

Inaugural Speech of 'NONI SEARCH 2006'

By Dr. Kirti Singh, Chairman, WNRF

Respected Honorable Prof. S. Kanniyar, Prof. K. Pradhan, Prof. K V Peter, Prof. P I Peter, Chairman of various Research Programs of World Noni Research Foundation (WNRF), Eminent Scientists, Doctors, Researchers, Esteemed Delegates, Special Invitees and Representative of the Press and Media, Ladies and gentlemen,

At the outset, I would like to wish each and every one of you an extremely pleasant morning and extend a special 'Noni Welcome' to one and all to 'Noni Search 2006', the 1st National Symposium on 'Morinda Citrifolia', organized by the World Noni Research Foundation in Hyderabad - the city of pearls!

I take immense pleasure in welcoming you to this prestigious event, as I am extremely delighted by the enthusiasm, excitement and the energy shown by each and every one of you towards this high profile event. As the Chairperson of the World Noni Research Foundation (WNRF), I take pride in welcoming you, as in the next two days we are going to witness some path breaking research findings on 'Morinda Citrifolia', nature's amazing gift to mankind, that promises a significant contribution, in every sense of the term, to the 'Wellness Revolution' of our great country India!

Today, during this auspicious occasion, I would like to draw your attention to a very important aspect of our life called the 'Wellness' quotient. Well, do I say we are victims of the modern-day living of the 21st century or do I admit our acutely celebrated ignorance that human beings belong to the nature? Whatever may be the case, our so-called 'Modern Lifestyle' has been successful in only giving birth to a wide range of 'Modern Services' including the much talked about 'Health Care' Industry! I am sure all of us know that primarily the 'Health Care' industry is a reactive industry as it addresses the need of only the sick people. It is only when healthy people turn 'Sick', they become potential customers of 'Health Care' industry. Obviously, it is focused on treating the symptoms of a human disease than preventing it. By this very fact, the term 'Health Care' becomes a complete mismatch!

Why do people from all over the world suffer from day-to-day health hazards, various types of ailments and life threatening diseases? Why do we have so much of health problems in spite of the advanced modern medical facilities? Well, if we have a close look at our living condition and observe our lifestyle, the reasons are more than evident.

Today, the air that we breathe is polluted while the water we drink is contaminated. The synthetic, artificial, junk food filled with high residues of hazardous chemicals and pesticides destroy the immune system of the present generation, which as per the recent survey, is reduced to 60% of what existed in the 1960s. The hurry and worry of modern day living, compounded by irregular diets, inappropriate eating habits and erratic work schedules have ended up in all of us having a high amount of physical, psychological and financial stress, that has gifted us unhealthy nightmares.

I wish to draw your attention to malnutrition. Malnutrition is nothing but bad nourishment of our body. Clinically, malnutrition is characterized by an inadequate or an excess intake of protein, energy, micronutrients and vitamins and the frequent infections and disorders that results from it. Eating too much or wrong type of food, the response of our body to mal-absorption of such nutrients and the inability of our body to appropriately use these nutrients to maintain good health are essentially a part of malnutrition. According to an online survey report, India stands first among the top 5 under nourished countries of the world with an estimated figure of approximately 212 million citizens, suffering from malnutrition.

We must know that despite a relatively small amount of proteins, vitamins and minerals that are required by our body on a daily basis our biologically programmed need for these substances is not being met by our modern food supply. When the body records low level of one or more nutrients, it shows up in the form of some disease or symptoms. When these deficiencies are taken care of by appropriate changes in our diet and a suitable vitamin mineral supplement, the symptoms disappear.

A recently published WHO/FAO report recommends that consuming at least a minimum of 400 GMS of fruit and vegetables per day (excluding potatoes and other starchy tubers) is extremely useful in prevention of chronic diseases such as heart disease, cancer, diabetes and obesity. It is also found to be useful for the prevention and mitigation of several micronutrient deficiencies, especially in less developed countries.

'Clearly, for a positive state of health, you need to take a hard look at what's on your plate', it has been said. All of us know that if we give our body what it needs, the body heals itself, for it is an amazing creation of Almighty! 'Your Food is Your Medicine', Hippocrates had declared long ago! Adequate type of sufficient nutrition intake effectively prevents almost all diseases. Eating nutritious food that is simple, safe, cost-effective and yet scientific can drastically reduce human suffering. When we eat such a balanced diet, it strengthens our immune system, enhances energy levels and uplifts individual performance in every walk of life. In other words, the modern generation must learn a new art and that is the 'Art of Eating'! It is this knowledge that would help you prevent probable health challenges and stop you from being a customer of the 'Health Care' industry! This paradigm shift in addressing our health concerns has emerged in a new industry called the 'Wellness Industry'.

Today, 'Wellness Industry' is globally emerging as the major industry. 'Wellness Industry' goes beyond a mere physical well being to address a holistic well being of the body, mind and the soul. Hippocrates was the first physician who had focused on preventing disease as well as treating them. In all areas of medicine, he taught that the right type of nourishment and exercise were the key to both avoiding sickness and regaining health. Importantly, the 'Wellness Industry' is proactive, as people associated with it focus on being healthy by preventing diseases, who feel younger, stronger, stay healthy and smile better!

So, we must consider various ways of preventing diseases. We may not be able to permanently change the living conditions such as environment and the pollution levels or the fast phased life of modern day living, as we desire! So, what's the way out? The best possible solution is to make tiny alterations in our own lifestyle. How do we do it? Well, this is where 'Nature', the biggest pharmacy of this Universe whose CEO is God

Himself, becomes so very relevant. Nature has an abundance of natural resources that can powerfully address the 'modern-day' health complications. The role of 'Morinda Citrifolia' thus is a very relevant and vital example in understanding the power of natural abundance.

Noni, as it is known all over the world, is a tropical fruit from the tree Morinda Citrifolia, popularly known as Indian Mulberry. The species name Citrifolia indicates the resemblance of the plant foliage to that of some citrus species. Morinda Citrifolia L. the botanical name for the genus was derived from the two Latin words i.e. Morus meaning mulberry and Indicus meaning Indian. The name itself is a clear evidence to show that Morinda Citrifolia is a native to India. Most of the Indian traditional healers were extensively using 'Noni', some 3000 years ago, references of which are well documented in ancient Indian Ayurveda and Siddha medicinal textbooks. Today, there are more than 30,60,000 web links on the Internet providing in-depth information on Noni. More than 40 Universities across the world are conducting wide range of research on its various health enhancing properties.

Noni is nature's abundance bundled in one fruit. Research has found that it contains more than 150 nutraceuticals that are required by a human body on a daily basis, that too in right combination and in an easily absorbable form! Mother Nature knows what nutrients our body requires and in what combination. Nature works holistically. In fact 'Discovery Channel' in one of its well-researched documentary, aired in February 2003, concluded that Noni is the greatest invention of our times in terms of its nutritional value.

Millions of people world over are experiencing remarkable health benefits from Morinda Citrifolia. In fact Noni has proven to be a boon to mankind for people from all walks of life, from womb to tomb, in more than one ways. I must say that Noni is meant for healthy people as it can prevent them from life threatening future health hazards and eventual economic burden. Noni, a natural resource, can also be a low-cost alternative therapy for a common man. Commercial cultivation of Noni plant is another major avenue for our farmers!

The 'Wellness Revolution' is the economic solution to the problem of sickness industry. Today there is no better example of God's hand at work than in the emerging 'Wellness Industry' and the positive economic forces behind the wellness revolution that is about to take place.

This is what laid a foundation to the genesis of World Noni Research Foundation (WNRF). WNRF focuses on providing education, information and knowledge to healthy people who want to remain healthy and for sick people to become healthy, by unleashing the health enhancing properties of Morinda Citrifolia, through intensive research, scientific studies and publication. WNRF is strongly committed to retrieve our native identity and share its past glory, ethno botany, history, science, benefits and its multiple uses with one and all across the globe. It challenges to revive the age-old wisdom of using the Noni fruit on a day-to-day basis as a part of our regular diet. It also serves as a platform for young scientists and emerging wellness doctors to voice out their research findings. It will also function as a facilitating body for all Noni farmers, industries and consumers to establish a sustainable Noni economy network. It collectively represents the interests of all people in the Noni research and Noni industry. Learning from the wisdom of the native people, WNRF aims to conserve and improve Noni towards sustainable human and ecological health. WNRF believes that everyone

deserves to enjoy good health and intends to perform research in these areas to create a wellness revolution among masses.

WNRF is a non-profit, self-sustaining independent entity of like-minded professionals that believes in generating scientific knowledge up to the molecular level on all aspects of the plant such as its nutritional benefits, crop development, clinical studies, Phytochemical studies and pharmacological research. WNRF has four department namely, Noni Clinical Research Program (NCRP), Noni Crop Developmental Research (NCDR), Noni Phytochemical Research Program (NPRP) and Noni Experimental Research Program (NERP), lead by well-qualified and professional scientists.

As an independent body, WNRF commits itself for an exclusive Noni research and development aiming at a 'Disease Free World'. Its web sites, journals, publications and newsletters are established to provide a non-biased forum for the researchers, consumers and industries to publish their research findings and experiences with Morinda species. It believes that this synergistic effort of scientists and wellness doctors of 'Noni Solidarity' would empower millions of ordinary people to find their dignity in leading a healthy life and experience economic freedom naturally. Noni Search is our first step in this direction!

Noni Search 2006 is a platform for emerging scientist and wellness doctors to voice out their ideas and research findings. Noni Search 2006 is aimed at highlighting our current research activities and breakthrough happenings in Noni Clinical and Agricultural Research. I am pleased to know that we have already been successful in attracting many enthusiastic scientists and researchers together so that all of us can arrive at new and creative ideas to explore wide horizons of Morinda Citrifolia applications!

In the next two days all our esteemed chairpersons and panelists are going to share their research findings on Noni. I am sure 'Noni Search 2006' is only a humble beginning and will pave way for many more such symposium not only at the National level but also at the International level, showcasing the unlimited abundance of our Natural Resources. I once again welcome each and every one of you in a special way to Noni Search 2006. I wish you a pleasant stay in the city of Hyderabad and an extremely fruitful participation in Noni Search!

While I am addressing you I am fully conscious of the fact that I am basically an agricultural scientists. Agriculture is the main stay of our county and millions of our people depend on food for their livelihood. Horticulture enjoys special significance in our diet and national economy. India ranks second in production of fruits and vegetables and first in many individual fruits and vegetables. Noni being a horticulture fruit must find a place in our education and research programs in view of its importance for marinating proper health standards.

Long Live WNRF!

Long Live Noni Search!

Jai Hind!