

TRANSPORT HUB
a CSR initiative of āyushcā GOA



M7 VOLUME FIVE

āyushcā EPITHETS THE GUIDELINES





Non nobis solum nati sumus

Not for ourselves alone are we born

Marcus Tullius Cicero





āyushcā

EPITHETS
guiding principles



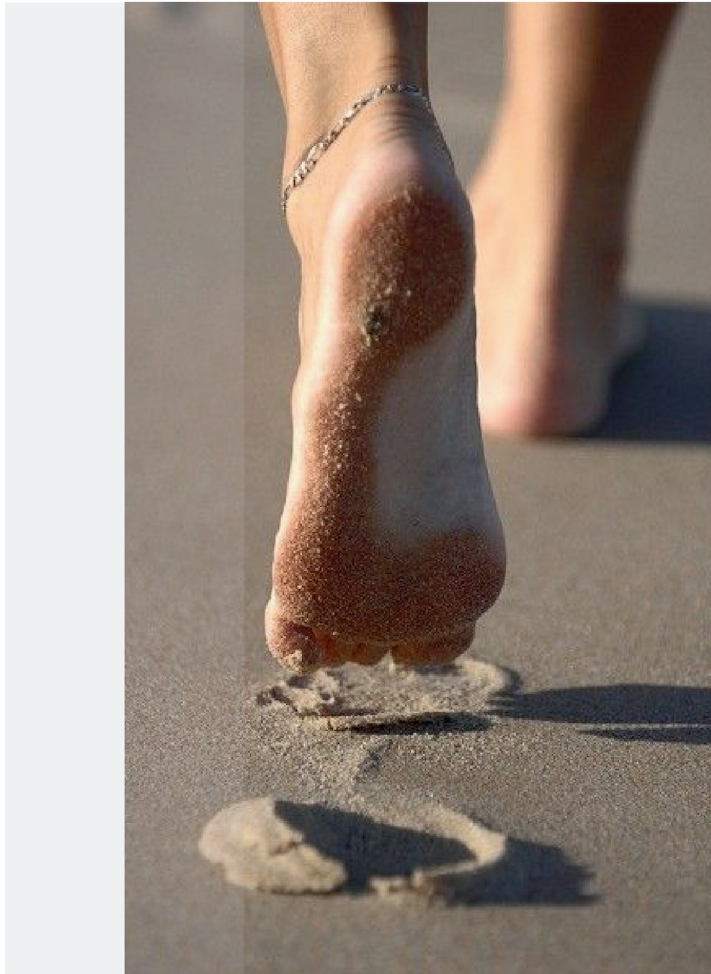
āyushčas are regenerative and sustainable hamlets nestled in nature, designed to promote wholesome and conscious living.



These estates transcend traditional living, enhancing holistic well-being across physical, mental, spiritual, social, and environmental dimensions. Designed to be an integral part of nature, they foster a deep connection with the environment.



āyushća was conceptualised as part of the megaLab mission of the IIT Alumni Council to meet the need for safe and healthspan-enhancing infrastructures in a post-covid age.



Each hamlet is
thoughtfully designed
to enrich the lives of
everyone who dwells
within and around –
whether as guests,
residents, staff, or
local populace, living
in harmony with nature.

āyushća's wellbeing philosophy encompasses the physical, mental, spiritual, social, and environmental dimensions of life, their nuances and interconnectedness.



The core components of āyushća are designed to support these dimensions through dedicated zones, facilities, resources, and expert teams.

Each of them provide a unique experience, reflecting its distinct character, function and purpose; while maintaining a symbiotic relationship with others,



āyushća estates intend to be
the rite of passage to a world
of social support & social
intimacy, a true luxury in our
disjointed digital age.







The brand and the logo stands for, and reflect that āyushcā is a multi-dimensional ecosystem, a catalyst and an explorative journey in itself, to healthful and active longevity...

The harmony and interplay of all the components of āyushcā , including its natural environment, become the catalyst to healthy and long life, 'āyush' (Sanskrit). Brand āyushcā reflects this theme.

A woman in a white dress is swinging on a swing set. The swing is suspended from a large, ancient tree with thick, gnarled branches. The background is a misty, rolling landscape with green hills and a body of water. The scene is bathed in soft, golden light, suggesting late afternoon or early morning. A semi-transparent grey box is overlaid on the left side of the image, containing text.

āyushcā epithets

encapsulate its
philosophy and guiding
principles. Like a
compass, they guide and
help to recalibrate, to
stay on the course - true
to its founding intent.

These include...

geo-cultural identity
multidimensional
multidisciplinary
ecosystem
systems design
informed & participatory
measurable & progressive
holistic
nature
microcosm
timeless wisdom
scientific validation
regeneration
self-sufficiency
iology of belief
well-being catalyst
epigenetics
io-bubble
food is medicine
farm to fork
SLOW philosophy
iodynamic
ommunity inclusion
well-dwellings

Geo-cultural identity: Celebrating local heritage, traditions and practices.

Multidimensional approach: that considers all spheres of existence (physical, mental, spiritual, social & environmental) for holistic living.

Multidisciplinary strategy: Integrating various systems and disciplines for higher levels of wellness.

Informed, participatory, measurable, progressive, and sustainable health paradigm.

The whole is greater than the sum of its parts, Embracing synergy and connectedness.

Nature as the greatest physician: Honouring the healing power of nature.

Respect for interconnectedness: Recognising the integral relationship between individuals, communities, and the environment.

Complete ecosystem: Self-contained.

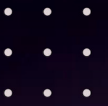
Systems approach: Utilising holistic methods weaving in multiple areas.

Respect for ancient knowledge, validated by its historical and timeless resilience.

Augmenting ancient wisdom with cutting-edge technologies.

Commitment to scientific exploration for unvalidated traditional methods.





Holistic care combines modern science with time-tested wisdom.

Biology of belief: Recognising the impact of mindset on well-being.

Being a well-being catalyst: Conducive space and processes for positive transformation.

Epigenetic reprogramming: Enhanced health span through a nurturing environment.

Food as medicine: Role of nutrition in health.

Farm to fork and SLOW philosophy: Supporting sustainable, local food practices.

Environmental regeneration and stewardship: Commitment to ethical conservation, preservation and regeneration.

Biodynamic, natural farming & permaculture: ensuring sustainable food supply.

Fully self-generating, self-sufficient & resilient communities.

Cultural preservation and stewardship: Protecting and valuing traditions.

Community inclusion and integration: Fostering belonging and participation.

Well-dwellings and processes: Ensuring high standards in wellness environments.

Bio-bubble for biowarfare or pandemics: Ensuring safety and sustenance.



**ecosystem -
systems approach**

āyushća commune comprises of all its residents, guests and the team. āyushća will take a systemic approach involving a holistic view, for the greatest benefit of the community it serves..

**the whole is greater
than sum of its parts**

āyushća is modelled after the belief that the whole is greater than the sum of its parts. Therefore, every component of the āyushća ecosystem, its functions and role is recognised as imperative and respected for its contribution to the grand scheme of things, irrespective of the mainstream views.

**conducive & catalytic
to epigenetic
reprogramming**

Favourable epigenetic reprogramming for health and longevity is possible through a conducive and coordinated environment, for rapid results and to jumpstart a conscious health-promoting way of living. Choice of geographical location, design and development, and coordinated multi-speciality systems reflect this philosophy.

**environmental
regeneration**

Restoration, reparation, re-wilding and regeneration goals go beyond mere sustainability and self-reliance to include bio-dynamic and conservation farming methods, permaculture, clean and renewable energy..

**community inclusion
and integration**

Integration into the local community, adapting local cuisine elements, seasonal produce, supporting local arts and crafts and the artisans' work and livelihood and much more will be at work.

**certified buildings
and processes**

The estates, the buildings and its operations will be certified LEED platinum, WELL buildings and other relevant ones.

**biobubble -
pandemic ready**

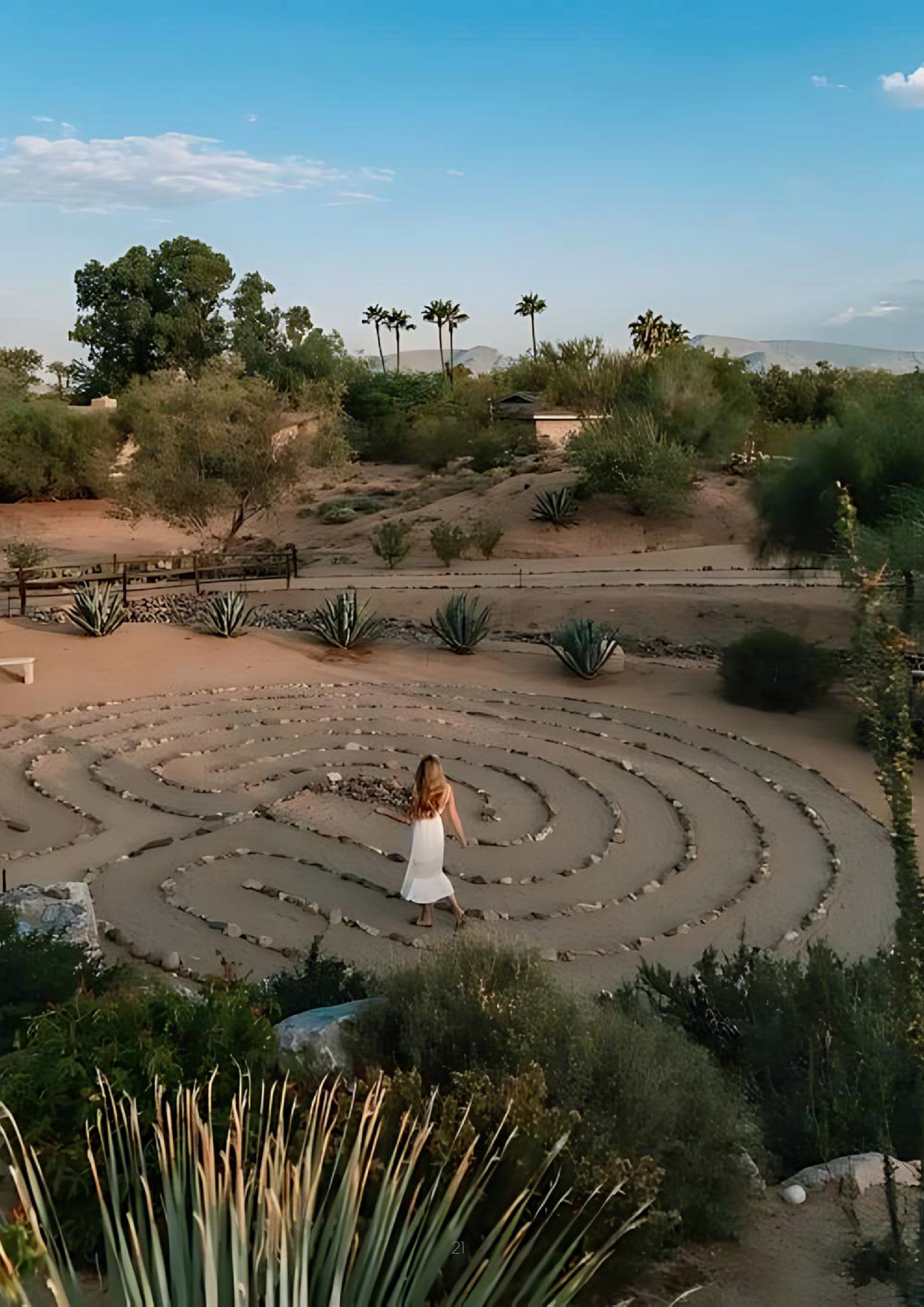
The estates are designed to be isolated and self sufficient in terms of food, water, power and internet for survival in the next pandemic or biowarfare type situation.

wellbeing [swastha]

|| Samadoshahsamaagnishchasamadhathumalakriyah
Prasannaathmendriyamanaahswasthaithyabhidhiyathe ||

is a state of equilibrium [sama]
of the bio-energies [doshas]
tissues/organs [dhatu]
metabolism [agni]
metabolites [malakriyas]
and a state of
contentment and radiance [prasanna]
of the soul [atma] senses [indriyas]
and heart/emotions [mana]

SUSHRUTA SAMHITA
600 BCE



āyushća the smart estates

āyushća is the umbrella brand for a series of smart estates being created globally by the IIT Alumni Council.

The āyushćas hold carefully curated infrastructure, systems and services which could serve as role models for other sustainable communities to learn from, follow and emulate.

āyushća residents are typically wellness seekers who respect, value and actively seek to be part of a community that is consciously, responsibly and symbiotically integrated with its surroundings, environment, nature and the community.



āyushća the essentials

An āyushća is a world in itself life-enhancing and fully self-sufficient. Every āyushća is configured to host and support infrastructure from health and research to water and connectivity. Thus, each āyushća is a test bed for diverse technologies and best practices, incorporating ancient wisdom to cutting-edge technologies. It is capable of being a self-defending bio-bubble in the event of any catastrophic event – planned or otherwise, with water, food and energy security.

An āyushća is designed to serve as a country-level nucleus for the growth of a sustainable habitat format that enables a high quality of life for its occupants. At the same time, it would help mitigate and reverse the adverse effects of climate change and global warming. We expect each āyushća to be the pride of the host country – serving as a role model and hotbed of innovation in wellness, climate change and sustainable communities.



āyush́ca the bigger picture

Whilst the short-term objective is to create an āyush́ca in each state of India and in each nation on the planet (195 Global āyush́ca).

Each āyush́ca is thus a test bed of diverse technologies and best practices – incorporating ancient wisdom as well as bleeding-edge technologies – in a wide range of application areas ranging from desalination and renewable energy to organic farming and perpetual power.



āyushća the locations

While each āyushća is distinct by its geo-cultural identity, they are perfectly aligned in its adherence to the vision, mission and philosophy of āyushća .

āyushća locations are currently categorised into three types: coastal, mountainous, and forested. Coastal āyushća locations, for instance, use seawater through innovative desalination techniques. This sustains the estate and enables natural and vertical farming and caters to various water requirements for a high quality of life, including thalasso pools and aqua circuits.

Each āyushća is being configured to be a role model – an important step forward in the reinvention of human habitats and a definitive reconfiguration of communities. The design at its most fundamental level resonates with the need for human survival in the face of adversities caused by climate change and global warming. Potential āyushća locations must meet these criteria.



In āyushća hamlets, environments are meticulously cultivated to promote comprehensive health, encourage vibrant social interactions, inspire active contributions, and ensure active health span and longevity.

They deeply respect and integrate local heritage, arts, occupations, and cultural practices, all the while embedding advanced sustainable technologies and responsible methods that actively regenerate and revitalise the local ecosystems. This results in thriving, self-sufficient communities that stand as testaments to sustainable development.



At āyushća, we are profoundly committed to fostering economic sustainability. By working closely with local communities, we aim to strengthen their economic, educational, and cultural foundations.

We provide access to health and wellness resources and facilities, ensuring that every āyushća hamlet positively impacts its residents and the surrounding environment. Our initiatives are dedicated to preserving local traditions and biodiversity, assuring a prosperous future for all.

By nurturing resilient and environmentally conscious communities, sustainability and environmental stewardship, āyushća habitats are paradigms to protect and cherish our Earth for future generations.





“ dr ashok khosla

We must redefine growth to include the well-being of people and the planet, not just economic expansion.



Ashok Khosla is one of the world's leading environmental and sustainable development experts.

His work and insights emphasise the importance of integrating environmental stewardship with social equity and economic viability, advocating for a balanced and inclusive approach to development that benefits both people and the planet.

In 2002, he received the Sasakawa Prize, widely considered as the Nobel prize for environment.

As the founder of Development Alternatives, a social enterprise dedicated to promoting sustainable livelihoods, Dr Khosla has made significant contributions to environmental policy, sustainable technology, and resource management. He has also served as co-chair of the United Nations Environment Programme's (UNEP) International Resource Panel and President of the International Union for Conservation of Nature (IUCN). He is listed in the UN's prestigious Global 500 Roll of Honor.

Dr Khosla served on the boards of several global environmental organisations, including the Club of Rome, the International Institute for Sustainable Development and the World Union for Conservation. He was president of the Environmental Planning Commission of the International Union for the Conservation of Nature. He advised the United Nations Development Program, the World Bank, the World Resources Institute, the International Council of Scientific Unions and the Ministries of Environment, Science and Technology and Rural Development of India.

In addition to being the Founding Director of the Office of Environmental Planning and Coordination of India, Dr Khosla is the author of more than 300 professional papers, articles, and reports, including 30 official UNEP documents. He earned a PhD in experimental physics at Harvard University, USA.



The following quotes encapsulate his vision for sustainable development:

Sustainable development is not just an option; it is an imperative for our survival.

Sustainable development must be inclusive, ensuring that the benefits reach the poorest and most marginalised sections of society.

The true measure of development is not how much we produce, but how much we can enhance the quality of life without degrading our environment. Each of us has a responsibility to ensure that our actions today do not compromise the ability of future generations to meet their needs.

Appropriate technology is about finding solutions that are environmentally sound, economically viable, and socially acceptable. Innovation for sustainability must focus on creating systems that use resources efficiently and equitably. Empowering local communities with the tools and knowledge to manage their resources sustainably is key to long-term development.

Effective environmental policies require a holistic approach, integrating economic, social, and environmental objectives. Good governance is essential for sustainable development, as it ensures transparency, accountability, and participation from all stakeholders.

“



gunter
pauli

Let us not demand
more of the earth.
Let us do more with
what the Earth
provides.

Renowned entrepreneur and author, best known for his work in sustainable development and the creator of the Blue Economy concept.

It is an economic model whereby companies generate multiple benefits for business and society, taking inspiration from and contributing to nature's evolutionary and symbiotic path. Over recent years, Pauli has collected thousands of stories and examples of concrete initiatives, paving the way for a new generation of business leaders.



The following quotes encapsulate Gunter Pauli's vision for sustainable development and the creation of habitats that are in harmony with the natural world.

Sustainable habitats are not just about minimising harm; they are about creating a positive impact on the environment and society. In the pursuit of sustainable habitats, we must embrace a holistic approach that integrates economic, social, and environmental dimensions.

We must move from a model of scarcity and competition to one of abundance and collaboration, where sustainable habitats provide more than they take.

The most innovative solutions for sustainable habitats often come from observing and learning from nature's own systems and processes. The future of sustainable habitats lies in designing systems that work with nature, not against it, harnessing the power of local resources and biodiversity.

By rethinking how we design our living spaces, we can create habitats that support not only human life but also the ecosystems that sustain us. Sustainable habitats should be resilient, adaptable, and regenerative, ensuring that they can withstand and thrive amid environmental and social changes.

True sustainability in habitats is achieved when waste becomes a resource, energy is renewable, and communities thrive in harmony with their environment.

Our challenge is to create habitats that not only meet the needs of today but also preserve the potential for future generations to meet their own needs. Creating sustainable habitats is not just an environmental imperative; it's a moral and ethical responsibility to ensure a better quality of life for all.

“ dr hubby mathew

Our future depends on a collective journey, moving from fragmented actions to integrated, holistic strategies for planetary wellbeing.



Rev Dr Mathew, committed to social work and well-being, has been providing care and support to socially excluded and vulnerable communities for over four decades.

Under his visionary leadership, Peermade Development Society came to known as a role model in social work.

He has developed several scalable community-led models for livelihood, enterprise development, skill development, organic cultivation, rural technology promotion, and Ayurveda healthcare, among other things.

Rev Mathew has worked extensively in the areas of NGO management, fundraising, mobilising resources, donor and stakeholder relationships, project management, networking, monitoring, and evaluation.

His extensive and far-reaching work has transformed the lives of individuals, families, groups, and communities in various contexts.

With a PhD in Women's empowerment and Natural resources management, he has established various successful initiatives and models for women's empowerment, skill development, income generation and financial independence



"Empowering women is empowering the entire society. "

“

christina watson



Each one of us can
play our part to
bridge the divide,
to heal and build
our collective
wellbeing.

Christina’s interests, talents, and experience span multiple facets of wellness. She excels in creating unique spaces and systems for rest, retreat, healing, and well-being. Her expertise lies in blending elegant hospitality with meticulous service standards, heartfelt comfort, and therapeutic care.

Her projects foster deep connections to nature, local communities, and geo-cultural contexts. Christina promotes a harmonious balance between people and their environment, offering innovative solutions that support overall well-being and conscious living.



A wellness establishment in whichever form, however big or small, cannot exist in isolation. Genuine care and engagement with its residents, team, community and environment play an essential role. Its authenticity and success also lie in making the neighbouring communities and its immediate environment better off than before.

This, to me, is a mark of a true wellness place or a destination.

Beyond the confines of studies and statistics exists the essence of creating a one-of-a-kind wellness facilitating model. It envisages a community not just as it is but as it could be. It demands an unwavering conviction against all odds, a willingness to break free from the ordinary and challenge the norms, all with a touch of altruism.



The āyush́ca estates are configured to provide pandemic-scale infrastructure to counter future pandemics or biowarfare. They are designed to act as a bio bubble with its own basic infrastructure for sustenance such as solar power, water systems and organic farming.

It is proposed to build an āyush́ca Estate in each state of India. The estates would collectively host over 10,000 Ayurveda + (AYUSH) beds for medical tourism with a focus on preventive medicine and healthy longevity. We aspire to build over twenty five estates over the next ten years.

The estates would house state-of-the-art theranostics along with essential and critical care. In normal times, the āyush́ca Estates are strictly for members. Membership is by invitation only.



The estates will provide the perfect ecological canvas based on epigenetic principles to work on reversing illness, ageing related decline, preventing future illness and aiding active longevity - in the current context of global warming, mounting and all pervasive pollution, prolonged stress, social disruption and shifting paradigms.







Non nobis solum nati sumus

Not for ourselves alone are we born

Marcus Tullius Cicero





Not for ourselves alone are we born...

Deeply ingrained in the āyushcā is the need to improve the quality of life not only of those who live inside the estate but also of the community around it.

At the same time, it is important to contribute to the remediation of the planet, enhance resilience, and help restore balance by reversing the damage inflicted upon the bio-diverse ecosystems and circular economies we inherited.

25% of the capital outlay on each āyushcā estate would be allocated towards the above.

In the case of āyushcá by the Sea, which is being built in Goa, one of the core community missions of the estate is to make a measurable impact on the quality of life for both local communities and visitors, by improving the quality, efficiency, accessibility, and affordability of the public transport service.

The improved public transport will help decongest the roads, improve the air quality index, and enhance the revenue of local businesses. It will also help attract more tourists and thus increase the state's tourism-related GDP.

Using state-of-the-art technologies, it will be possible to introduce congestion and fossil fuel vehicle tolls to generate the revenues required to support a highly cost-effective transportation service.



a community outreach of





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