief from the stresses and strains of modern lifestyles: A place where energy, creativity and mindfulness of living in harmony with oneself and with nature would actually materialise. Such places need to be at the core of sustainable wellness tourism development, integrated with the local community and bringing together the best of traditional and modern medicine for sustainable health and healing.

The Zen development proposal envisages, a series of four (North, South, East and West) international standard wellness resort centres on about 4 acres of land each (total

land area 16 to 20 acres) with an integrated holistic health and wellness central facility comprising the following (as relevant): Ayurveda, Naturopathy, Yoga, and Meditation Centre, tertiary hospital with expert specialties, laboratory facilities, rehabilitation and physiotherapy facilities, fully-fledged pharmacy, Fitness Centre with Gym, sauna and steam, wellness and beauty spa, organic vegetable and fruit farming, herbal and spice gardens, recreational facilities with outdoor games courts, jogging and cycling tracks, swimming pool and hydrotherapy, conference and education facilities.



The holistic wellness village will incorporate traditional Indian architecture and modern design systems as well as Vastu Shastra and

Feng Shui, all adapted to meet the demands of the world of national and international tourism in a local cultural and heritage setting. It will be a seamless blend of the modern and the traditional architectures. Ideally located amidst acres of lush greenery and water features, with the exuberant beauty of palm trees blended with tiled reflexology pathways and well-groomed lawns, this will create for the guests a private and tranquil haven to pamper, nourish and recharge.

The entire village infrastructure will be built in an environment-friendly and sustainably managed way, utilizing concepts of renewable energy, such as solar energy, wind energy and biomass and efficient wastewater recycling, composting etc.



The Konkan Tourism Vision Council has the opportunity to provide the leadership to facilitate and empower the development of wellness

tourism. Konkan can become the pioneering catalyst contributing towards fulfilling India's potential as the leading nation to develop integrated traditional and modern medicine to meet the challenges of unhealthy and polluting modern lifestyles. It will lead the transition to the creation of sustainable human beings, sustainable lifestyles and sustainable development. This certainly is an imperative for a future of peace, prosperity and partnership.

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Dr Mahendra Shah's professional work is concerned with food security, nutrition and health, sustainable agriculture, climate change and international trade, international negotiations and integrative medicine and holistic wellness. He has more than 35 years of professional experience in

United Nations organizations and agencies such as FAO, WFP, UNDP etc and the World Bank and international scientific and policy research institutes – International Institute for Applied Systems Analysis (IIASA) and Consultative Group on International Agricultural Research (CGIAR), in academia – University of Nairobi and University of Cambridge. Dr Shah current work is focused on integrating modern and traditional medicine and health care to confront the ailments and diseases of modern lifestyles.

In the Private Sector, Dr Shah is the founder and President Director of Zen Resort Bali (http://www.zenresortbali.com/pdf/zen_issue.pdf) and (www.zenresortbali.com) and Zen Dive Resorts (www.zendivebali.com and www.zenharmonydiving.com); Director of Zen Holistic Wellness PVT India; Executive Chairman of Zero Waste Agro-organics Ltd (Manufacturer of Organic Fertilizers), Pune, India; Director of International Planning, Aquies, Australia, CEO and Founder of Greenspan Designs Ltd; Senior Advisor on Soil Rejuvenation and Effective Microorganisms, FAO; Expert International Agriculture Investment Panel, Adveq Management AG, Zurich, Switzerland; Chairman and Managing Director, Green Tech Solutions, Trivandrum, India.