

Project Update: March 2010

Heritage Amruth is a widely circulated world-class bi-monthly 'knowledge' magazine dedicated to traditional health care. The Heritage Amruth magazine's central focus is to provide laypersons reliable information on contemporary applications of traditional health care from the vast ocean of traditional knowledge that is available in the Indian Medicinal Heritage.

The huge increase in interest in traditional health care the world over has unfortunately led to a host of 'herbal remedies' that are often proposed with only an intention to cash in on public gullibility. We set to address this gap by writing about those health conditions where, after much research, we genuinely feel traditional medicine can contribute.

Heritage Amruth is also deeply concerned about conservation issues and the threat to the wild populations of medicinal plants, which form the main resource base of our indigenous systems of medicine. The magazine also elaborates other concerns ranging from the issues of policy and perspectives to patents. It has a children's page and also includes practical tips for households on how to grow and use plants for primary health care.

