



India, Iran look to traditional medicine for new health cooperation



Indian Ambassador in Iran Vishwesh Negi addresses an event on World Ayurveda Day at the Indian Embassy's cultural center in Tehran on September 23, 2026.

● IRAN DAILY

Negi said Ayurveda should not be viewed as being in conflict with modern medicine. Instead, he said, it places particular emphasis on prevention, daily routines and rhythms, digestion, sleep and the body's natural functions. The theme of the 11th Ayurveda Day was "Ayurveda for a Healthier Tomorrow". Negi said India was seeking to connect the centuries-old knowledge system with modern research, quality standards and international healthcare frameworks.

The challenge, he said, was not simply to introduce Ayurveda to a wider global audience, but to establish the scientific evidence, credibility and institutional infrastructure needed for its responsible international growth.

India's Ayurveda economy grew from \$2.85bn in 2014 to \$43.4bn in 2023, according to figures cited by the ambassador. The Indian government has also developed a broader ecosystem aimed at encouraging entrepreneurship, innovation and investment in the sector.

In July 2026, India published a strategic roadmap for the globalization of Ayurveda, placing emphasis on quality standards, robust infrastructure, credible research, trained professionals, standardized products and international regulatory frameworks that can be understood and recognized across

countries.

The roadmap aims to strengthen the institutional infrastructure and quality ecosystem surrounding Ayurveda and support its responsible expansion while building international confidence in its services and products.

Negi also placed the development of Ayurveda in the context of India's broader role in traditional, complementary and integrative medicine.

The World Health Organization recognizes Ayurveda as one of the major traditional healthcare systems. The WHO has also held two global summits on traditional medicine, the latest of which took place in New Delhi in December 2025. Discussions included scientific evidence, the integration of traditional medicine into health systems, regulation, biodiversity, indigenous knowledge, intellectual property and innovation.

Negi said the future of Ayurveda's global development would depend on scientific evidence, innovation, quality, professional capacity and responsible globalization.

Ancient Indian system of medicine

Dr Sohrab Dehqan, an Ayurveda expert and PhD holder in Iranian traditional medicine, said Ayurveda was an ancient healthcare system whose roots could be traced to the Vedas and to around 3,000 BC.

He said ancient texts addressed lifestyle, nutrition and medical treatment, while Ayurveda developed over the same broad historical period and evolved as a scientific system. One written Ayurveda work dating back about 2,500 years, he added, is still

used in treatment.

Ayurvedic treatment focuses on lifestyle, medicinal plants and minerals, as well as detoxification, Dehqan said. Interest in Ayurveda has grown in Iran and elsewhere in recent years, he said, particularly alongside the popularity of yoga. Many people are interested in learning about their bodily constitution and choosing diets accordingly.

Healing as diplomacy

Dr Arman Zargran, adviser for international affairs at the Iranian Health Ministry's Centre for Iranian and Complementary Medicine, told Iran Daily on the sidelines of the event that traditional medicine had deep roots in Iran, India and China, with the three civilizations having maintained close contacts and influenced one another over centuries.

He said there was an opportunity for Iran to expand ties with traditional medicine systems in neighboring countries and in the East, while strengthening commonalities and learning from differences.

Traditional medicine, Zargran said, is part of the cultural and civilizational heritage of countries and can also serve as a tool for health diplomacy.

Cooperation in the field, he added, can strengthen relations between countries and allow them to draw on each other's traditional medical knowledge and experience to advance health.

Over the past decade, knowledge transfer and cultural interaction between Iran and India have expanded, with particularly close cooperation developing in the field of health, especially traditional medicine.

By Sadeq Dehqan
Staff writer

FEATURE REPORT

India and Iran are looking to expand cooperation in traditional medicine alongside broader pharmaceutical ties, with the two countries seeking to draw on their shared heritage in herbal medicines and traditional treatments. Indian Ambassador to Tehran Vishwesh Negi said the two sides had agreed to develop cooperation in traditional medicine on the sidelines of the 16th BRICS Health Ministers' Meeting in Chandigarh, India, in July 2026. A memorandum of understanding was signed between India's Ministry of Ayush and Iran's Ministry of Health and Medical Education to build on the countries' shared heritage in herbal medicines and traditional treatments. The agreement was discussed during

an event on Wednesday marking World Ayurveda Day at the Indian Embassy's cultural center in Tehran, where Negi outlined India's efforts to promote Ayurveda internationally while linking the ancient system to modern research, quality standards and international healthcare frameworks.

Ayurveda, an ancient Indian system of healthcare rooted in natural treatments and a holistic approach to health and wellbeing, takes its name from the Sanskrit words "Ayur", meaning life, and "Veda", meaning knowledge. It is commonly understood as the "knowledge of life" and goes beyond treating illness, placing emphasis on maintaining balance among the body, mind and spirit.

Ayurveda has a history spanning thousands of years in the Indian subcontinent and has evolved over time as a system aimed at preserving health and treating illness.

flicts in the region.

The main character refuses to become involved in violence and instead seeks to foster peace by bringing people together around a table for a proper meal, regardless of their views or affiliations.

He also goes to great lengths to prevent an orphaned boy's anger from turning into violence.

Nevertheless, Wen said he had no intention of creating such a metaphor.

"I never really thought about what symbols the story might carry, nor did I approach it from that angle."

The narrative, he told Iran Daily, is rooted entirely in its individual characters and centers on the personal perspective and unique experiences of an ordinary Chinese chef.

Although the film is categorized as a war movie, the director insists that war itself is not its central theme. Instead, the story focuses on food and human connections. The phrase "eat properly" is repeated throughout the film, reflecting the filmmakers' emphasis on the routines and simple concerns of everyday life.

The main character brings people together through food, regardless of their language, nationality or occupation.

Although the film is set in an Arab environment, its message can also resonate with Iranians who have experienced the consequences of war over the past year, not only in its military form but also through economic pressure.

The film also resonates with an aspect of Iranian culture in which sharing "bread and salt" symbolizes friendship and creates an understanding that those who have eaten together should not turn against one another.

Once Upon a ...

From food to war

China invited journalists from around the world, including Iran, to a screening of the film in late September.

The film moved almost all the viewers to tears, while also impressing them with its advanced visual and special effects and its tragic storyline.

The film crew, including director Wen Muye, later took the stage, giving journalists an opportunity to ask questions.

Iran Daily asked the director what had prompted him to explore the war genre and why he had chosen the Middle East as the setting for his story.

"I didn't actively set out to explore war-themed stories," he said.

Wen said the idea for the film came to him in 2017, shortly after he completed his debut feature, *Dying to Survive*, another film centered on cancer and its treatment.

He said he came across a news report about Chinese people running restaurants in the Middle East, which prompted him to conduct further research. He subsequently discovered numerous real-life accounts of Chinese nationals operating restaurants in the region, and this discovery sparked his interest in developing the story.

"I felt that through the juxtaposition of food and war, there was room to explore my thoughts on war and peace, viewing disputes, conflicts and the plight of war orphans through the perspective of an ordinary Chinese chef."

More than war film

China is often viewed as a neutral party in Middle Eastern conflicts, and the film could therefore also be interpreted as a metaphor for Beijing's approach to con-



Brief Notice of International Tender No. 1091562

Fist Announcement

It is hereby notified that **Esfahan Steel Company (ESCO)** intends to purchase Purchasing the refractory materials and performing the operation of refractory lining of the top and body of Blast Furnace (BF) No.3 as per the required conditions and technical specifications through two-stage international Tender. Accordingly, all the prospective bidders are kindly requested to visit ESCO's website www.esfahansteel.ir so as to obtain the tender document and upload their techno-commercial offer to ESCO's website (through Sourcing Field) max. up to 07.October.2026. It is evident that this letter is only for notification purpose.

Yours Respectfully, M.Shateri,
Goods & Equipment Purchasing Management
Esfahan Steel Company



Brief Notice of International Tender No. 1097697

Fist Announcement

It is hereby notified that **Esfahan Steel Company (ESCO)** intends to purchase 4 Items Refractory Materials for the Submerged Mechanism of the Casting Station No.3's Tundish as per the required conditions and technical specifications through two-stage international Tender. Accordingly, all the prospective bidders are kindly requested to visit ESCO's website www.esfahansteel.ir so as to obtain the tender document and upload their techno-commercial offer to ESCO's website (through Sourcing Field) max. up to 07.October.2026. It is evident that this letter is only for notification purpose.

Yours Respectfully, M.Shateri,
Goods & Equipment Purchasing Management
Esfahan Steel Company