



NEWS PLUS

## BLEND OF MODERN SCIENCE AND AYURVEDA CAN DO WONDERS: DR MANDEEP SINGH BASU



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The CEO of Jagat Pharma and director of Dr Basu Eye Hospital, Dr Mandeep Singh Basu, recently spoke to NewsX for its special segment NewsX A-list. A leading name in Ayurvedic healthcare, Jagat Pharma is led by a team of highly dedicated and qualified professionals offering high-quality herbal medicines and helping the world get rid of blindness. Dr Basu, who holds a degree in Ayurvedic medicine and surgery and is a certified eye specialist, shared how the amalgamation of modern science and Ayurveda can do wonders.

Reflecting on his journey to becoming India's youngest entrepreneurs in the Ayurveda industry, Dr Basu said, "My father Dr Mahendra Singh Basu had a dream of India, which is free from blindness. Soon after completing his degree in Ayurveda, he came up with his innovation of Isotin eyedrops. Isotin can cure various eye diseases like immature cataract and retina problems, which are incurable, without surgery. I took his dream as my responsibility after joining this organisation. I knew that it could be a revolutionary product in the field of eyecare so we organised various eye camps to reach people all over the world. We designed Isotin as an Over-the-counter (OTC) product. Our business model is based on the trust of consumers and the word of mouth promotion helps us grow."

When asked about the challenges faced by the Ayurvedic industry at large, he responded, "Ayurveda is a holistic science that was discovered several years ago. It is both preventive and curative. There was a time when people did not trust Ayurveda with some serious eye diseases. The biggest challenge was to make sure that our patients and consumers trust this new concept of treating eye diseases without surgery. Their acceptance and trust meant more to us than anything else. In today's time, there has been a shift in people's preference for natural Ayurvedic products and treatments. Thus, Ayurveda is winning the trust of more and more people. I believe that with the amalgamation of modern science and Ayurveda, we can do wonders in the field. The global expansion of Ayurveda industry is also a dream that we want to see in reality."

Talking about his big plans for Jagat Pharma, Dr Basu revealed, "Jagat Pharma is one of the first Ayurvedic manufacturers to provide OTC solutions for various eye diseases. We are in efforts to diversify this organisation in other segments as well. Currently, we have a product called White Free, which is an OTC product for leucorrhoea problems. We are looking to expand our product portfolio in women health, hygiene and skincare."

NewsX asked him about the acceptance and demand for the brand, to which, Dr Basu replied, "In recent years, we have been receiving an overwhelming response from other countries as well. Many international patients visit our hospital. Currently, we are exporting Isotin to Russia, ASEAN and African countries and are working on exporting it to other countries as well. There are still many challenges that we need to face to establish the art of Ayurveda globally but, with time, we will overcome them and treat people across the world."

Can Ayurveda help people combat Covid 19? He answered, "In these times when everyone is trying to improve their immunity through Kadha, Chayavanprash and remedies to prevent coronavirus we can see how closely we are connected to Ayurveda. I understand the complexity and severity of the virus but Ayurveda is still helping us fight Covid-19. The screen time has increased for people not only working from home but also for the children attending online classes. As an eye doctor, I recommend everyone to do eye exercises and give our eyes rest after every half hour." He further said that Ayurveda has no side effects. The results are late but 100% effective.

On a parting note, Dr Basu shared his excellence mantra, "we are doing something which no one is doing around the world and curing eye diseases that have no treatment anywhere else. People are taking this eye drop globally and getting rid of blindness."