



# The Blue Moon

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## Global Health Diplomacy

### Navigating Business Opportunities in the Midst of a Pandemic



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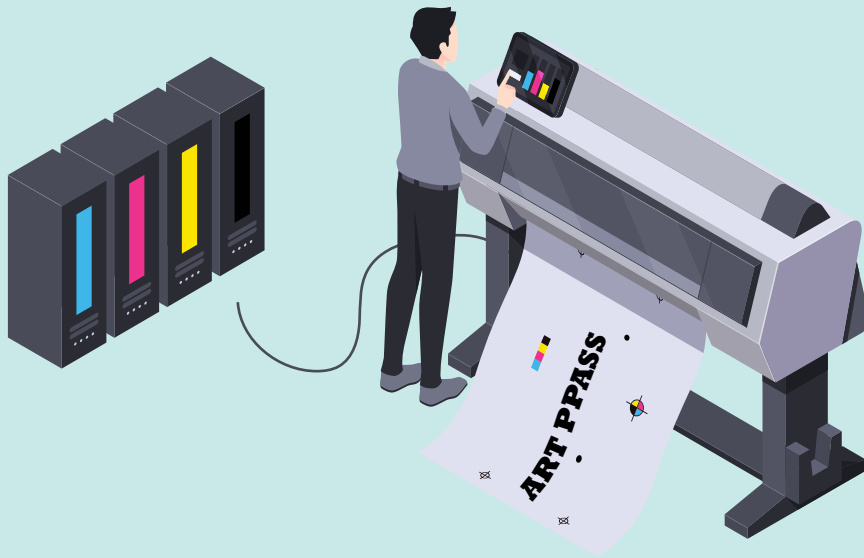
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# Global Health Diplomacy

Ever heard of the term Global Health Diplomacy (GHD) ? Well I was unaware of such a heavy word which has three gigantic subjects - global , health and diplomacy . I could understand the three taken apart and the literal meaning of each of the terms. But as life will have it, the time came for me to learn the meaning of the term which I never imagined would come, on to my writing desk one fine morning.

My knowledge was enhanced. It brings together several disciplines including public health, international affairs, management, law, economics and trade policy . Definition of GHD terms it “intergovernmental negotiations that shape and manage the global policy environment for health”.

Today’s health diplomacy more than ever before involves a multiplicity of actors, not all of which are representatives of the state, and occur at various venues at diverse levels of authority.

There are various definitions of diplomacy, several of which no longer reflect the evolution that has taken place in the field. It has been defined as “a tool by which states implement their foreign policy and articulate and defend their national interests”.

Non-state actors not only help to shape the policy responses taken by governments to today’s

global challenges, but can also play an active role in negotiations undertaken to respond to these challenges. The influence of non-state actors who command large amounts of resources, particularly financial, is growing. They can exert political pressure on governments that is difficult to ignore and which may run counter to the overall public good.

The WHO Director General Margaret Chan hit the nail on the head when she noted that “market power readily translates into political power, and few governments prioritize health over big business”.

Indeed, the new US Administration may be less strident in their efforts to regulate big business than was the Obama administration. This could have a significant impact on the overall global response to finding policy solutions to improve global health.

In today’s globalized world, characterized by ever increasing trans-boundary flows of people, products, services and capital, the risk of the spread of disease and pandemic outbreak is greater than ever before.

Recent Examples :

- SARS outbreak in 2003
- Growing threat of antimicrobial resistance (AMR)
- Zika
- Ebola

- Chikungunya Virus
- HIV/AIDS

The relevance and heightened importance that is accorded by the international community towards GHD results from the impact it has on three major aspects of the global agenda: the world economy; the security environment and the humanitarian, human rights and social justice arenas.

While some countries are well equipped to meet the challenges posed by contemporary global health threats many others, mostly in the Global South, are not.

The relationship between health, foreign policy and international trade is currently at the cutting edge of multilateral diplomacy and health experts have a critical role to play.

Traditional diplomats require the help and active engagement of health experts to design and negotiate frameworks and agreements that can address global health challenges in a collective manner.

The need for increased foreign policy and diplomatic activities on global health problems has created opportunities and challenges for those who shape the foreign and health policies of Member States.

**Amit Mittal**

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# The Road to Supremacy

## Decoding Ethiopia's Path to Industrial Growth

We bring you an exclusive interview with a visionary leader, H. E. Mr. Melaku Alebel, Minister of Industry of Ethiopia visited India recently. We delve into Ethiopia's industrial transformation, the role of Indian investments, and the challenges faced. Stay tuned for this enlightening journey

by Jjuliaa Gangwani



**H. E. Mr. Melaku Alebel**  
Minister of Industry of Ethiopia

cargo destinations worldwide. Ethiopia is not just an investment destination; it's also a gateway to the rest of the African countries.

With the Africa Continental Free Trade Area Agreement now in the implementation phase, Ethiopia serves as the best entry point to this promising market. Keeping this in mind, we designed the new industry policy to enhance industrialization in Ethiopia.

This policy pays special

attention to small and medium-sized enterprises, as well as large industries. We believe industrialization can create employment opportunities and enhance innovation and technology transfer across sectors.

We have initiated a new movement, 'Ethiopia Tamard,' for the implementation of this policy. This policy aims to bring about economic transformation and structural change in the country. One of our key plans is the homegrown economic

**Q. Could you share your vision for the future of Ethiopia's industry sector, particularly in light of the new industrial policy that gives priority to local manufacturers?**

Before I delve into the future of industrialization in Ethiopia, I would like to highlight the immense potential that our country possesses. We have a competitive and comparative advantage in the manufacturing industry due to our abundant resources.

Ethiopia is rich in raw materials for the manufacturing industry, mining resources, and agricultural products, including livestock. We also produce abundant energy, which serves as a crucial input for the manufacturing industry.

Moreover, we have a large market of 120 million people and, thanks to Ethiopian Airlines, we are connected to more than 134 destinations and 68

reform, which prioritizes the manufacturing industry, agriculture, ICT, and tourism.

In the coming 10 years, we plan to create 5 million employment opportunities, increase the market share of the manufacturing industry from 30 percent to 60 percent, and boost the capacity utilization of the manufacturing industry from the current 50 percent to 85 percent

**Q. Considering the significant role of Indian investments in**

## The Future of Health Diplomacy A New Era of Global Collaboration

by TBM Correspondent

The aftermath of the COVID-19 pandemic has underscored the critical importance of global health security. Looking ahead, health diplomacy is poised to play a central role in the management of global health crises.

The future of health diplomacy extends beyond crisis management and encompasses the facilitation of multisectoral engagement. International entities such as the World Health Organization (WHO), the World Trade Organization (WTO) and the United Nations (UN) in conjunction with governments, non-governmental organizations (NGOs) and private sector entities will all contribute to this effort.

The future of health diplomacy can be encapsulated by the triad: "Lead, Leverage, and Elevate." 'Lead' denotes spearheading diplomatic endeavours to fortify global health security. 'Leverage' involves leveraging health-related issues to cultivate relationships, encourage collaboration, and foster peace and stability among nations. 'Elevate' pertains to elevating the prominence of health security as a foreign policy priority.

### Ethiopia's industry sector, could you elaborate on the steps being taken to further strengthen this relationship?

Indians are the second-largest investors in Ethiopia, having invested around three to four billion dollars and created employment for more than 75,000 people. In the coming years, we expect more Indian investors to come and invest in Ethiopia. The partnership and bilateral agreement between Ethiopia and India is a strong support to bring potential investors from India to Ethiopia.

However, there are still many gaps to be filled by technology and investment. We have shown potential investors the opportunities we have in our country, the support from the government, and how to start a business in Ethiopia. We have industry parks, power, and many other things that I mentioned before. All of these are good opportunities for Indian investors to come and start a business in Ethiopia. The relationship between the Ethiopian and Indian governments will also be a good opportunity to enhance this important partnership."

**Q. As we discuss strengthening bilateral relations between India and Ethiopia, what do you perceive as the biggest challenges and opportunities in Ethiopia's industry sector? How does your ministry plan to address these?**

The challenge always in developing countries is the gap in technology availability. The difference in development between developed countries and developing countries is the availability and utilization of technology. This might be one of the challenges for us, but it could also be an opportunity for Indian investors, as India has become a powerhouse of technology and knowledge.

One of the gaps in our sight is technology. Another issue is the capacity building part, the skill part. Technology cannot stand alone without skill. So the skill gap is also one of the challenges. But as a good opportunity, Ethiopians are fast learners, they cope within a short period, but skill transfer is always very crucial, and one of the challenges is the skill part.

The third part is about finance and forex. This is one of the challenges at the early development stage of any country. It was also the same challenge in India in the 90s. Now, we are opening up our economy to foreign direct investment. So, even if it is a challenge for the time being, it could also be an opportunity for Indian investors and the financial sector to come and do business in Ethiopia.

Otherwise, all the other things are improving very well. So, I couldn't mention these as challenges because they will not be sustained for long.

## India-Denmark Green Strategic Partnership Strengthens at Reception

by TBM Correspondent



H.E. Freddy Svane  
Ambassador of Denmark to India,  
with his wife

On March 4th, the Danish Ambassador to India, H.E. Freddy Svane, hosted a reception celebrating 75 years of diplomatic ties between India and Denmark. The event, attended by key figures from both nations, highlighted shared values, mutual interests in green development, and the unveiling of the #IndiaDK75 logo, symbolising the countries' commitment to a sustainable future.



H.E. Freddy Svane  
with Dance Troupe



H.E. Freddy Svane  
with his wife and the guests

## Ethiopian Victory Day

### A Vibrant Tribute to Resilience and Sovereignty

by TBM Correspondent

The Ethiopian Embassy in New Delhi marked a significant milestone on March 2nd, 2024, as it celebrated the Adwa Victory Day. This day is etched in Ethiopian history as a symbol of their triumph over Italy in the Battle of Adwa in 1896. More than just a commemoration of a historical military victory, the day stands as a beacon of resistance against colonial powers and a testament to Ethiopia's unyielding spirit and sovereignty.

ambassador's speech was a poignant tribute to the brave ancestors who fought valiantly in the Battle of Adwa. The atmosphere was charged with unity and national pride as the Ethiopian community gathered to honor their rich heritage and history.



H. E. Mr. Demeke A. Ambulo  
Ambassador of Republic of Ethiopia & his  
spouse with the Chief guest from the  
Ministry of gov't. of India



H. E. Mr. Demeke A. Ambulo  
Ambassador of Republic of Ethiopia to India

The event was a kaleidoscope of Ethiopian culture, with women donning traditional Ethiopian attire, adding to the vibrancy of the celebration. The

This event serves as a vivid reminder of Ethiopia's illustrious history and the indomitable spirit of its people. It underscores the importance of preserving and celebrating our diverse cultures and histories, thereby fostering mutual respect and understanding among nations.



H. E. Mr. Demeke A. Ambulo  
Ambassador of Republic of Ethiopia with  
Representatives of different Countries

Kapoor Photographer

# India's Pharmaceutical Prowess

## A Beacon of Hope in Global Health Diplomacy

by TBM Correspondent

India's pharmaceutical industry stands as a global powerhouse, supplying over 60% of global demand for vaccines and a significant proportion of generic medicines. This has positioned India as a crucial player in global health, capable of producing high-quality medicines at a fraction of the cost compared to many other countries.

The COVID-19 pandemic underscored the importance of rapid response in vaccine development and production. India demonstrated this by quickly ramping up production of COVID-19 vaccines. This rapid response was made possible by India's robust manufacturing capabilities, skilled workforce, and strong government support.

India has been instrumental in promoting international cooperation in the pharmaceutical sector. The country has signed Memorandums of Understanding (MoUs) with several countries for cooperation in the field of medicine. These MoUs aim to facilitate the exchange of experts, joint research, and collaboration on regulatory issues related to medicine.

India has played a significant role in Global Health Diplomacy (GHD), leveraging its strengths in traditional



medicine, pharmaceutical manufacturing, and diplomatic negotiation to address global health challenges. India has been instrumental in promoting traditional medicine on a global scale. The country has taken initiatives to spread awareness about Yoga and Ayurveda around the world.

India has used diplomatic platforms, including the G20 and climate change negotiations at the twenty-eighth Conference of the Parties (COP28), to promote a development agenda for low- and middle-income countries (LMICs) that focuses on global health issues, such as pandemic preparedness and climate change adaptation.

During the COVID-19 pandemic, India relied on health diplomacy to strengthen their presence and soft power in Africa, through donations or technical assistance. India plays a pivotal role in international negotiations at the World Health Assembly and the World Trade Organization. For instance, early in the pandemic, the Indian government boldly endorsed a "public interest" standard by submitting to the WTO with South Africa a waiver of

monopolies based on a combination of patents, control over clinical trial data, and trade secrets on vaccines, therapeutics, and diagnostics.

India's industrial policy of investing public money and developing technology in pharmaceuticals and reforming the colonial law at the time, making medical discoveries free of patents, made it a powerhouse in vaccine and drug manufacturing.

Often referred to as the 'pharmacy of the world', India has been a major player in the global vaccine supply chain. The Serum Institute of India, based in Pune, is the world's largest vaccine manufacturer by volume, producing more than

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# The WHO's Push for Global mRNA Vaccine Access

## Will the WHO hub realize its vision before the next global health crisis?

by Amy Maxmen

In 2021, wealthy countries doled out third doses of vaccines against COVID-19 while the disease surged in parts of the world that had none. Had vaccines been more equally distributed, an estimated 1.3 million people might be alive today, and the delta and omicron variants that exploded during those surges might have fizzled out before spreading around the globe.

The most exclusive and arguably most effective COVID-19 vaccines in 2021 used messenger RNA (mRNA). Rather than rely on charity in the next epidemic—a fool's errand time and again—countries that had almost no access to mRNA vaccines launched an initiative in June of that year led by the World Health Organization (WHO) to make their own. Unlike earlier efforts to produce vaccines in low- and middle-income countries, the WHO mRNA technology transfer hub put the technological platform before the disease. The vision was for companies and institutes in 15 middle-income countries to produce mRNA vaccines for their own regions.

Demand for COVID-19 vaccines, however, has dwindled, and no other mRNA vaccines have come to market,



Phials of an mRNA type vaccine candidate COVID-19 are pictured at Chulalongkorn University during the development of an mRNA type vaccine, in Bangkok, Thailand, on May 25, 2020. REUTERS/Athit Perawongmetha

meaning that the WHO hub remains more potential than proof of concept. That observation does not demean the effort. The future appears full of opportunities if the hub can overcome technological, economic, regulatory, and other challenges.

### Targets and Technology

Biotechnology analysts predict that mRNA will become the dominant vaccine platform over the next 15 years, with candidates against HIV, rabies, seasonal influenza, Chikungunya, and other pathogens in the pipeline. At an event about the WHO hub, Drew Weissman, who won a Nobel Prize for his foundational work on mRNA vaccines, listed diseases ranging from cancer to sickle cell anemia that mRNA vaccines and drugs could address. He encouraged hub leaders to move forward and emphasized that for "local regions to develop the

therapeutics they need, they have to have access to the RNA scientific technology."

Producing mRNA vaccines involves chemical-based processes rather than finicky steps in large bioreactors or expensive, high-level biosafety containment laboratories, making the mRNA platform attractive to countries with nascent pharmaceutical sectors. Achal Prabhala, a public health researcher at AccessIBSA in India who serves on the WHO hub's board, believes that the hub "is a viable, long-term bet because this is the most scalable technology anywhere in the world."



A production scientist works with samples at the Afrigen Biologics' site, in Cape Town, South Africa, on February 3, 2022. REUTERS/Shelley Christians

### From Imitation to Innovation

Within a year of the WHO hub's launch, researchers at Afrigen Biologics & Vaccines, a small biotech company in Cape Town, South Africa, had developed an mRNA COVID-19 vaccine similar to the one made by Moderna. Afrigen showed the hub's other

partners in Argentina, Indonesia, and a dozen other countries how to make it. The countries meet regularly to swap tips on mRNA vaccine production, a notable departure from the typical mode of drug development in which pharmaceutical companies prioritize secrecy to maintain a competitive advantage.

Afrigen no longer plans to take its COVID-19 vaccine through clinical trials for regulatory authorization. At this point, high levels of partial immunity complicate such trials, and the market for COVID-19 vaccines in southern Africa has dried up. Researchers at the company have begun working with the South African Medical Research Council (MRC) to develop mRNA vaccines against tuberculosis and HIV, which have proved challenging for vaccine development in the past. Last year, scientists in the group published a report on proteins that future tuberculosis vaccines might target. The U.S. Agency for International Development recently invested \$45 million in the MRC's project to develop proteins that trigger an immune response against HIV and could form the basis for vaccines.

### **Building the Business Model**

Even if South Africa's effort goes well, a decade could pass before such vaccines come to market—a possibility that underscores economic challenges facing the WHO hub. From a business perspective, the hub's Asian

partners might be best placed to remain active before another outbreak triggers the need for vaccines. Companies in Bangladesh, India, Indonesia, and Vietnam sold other vaccines and drugs before the hub launched. Those companies are sustained by private and government investment and are in or near countries with significant biotech sectors, including China, Singapore, and Thailand.

### **Even if South Africa's effort goes well, a decade could pass before such vaccines come to market**

For example, the WHO hub's Indian partner, Biological E, has made drugs and vaccines since 1962 and currently produces some 50 products. At the peak of the pandemic, Biological E repurposed one of its facilities for mRNA vaccines and applied to be a part of the hub initiative. A spokesperson says the company has gained technological prowess around mRNA through collaboration and connections with suppliers and remains up to date on the latest equipment.

Tools are also advancing rapidly. The WHO hub's last gathering showcased a machine from Quantoom Biosciences that automates much of the mRNA vaccine-making process. "This increases efficiency and yield, which brings down the price," says WHO's vaccine research coordinator Martin Friede. And price matters. Companies need to make and

sell mRNA products so that they are around when the next pandemic hits. Some are considering mRNA-based drugs, rather than vaccines. At least a third of some 125 mRNA pharmaceuticals that companies around the world are clinically testing are therapeutics.



A girl receives a dose of Biological E's COVID-19 vaccine during a vaccination drive for children aged 12 to 14 inside a school, in Ahmedabad, India, on March 16, 2022. REUTERS/Amit Dave

### **Patent Problems and Red Tape**

The explosion of interest in mRNA pharmaceuticals is good news for the WHO hub—but not entirely. Most companies working on mRNA are in wealthier countries, often allowing them to move faster and patent innovations along the way. As of June 2023, more than 15,000 patents related to mRNA vaccines have been granted around the world. AccessIBSA's Prabhala says that patents could pose a problem for the hub's partners in Brazil, India, and other middle-income countries where big pharmaceutical companies have fiercely defended their intellectual property.

Governments in those nations could help regional mRNA efforts by examining patent applications more closely or overriding patents that prevent

national companies from moving forward in order to protect domestic interests against public health threats. That strategy could take a cue from the U.S. government, which made Moderna's speedy work possible by permitting it to infringe on third-party patents while manufacturing its COVID-19 vaccine. Entities that use intellectual property in this way typically pay royalties to the innovating companies in exchange.

Another way to foster success is to make regulatory processes across low- and middle-income countries more efficient without compromising safety. Large pharmaceutical companies in wealthy countries stand a good chance of developing the first mRNA vaccines in the event of another pandemic. If the WHO hub's partners are ready to make mRNA vaccines, they should transfer their technology rapidly. However, clinical trials on locally made products take months if not years. Prabhala recommends using alternative analyses that prove one mRNA vaccine is equivalent to another, as is done with certain drugs made by generic manufacturers.

### **Making the Vision Viable**

The WHO hub's partners in Kenya, Nigeria, and Senegal face steeper challenges because their pharmaceutical sectors are at an early stage, they have more difficulty importing reagents and equipment, and need to grow their scientific workforce. Even in South Africa, Afrigen's Petro

Terblanche notes that the slow pace of imports has significantly delayed progress.

Funders have recognized the need to overcome such obstacles in Africa. The GAVI Vaccine Alliance recently pledged \$1 billion to advance the African Union's goal of having at least 60% of vaccines administered in Africa to be made on the continent by 2040. That is a drastic shift from current conditions, where just 1% of vaccines used in Africa are produced there. Such an outcome would address public health problems while boosting economic development.

### **The vision of the WHO's hub initiative remains to be realized, but its momentum is notable**

The vision of the WHO's hub initiative remains to be realized, but its momentum is notable. For example, Afrigen expects to receive regulatory authorization in 2024 to manufacture vaccines from start to finish—a process that typically takes five to seven years for a new facility.

Driven by such national milestones, the hub in South Africa is growing more quickly than efforts by Western companies to help increase vaccine manufacturing on the continent. In 2021, Moderna and BioNTech, the German company that co-produced mRNA COVID-19 vaccines with Pfizer, promised to build African mRNA vaccine plants. But shipping containers from BioNTech meant to house eventual production only

arrived in Rwanda last year. Moderna lags even further behind, having recently signed a contract to build its plant in Kenya.

If the WHO hub's momentum continues, emerging economies will move closer to having the capacity to protect their populations from pathogenic threats during pandemics and beyond.

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Continued from page 6

Technology will be a pivotal factor in the future of health diplomacy. Digital health technologies, data sharing, and artificial intelligence are poised to revolutionize our approach to global health.

Nonetheless, the road ahead is not devoid of challenges. The global proliferation of chronic diseases, environmental health hazards, and the health implications of climate change are all issues that necessitate attention. However, within these challenges lie opportunities. Health diplomacy has the potential to unite the realms of public health, international affairs, management, law, and economics to advocate for and safeguard global health.

In conclusion, the future of health diplomacy is promising. It heralds a new era of global collaboration, where health serves not only as a personal well-being concern but also as a means to foster international relations and bolster global security.

# Global Convention of Meditation Leaders Calls for Universal Adoption of Meditation

by TBM Correspondent

In a landmark event held on the 23rd, 24th, and 25th of February 2024, the Global Convention of Meditation Leaders concluded that the promotion of meditation is the ultimate solution to a myriad of escalating global issues. These include health problems of the body, mind, and spirit, increasing violence, addiction, insecurity, disease, corruption, disharmony, terrorism, and the worsening threat to the environment and global peace.

The convention emphasized that negativity and violence originate in the mind of the individual. Therefore, the simple technology of meditation should be imparted to everyone, even from childhood, to foster positivity, human values, right attitudes, and thinking. This would create healthy individuals who form the basis of harmonious and happy families. These families, in turn, constitute compassionate societies that care for each other and the environment. Such ideal societies can then form an ideal nation, and a collective of such nations can result in a fair, peaceful world without war, discrimination, and ensuring



justice to everyone.

The resolution unanimously passed at the convention will be submitted to policymakers at the national and global level. The leaders expressed hope that just as the world readily accepted Yoga as a universally respected principle and practice, meditation would also be universally accepted for creating a world of justice, peace, and prosperity.

While the world has accepted and implemented Yoga globally, following the Hon'ble Prime Minister's appeal, the emphasis has been on Hatha Yoga, which ensures physical health. The convention

highlighted that the important aspect of meditation has not been adequately understood. Hence, there is a need for another national and global movement to understand and implement meditation as the most essential practice to transform individuals everywhere. This transformation will ensure the world

becomes a peaceful, healthy, harmonious, just, and prosperous home for everyone on the planet.

The convention marked a significant step towards recognizing and promoting the transformative power of meditation. It served as a clarion call for individuals, families, nations, and the global community to embrace meditation as a tool for positive change and global peace.



# AYUSH

## India's Ancient Wisdom Shaping Global Health Diplomacy

by TBM Correspondent

is contributing to health diplomacy by offering alternative and complementary health strategies.

The global acceptance of Yoga, a part of AYUSH, is a testament to its impact on health diplomacy. The United Nations' declaration of June 21 as International Day of Yoga, following a proposal by the Indian Prime Minister, is a significant milestone in this journey.

### Shaping the Future of Global Health

As we move forward, AYUSH's role in shaping global health policies and practices is likely to



grow. By promoting traditional and alternative systems of medicine, AYUSH is not only contributing to healthcare in India but is also influencing global health trends.

### India's Ancient Wisdom, Modern Impact

In the vibrant tapestry of India's healthcare landscape, a thread weaves its way, subtly yet significantly altering the pattern. This thread is AYUSH, an acronym that stands for Ayurveda, Yoga & Naturopathy, Unani, Siddha, and

growing steadily, both in India and internationally. Its holistic approach to health and wellness, focusing on



prevention and well-being, resonates with the global shift towards sustainable healthcare.

### AYUSH and Health Diplomacy

Health diplomacy involves negotiations and actions that are undertaken by various stakeholders to improve global health. In this context, AYUSH



Homoeopathy.

### India's Health Legacy

AYUSH represents India's rich health legacy, a treasure trove of traditional and alternative systems of medicine. Managed by the Ministry of AYUSH, these systems are deeply entrenched in India's cultural fabric and history. Today, they are stepping onto the global stage, ready to make their mark.

### A Global Health Gamechanger

The AYUSH industry has been

## A Cornerstone of Indian Healthcare

AYUSH is not just a collection of healthcare systems; it's a cornerstone of Indian healthcare. In India, where healthcare is a pressing issue due to the vast population, AYUSH provides accessible and affordable healthcare solutions. The Ministry of AYUSH has been instrumental in bringing these traditional systems to the mainstream, ensuring their standardization and quality.

## A Global Health Solution

The global health landscape is increasingly recognising the



value of traditional and alternative systems of medicine. With its holistic approach to health and wellness, AYUSH is well-positioned to contribute to this global shift.

## Promotion of International Cooperation

The Ministry of AYUSH has developed a Central Sector Scheme for the Promotion of International Cooperation in AYUSH. This scheme aims to

promote and strengthen awareness and interest in AYUSH Systems of Medicine at an international level. It facilitates international promotion, development, and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa, and Homoeopathy.



## Medicinal Plants in AYUSH

Medicinal plants play a crucial role in AYUSH systems of medicine. The Ministry of AYUSH has recognized this and has drawn up schemes for cultivating, promoting, and regenerating medicinal plants that are used in these systems.

## AYUSH in the Pandemic and Beyond

The outbreak of the COVID-19 pandemic challenged healthcare systems globally. The pandemic has accentuated the need to strengthen health systems and accelerate research and development (R&D) programs. The Ministry of AYUSH (MoA), Government of India has undertaken several R&D and public health initiatives to harness the potential of AYUSH



systems to contain the impact of the COVID-19 pandemic. These initiatives aim to create public awareness regarding measures to improve immunity and mitigate the impact of the pandemic.

In conclusion, AYUSH is not just a part of India's health heritage; it's a global health solution and a significant player in health diplomacy. Its impact on global health is significant and growing, marking the beginning of a new chapter in the annals of global health diplomacy. As we navigate through the pandemic and beyond, the role of AYUSH in promoting health and wellness becomes even more crucial.

*"In our pursuit of comprehensive coverage on this topic, The Blue Moon magazine made several attempts to reach out to the Secretary of the Ministry of AYUSH for an exclusive insight. Despite our best efforts, we were unable to secure a direct conversation. Therefore, the information presented in this article is compiled from various reliable sources and represents our commitment to delivering well-researched and valuable content to our readers."*

# From Peru to India

## The Legend of the Incas

by TBM Correspondent

**Q. Can you tell us about the journey of adapting Peruvian mythology, specifically “AYAR: THE LEGEND OF THE INCAS”, into a comic book format? Are there other mythological characters that have been similarly adapted?**

In 2008, my partners Virginia Borja, Kaimer Dolmos, Erly Almanza, and I, Oscar Barriga, went on a journey across Peru's coast, mountains, and jungles to find myths and legends that had never been told. We discovered that there were many stories that had not been shared before. We began with the most well-known legend of the Andean world, the Ayar brothers' tale. We combined it with other myths and legends, like putting together a puzzle. We realized that we were the only ones working on transforming mythology into comic book format, inspired by comic productions on Greek mythology, such as “Saint Seiya,” Egyptian mythology like “Here the Mummies,” and Asian mythology like “Dragon Ball.” This inspired us to launch our line of comics.

**Q. What are the foundational inspirations behind creating the “AYAR: THE LEGEND OF THE INCAS” mythology comic book?**

There were a lot of characters and works that motivated us to

pursue our passion in this field, but the comic books by Todd McFarlane – Spawn were the ones that captivated us the most, primarily due to their stunning visuals. Of course, Spiderman, Superman, Kaliman, and Tarzan were forerunners who influenced each one of us as creators, but something that truly inspired the entire team, especially me, was



the fact that we were endorsing our country's national identity and showcasing Peru's ancient image to the world.

**Q. In which markets is “AYAR: THE LEGEND OF THE INCAS” currently established, and why do you believe it would resonate with comic book readers in India?**

Copies of our product are currently available in North American markets, specifically in Canada. Portuguese translations of the product can

be found in both Brazil and Portugal. We are also in the process of finalizing negotiations and contractual terms with a new publisher in Italy, as we prepare to enter that market.

**4. Could you walk us through the process of converting Peruvian mythology, particularly “AYAR: THE LEGEND OF THE INCAS”, into a comic book? Are there other mythological characters that have been adapted similarly?**

We begin with an exhaustive search for information, validating our ideas by investigating and travelling. We develop the story synopsis and character personalities while creating sketches and vignettes with photography and toys.

Once approved, we ink and digitally colour, ensuring the colours reflect what we intend to convey. We adapt text balloons to the drawings and perform style corrections for the final product.

This may be a common process used by other companies, perhaps with more professionalism.

**Q. Have you noticed parallels between ancient Peruvian and Indian mythologies and**

Continued on page 23

# A Melting Pot of Ideas for Strengthening India-Europe Relations

*The recently concluded CII Europe Conclave emerged as a vibrant platform, bringing together ministers from various countries. The event underscored the shared vision of India and Europe, fostering dialogues on sustainable development, fair trade, and technological collaboration. This confluence of ideas is set to shape the future of India-Europe relations, driving global growth in an unpredictable world.*

*by TBM Correspondent*

India and Europe are poised for a transformative leap in their relationship, driven by shared interests in sustainable development, technology, and fair trade. As India is set to become a \$35 trillion economy by 2047, it is imperative for global economies to recognize India's growth trajectory and the opportunities it presents.

India's G20 presidency marked significant milestones, including the launch of the Global Biofuel Alliance and the India Middle-East Economic Corridor (IMEC). These initiatives underscore India's commitment to fostering global growth and development through transparent and fair trading systems.

Inclusivity and gender equality are at the heart of India's growth story. The nation is not just focusing on the growth of women but is also championing women-led development. With strong macroeconomic fundamentals and a large pool of young talent, India is set to expand rapidly.

India is fostering a conducive business climate, reducing compliances, and working in partnership with businesses

worldwide. The focus is on manufacturing, designing, and innovating in India, thereby becoming a hub of economic activity for other parts of the world.

India is unlocking new frontiers in various sectors, including modern technology, sustainability, renewable energy,



and the circular economy. The pharmaceutical sector, in particular, holds immense potential, with India poised to become the 'Pharmacy of the World' by providing affordable medicines globally.

European nations echo India's vision for a strengthened partnership. Slovakia, as an EU member, is keen on deepening the EU-India strategic partnership. The focus is on concluding a well-rounded Free Trade Agreement (FTA), an Investment Protection Agreement, and an agreement

on Geographical Indications.

Latvia, part of the European Union, is building a resilient and dynamic economy. With strengths in digital, electronics, renewables, robotics, and the space industry, Latvia is keen on forging partnerships with India.

Hungary is eager to start negotiations on an FTA between the EU and India, an investment protection agreement, and an agreement on protecting geographical indicators. Austria envisions a deep and wide relationship across the economic, technological, and political spectrum.

In nutshell; the strengthening of India-Europe relations is a shared vision, underpinned by mutual interests in sustainable development, fair trade, and technological collaboration. As democratic partners, India and Europe can provide stability in an unpredictable world and drive global growth. The emphasis on people-to-people ties further underscores the depth and breadth of this relationship.



# Crafting the Future

## A Journey from Local Artisan to Global Market

by Jjuliaa Gangwani

In an exclusive conversation, we delve into the world of handicrafts and the efforts being made to preserve traditional crafts while adapting to the demands of the global market. Mr. Dileep Baid, the Chairman of the Export Promotion Council for Handicrafts (EPCH), shares his insights on transforming ordinary materials into extraordinary handicraft products, preserving traditional craftsmanship, and navigating the delicate business of art.



**Mr. Dileep Baid**  
Chairman, EPCH  
(Export Promotion Council for Handicrafts)

### The Art of Transformation

When asked about the transformation of seemingly ordinary materials into extraordinary handicraft products, Mr. Baid shared the story of paper mache. “When we started with paper mache, there were hardly two families left who were carrying this craft. We took this craft and made it very international. We combined it with glass, wood, textile, and now it has become an international product, being sold in top branded stores worldwide. This is how we take a simple product, an age-old tradition, and transform it into a very international product.”

### Striking a Balance

With his extensive experience, Mr. Baid has learned to strike a balance between preserving

traditional craftsmanship and embracing contemporary design trends. He advises young artists to remember that “the craft is very local, very Indian, but the product should look very international. Fusion is essential to making variations. Combine two, three different crafts. Make it very international and do not lose your authenticity of the craft. Blend technology with craft, bring technology for the utility part, but for the aesthetic part, keep the handmade look, keep the crafty look. You would always have your place world over because that is what is needed by the world.”

### Navigating Challenges

As the chairman overseeing EPCH’s strategic direction, Mr. Baid is no stranger to the challenges posed by logistics

and raw material costs. The organization plans to navigate supply chain disruptions by working on bringing alternate materials and researching new materials and crafts. “Maybe if one raw material is depleted, we are researching new materials, new crafts, which can be taken ahead. We try to resolve wherever there are challenges with the supply chain.”

### Fostering Collaboration

In his role as chairperson, Mr. Baid envisions fostering collaboration between artisans, designers, and entrepreneurs. He shared an example of a successful partnership that has elevated Indian handicraft in the global space. “We have initiated a training program for artisans. We train them to become exporters. Also, we are training them on how to get on e-commerce. This program is called eNurture program. Once they are trained and they know how to get on the e-platform and become an exporter, the next big thing we do is design a portal called Design Connect, which we are launching tomorrow. So suppose an artisan requires a designer because he has the craft, maybe to make the product look very international, he requires a designer.”

### Completing the Loop

Mr. Baid explained how EPCH is completing the loop for a craftsman or artisan sitting in a remote part of the country. “He can post his inquiry on this portal and within 48 hours, they will have a list of designers whom they can engage with. That’s how we are connecting design. We are training them to market the product. And finally, we are also working on a B2B e-commerce portal. Then all these products, we are taking them to international and we are marketing products.”

### **The Competitive Landscape**

As the 57th IHGF Daily Fair Spring 2024 unfolds, Mr. Baid shared his views on the competitive landscape and the role of neighbouring countries in the global handicraft market. He acknowledged that while India has beautiful products and craftsmanship, there are areas where it is lacking compared to competing countries. “There are two aspects. One is design. Second is the efficiencies at which we are working, the productivity.”

### **Enhancing Productivity**

EPCH has started working on enhancing the productivity of all its members. “Maybe it’s productivity through packaging, productivity on the floor where they are producing these crafts or on the logistics. We are continuously engaging our members. We have brought in experts. We are taking them to different craft pockets.”

Mr. Baid emphasized the need for investment in infrastructure and technology while maintaining the authentic look of the products. “Now is the time where you need to invest in some infrastructure, invest in technology, but at the same time, stay with your authentic look.”

### **Aiming High**

EPCH has set an ambitious target for itself. “We want to triple our turnover by 2039. The triple by 2030 is our goal and we are moving towards that.” We thank Mr. Baid for his insights and wish him all the best for the coming exhibitions.

## **Unveiling Craftsmanship IHGF Delhi Fair - Spring 2024 Lights Up Greater Noida**

**I**n the heart of Greater Noida, the 57th edition of the IHGF Delhi Fair - Spring 2024 unfurled its vibrant tapestry, illuminating the city with the glow of exquisite craftsmanship. This prestigious event, one of the largest trade fairs in India, served as a global stage for unique products, attracting the gaze of overseas buyers from over 100 countries.

The fair was a testament to the power of sustainable practices, with eco-friendly home, lifestyle, fashion, textiles, and furniture items taking center stage. The Export Promotion Council for Handicrafts, the guiding force behind the

promotion of Indian handicraft exports, reported a remarkable export figure of Rs. 30,019.24 Crores (US \$ 3,728.47 Million) for the year 2022-23.

As the fair neared its conclusion, it continued to be a bustling hub of activity. Buyers navigated through the 14 diverse product categories spread across 16 expansive halls, placing orders and forging new supplier relationships. The fair also served as a knowledge hub, hosting seminars on digital marketing and cyber security challenges in the digital era.

The grand finale of the IHGF-Delhi Fair-Spring 2024 was marked by a Valedictory Ceremony. The new logo of the Export Promotion Council for Handicrafts was unveiled, symbolizing a fresh chapter in its journey. The ceremony was graced by Shri Syed Zafar Islam, National Spokesperson, BJP and Shri Tarun Rathi, Vice President, Film Development Council Government of Uttar Pradesh. The event culminated with the presentation of awards for Best Display in 10 product categories and a generous donation of Rs. 5 lacs to M/s Saharanpur Artisan Welfare Trust under EPCH’s CSR initiative.

In essence, the IHGF Delhi Fair - Spring 2024 was a resounding success, serving as a beacon of India’s vibrant handicraft sector, fostering international trade relations, and championing sustainable practices.



**Mr. Dileep Baid**, Chairman, EPCH during Inaugurating 57th Edition of IHGF Delhi Fair – Spring'24 along with **Dr. Rakesh Kumar** Chairman-IEML; **Dr. Neeraj Khanna**, Vice Chairman, EPCH; **Ms. Priya Agarwal**, President, IHGF Delhi Fair Spring'24- Reception Committee; Members of Committee of Administration – EPCH and **Mr. R. K. Verma**, Executive Director-EPCH)

Continued from page 8

1.5 billion doses annually. During the COVID-19 pandemic, India supplied millions of doses of vaccines to countries around the world under its 'Vaccine Maitri' initiative.

India has played a significant role in promoting access to essential medicines globally. Indian pharmaceutical companies produce a large proportion of the generic medicines used worldwide, providing affordable alternatives to more expensive branded drugs. This has been particularly important for low- and middle-income countries, where access to affordable medicines is a major challenge.

In the heart of a global health crisis, a hero emerged from the East. The Indian pharmaceutical industry, a titan in its own right, has been a beacon of hope, illuminating the path for developing nations striving to build their own

vaccine-production capacity.

The story begins with the birth of a nation. Post-independence, India embraced the concept of swadeshi - a Sanskrit term meaning "of one's own country". This was not just a philosophy, but a clarion call for self-reliance. It spurred the launch of numerous pharmaceutical companies, including the now multinational giant, Cipla.

Fast forward to the present day, and India stands tall as the world's largest vaccine producer. Its journey is a testament to the power of prioritizing domestic manufacturing and investing in research and development. Today, Indian vaccine manufacturers have an installed capacity to manufacture a staggering 8.2 billion doses of different vaccines every year.

But the Indian pharmaceutical industry's influence extends beyond its borders. The COVID-19 pandemic laid bare the perils of over-reliance on foreign vaccine supplies. In response, low- and middle-income countries (LMICs) worldwide are now motivated to develop and produce their own vaccines.

India's success story offers a blueprint for these nations. It demonstrates that it is not only possible but also crucial for developing countries to contribute significantly to global health. The lessons learned from India's experience could be instrumental in expanding

global vaccine capacity and ensuring equitable distribution.

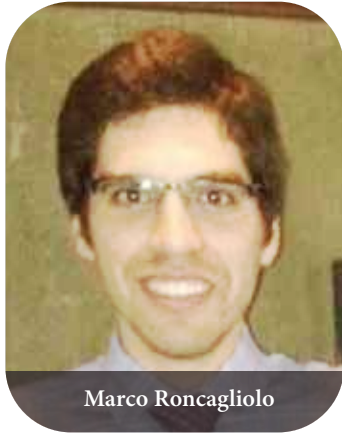
The world watched as "vaccine nationalism" unfolded, with countries hoarding vaccines to protect their own populations first. This significantly reduced global vaccine supply. To counter this, one proposal is to identify small population countries with vaccine manufacturing capacity.

To sum up, the strength of India's pharmaceutical industry, combined with its dedication to international collaboration and access to medicines, establishes it as a pivotal figure in Global Health Diplomacy. As the world continues to face health-related challenges, the significance of India's role in fostering global health and wellness is set to increase.

India's transformation from a developing country to the world's top vaccine producer is a tale of tenacity, creativity, and resolve. It stands as a ray of hope for other nations aspiring to establish their own vaccine-production capabilities. This achievement is not just a triumph for India, but a win for global health diplomacy as a whole. There's a wealth of knowledge to be gained from India's expertise in the pharmaceutical sector. The groundwork has been laid for a future that's healthier and more resilient, with India at the forefront of this movement.

# The Military, Economic, Political, and Legal Strategy of the Russian Federation in the Arctic region

by Marco Roncagliolo



Marco Roncagliolo

**I**ntegral Communicator from Isil and member of the Editorial Committee of El Faro magazine, with experience in Intellectual Property in the Andean Community. Also, serving as an Extrajudicial and Family Specialized Conciliator, while studying International Relations with Dr. Isidro Sepúlveda.

The Arctic is a word that comes from the Greek "Artikos," which means bear. After global warming increased the planet's temperature from the 19th to the 21st century, the reduction of sea ice in the Arctic opened up new opportunities for accessing energy resources, mostly located in the Russian region. Additionally, the opening of the Northwest Passage connects different parts of the world, significantly reducing navigation time and shipping costs for various goods and energy resources. The Arctic provides Russia with 20%

of its GDP and 90% of its hydrocarbon reserves, primarily located in the far north and east of Siberia. In the 1980s, the Soviet Union under Gorbachev's government viewed the Arctic as a zone of cooperation and peace. With the end of the Cold War in the early 1990s, the Arctic lost its strategic and military value for Russia. This changed in 2000 when Vladimir Putin assumed power, and military security in the region became of paramount importance.

In response to Russia's increased interest in the Arctic, Dmitry Medvedev's government approved in 2008 the "Basic Principles of the State Policy of the Russian Federation for the Arctic until 2020 and beyond," prioritizing four interests: the development of natural resources, maintaining peace and cooperation, protecting the environment, and transforming the Northwest Passage. This was followed by an update of the previous strategy during Vladimir Putin's government, approved in March 2020, called "Principles of the State Policy of the Russian Federation in the Arctic until 2035," which added two additional interests: defending national security and maintaining high living standards for the population.

To achieve the objectives outlined in the 2020 and 2035 strategies, Russian strategies have been divided into four categories: military, economic, political, and legal, aiming to expand their influence over the Arctic. The military strategy seeks to expand maneuverability using the Northern Fleet through war simulations and various military exercises. Additionally, the modernization of military bases enhances their military capacity, as seen with the base known as the Arctic Trébol. Similarly, the Iceberg Project utilizes cutting-edge technology in hydrocarbon development. The Coast Guard monitors maritime transportation and economic activities in the region. Furthermore, the nuclear corporation Rosatom manages the commercial maritime route along with icebreakers that facilitate global maritime trade.

Regarding the economic strategy, it aims to utilize natural resources as income for the local economy. In the Arctic, Russia has 200 deposits in the Barents Sea, the Pechora Sea, and the Kara Sea, representing 77% of the country's hydrocarbon resources. Additionally, Russia is the second-largest exporter of oil and the largest producer and

exporter of natural gas globally. The region also holds mineral deposits, accounting for 17.7% of exports, mainly located in Russian regions. The Arctic routes are crucial for 90% of international trade, with the Northwest Passage being used for liquefied natural gas transportation. China has shown concern about the region due to its dependence on maritime traffic, initiating its interest in the Arctic in 2012 and launching the Polar Silk Road in 2018 to connect Asia with Europe.

Furthermore, Russia's political strategy focuses on presence and prestige. Russia's presidency of the Arctic Council enables it to project its interests abroad, aiming to reactivate military chief of staff meetings and summits for international cooperation. Additionally, Russia seeks selective normalization with the West and non-restriction of natural resource exploitation. International cooperation between Russia and China has increased since Crimea's annexation in 2014, with China becoming an observer member of the Arctic Council in 2013 and investing over \$435 billion in natural resource extraction projects in the Russian Arctic.

We also have Russia's legal strategy in the Arctic, which seeks to consolidate the extension of its continental shelf, as mentioned in the United Nations Convention on the Law of the Sea (UNCLOS). Russia claims the continental shelf in the Arctic Ocean, the

Barents Sea, the Bering Sea, and the Sea of Okhotsk, as well as the Lomonosov Ridge, as an extension of its territory before the Commission on the Limits of the Continental Shelf, but the Commission requested clarification. In 2015, Russia resubmitted its claim beyond the 200-mile limit. Part of the claims include the Lomonosov Ridge, parts of which were also claimed by Canada in 2013 and Denmark in 2014. The same applies in the Barents Sea, where in the 1970s there was a dispute over fishing rights and oil fields that ended in a division between Russia and Norway in 2010 and joint management of hydrocarbons and fisheries between the two countries. The other dispute is over the Bering Sea, which dates back to 1867 and continued between the USSR and the USA in 1977 until they signed an agreement in 1990. Although the US Congress has ratified the agreement, the Russian Duma has not. However, both Russia and the USA implement the agreed content.

In summary, climate change has caused the melting of the Arctic region, opening opportunities for access to natural resources and the emergence of new commercial shipping routes. Russia's interest in the Arctic has varied since the 1980s when the region was conceived with a vision of cooperation and peace, and since 2000, national security has become a central element. All of this comes at a time when Russia seeks to have

a greater military presence to defend its national sovereignty and monitor and control its sphere of influence. The region holds a significant portion of the country's energy resources such as oil, natural gas, and minerals, as well as an alternative route for their transportation. Russia's presidency of the Arctic Council signifies a dual discourse focused on cooperation and militarization. International cooperation with China focuses on interest in natural resources and the existence of a route for its products to access the international market. Arctic countries have long initiated claims over their continental shelves that overlap with Russia's and have led to negotiations and agreements between the parties. Nevertheless, it cannot be ruled out whether there will be the possibility of conflict over resources or territory, or whether dialogue and cooperation will prevail.



# Life's Chessboard

## A Curatorial Perspective on Prasanna Moharana's 'Dharohar' Exhibition

by Jjuliaa Gangwani

Life, in its myriad forms, is a puzzle, a sea with ebbs and flows, a game of chess where each move can elevate or ground us. This philosophical musing finds a visual echo in Prasanna Moharana's 'Dharohar' exhibition, held at the India Habitat Centre. The exhibition, a celebration of cultural heritage and tradition, is a testament to Moharana's artistic brilliance and his deep connection to his birthplace, Bhubaneswar.



'Dharohar', meaning heritage, is a fitting title for an exhibition that explores the essence of our roots. Moharana's work, painted on the ground of a chessboard, encapsulates various aspects of life. Each square on the board represents a different facet of life - relaxation, conversation, daily chores - reflecting the artist's rich blend of influences and personal expression.



As a curator, one is drawn to the way Moharana uses the chessboard as a metaphor for life. The squares, like the stages of life, are filled with intricate details that require careful attention. Spending time at the exhibition, engaging with the artist, one can relate their life's current move to the squares on Moharana's chessboard.

Visitors to the exhibition embark on a visual journey through the artist's lens, exploring themes that resonate with our collective past and present. Moharana's work sparks conversations about identity, heritage, and artistic expression, leaving an indelible mark on art enthusiasts.

'Dharohar' is more than an exhibition; it is a reflection of life itself, a mirror held up to society. It invites viewers to contemplate their choices, their

moves in the game of life. It encourages them to appreciate the beauty of life, regardless of the colour of the glass they are wearing.

Prasanna Moharana's 'Dharohar' is a captivating exploration of life and heritage. It is a testament to the artist's brilliance and a celebration of cultural roots. As we move across the squares of the chessboard, we are reminded of the beauty and complexity of life itself.



### About the Artist:

Prasanna Moharana is a talented visual artist who graduated from the B. K. College of Art in Bhubaneswar and completed his post-graduation at JIWAJI University in Gwalior.

His solo exhibitions feature paintings created using oil, acrylic, and watercolor.

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**traditions? If so, how do you plan to make them relatable to the diverse Indian audience?**

The Inca and Indian cultures had similarities despite being separated by thousands of kilometers with no direct historical contact. Both cultures developed impressive architecture and advanced agricultural systems. They were polytheistic and had advanced technologies and structured societies. However, there were also significant differences. Graphic novels and comics provide entertainment and an opportunity to learn about different cultures. They can also help us understand the world as a unit through similar myths and legends.

**Q. How do you craft engaging and entertaining stories in comic books? Could you share an example of a story that pushes the limits of imagination?**

It is important to maintain constant discipline when it comes to content creation and professionalism. My partners and I believe that having more information makes it easier to develop or create plot arcs. That's why we are always researching and reading. A key aspect of our productivity is reading books from all over the world, including comic books, history books, and short stories, not just from our own country.

As for an example, let me tell



you the story of the Peruvian dragon, also known as amaru. In Inca cosmology, the world of the dead is represented by a snake, the world of the living by a puma, and the world of the gods by a condor, which are commonly found in Inca iconography. The amaru is a huge dragon that unites these three realms because it is a huge snake with the face of a puma, and it flies through the skies with the wings of a condor, creating a poetic fusion to give life to one of the most powerful mythological beings of the Andean world.

**Q. How does your team use various graphic styles in your comic books? Could you provide some examples of how you blend traditional and digital artwork to create unique images?**

The type of graphic lines we use depends on our target audience. Our team members have grown up using different styles of lines, but we prefer to use the action comics style for our action sagas. For our characters as children, we use the Kawaii style because its friendly appearance helps to convey dense information more easily. Our creations, such as Tsunky or River Master, Antahualla the

protector of Titicaca, and Tunche of the Jungle, are great examples of how we combine art with content.

**Q. Could you share more about your educational outreach initiatives, such as talks and workshops, to promote your comic? How has the “Learn and Start-Up” workshop been received by educational institutions??**

"Our talks aim to inspire individuals to pursue their passions. Throughout the project, we discovered that we were truly passionate about it. This is why the Learn and Start Up talk encourages people to pursue what they were born to do, regardless of their current situation. We share our experiences and try to be as realistic as possible. Although the journey may be challenging, it is worthwhile to fight for your dreams. We have given this workshop in various parts of the world, including Latin America, the USA, Brazil, and Italy. The workshop has a significant impact on those who are seeking guidance on how to identify and pursue their life's purpose. We continue to give these talks and workshops by sharing our own business experiences."

**Q. Could you share more about your educational outreach initiatives, such as talks and workshops, to promote your comic? How has the “Learn and Undertake” workshop been received by**



**educational institutions? Do you have plans to introduce it in India?**

Our talks aim to inspire people to pursue their passions, and since we started with this project, we have realized that we love what we do. This is why our "Learn and Undertake" talk encourages individuals to go after what they truly want in life, regardless of their current position. We share our experiences with the audience in a realistic and systematic way, acknowledging that the path is challenging, but the end goal is worth the fight. Our workshop has been presented in Latin America, as well as in different parts of the world such as the USA, Brazil, and Italy. It has generated a significant impact on people who question what they truly want to do with their lives. We continue to give these talks, sharing our own business experience with others.

**Q. Are there any upcoming**

**storylines or plans for “AYAR: THE LEGEND OF THE INCAS” that the Indian audience can look forward to?**

We are currently working on recreating a graphic novel called Ayar: The Battle of Hananpacha or The Battle of the Gods. This story tells the tale of the first arrival of the gods to the Andean world, which is depicted in the first four pages of the Ayar Saga. Our research has yielded an impressive amount of information, which we are currently adapting into illustrations for the graphic novel..

**Q. What are your distribution strategies for the comic book in India? Are you seeking a local partner for distribution across different regions?**

We are currently seeking agents to assist us in finding a publisher who has experience



working with productions that are based on the ancient Inca culture. Our success in generating revenue and sales has been largely due to licensing our characters in graphic novels and merchandising. This has allowed us to enter an exclusive market and make our content stronger.

**Dive into the Mystical World of the Incas with our Graphic Novel**  
**Ayar:**  
**The Inca Legends &**  
**Ayar:**  
**World of Light and Darkness**



Immerse yourself in the rich tapestry of Andean mythology with our graphic novel, based on the most representative legend in the Andean world, “The Ayar Brothers”. This epic tale narrates the foundation of the Inca Empire, brought to life by the sons of the Sun God.

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## AlUla Unveils ‘Forever Revitalising’ A Global Campaign Showcasing an Ancient Oasis City’s Transformation

## Jamaica Tourist Board Makes a Splash at SATTE 2024

by TBM Correspondent

**A**lUla: Forever Revitalising- A Journey Through Time and Beauty” - On February 29, 2024, AlUla, the ancient oasis city in northwest Saudi Arabia, launched its inaugural brand campaign, Forever Revitalising. The



Hegra AlUla

campaign, introduced through a film available in various lengths and languages, goes beyond visual storytelling, conjuring an emotional response from its audience while capturing the elusive essence of AlUla.

Renowned French cinematographer Bruno Aveillan’s film captures every corner of AlUla, reflecting a legacy passed down from generation to generation. The campaign also includes a collection of Brand Pillar Films, showcasing the rich tapestry of experiences that AlUla has to offer, from its iconic destinations to its vibrant food and beverage scene.

Forever Revitalising marks the first steps towards an integrated and connected omnichannel digital approach for AlUla, featuring a new state-of-the-art



Elephant Rock AlUla

e-commerce website, mobile app, and a social-first strategy.

Located 1,100 km from Riyadh, AlUla is a place of extraordinary natural and human heritage. The most well-known site in AlUla is Hegra, Saudi Arabia’s first UNESCO World Heritage Site. In addition to Hegra, AlUla is home to ancient Dadan, Jabal Ikmah, AlUla Old Town, and key sites in the story of Lawrence of Arabia. This campaign invites travellers worldwide to embark on their own journey to this ancient oasis city, forever revitalising.



AlUla Old Town

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**T**he Jamaica Tourist Board (JTB) made its debut at South Asia’s leading travel and tourism event, SATTE 2024, held from February 22 to 24 at the India Expo Mart in Delhi NCR. This marked a significant step in the JTB’s efforts to deepen its relationships within India’s burgeoning tourism industry.

The JTB’s participation at SATTE 2024 comes on the heels of the successful Jamaica Product Exchange 2023 (JAPEX), Jamaica’s first in-person trade event post-pandemic. The JTB hosted six travel agents from the Indian travel trade fraternity and an Indian media house for JAPEX 2023, providing them with a taste of the island’s diverse offerings.

India, with its rapidly growing middle and upper-middle class, presents a lucrative market for outbound travel. The JTB is keen on increasing their tourism activities in India and among the Indian diaspora residing in Canada, the US, and the UK. The confluence of cricket, a vibrant Indian community in Jamaica, and improving flight connectivity over time are expected to drive growth from this market.

Visitors to the JTB Booth at SATTE 2024 discovered Jamaica’s world-class hotels,

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*Ms. Saima Wazed Takes Helm as WHO's Regional Director for South-East Asia,  
Pledges Focus on Mental Health and Technological Innovation*

*by TBM Correspondent*



*Ms. Saima Wazed*

In a significant development, Ms. Saima Wazed has been appointed as the new Regional Director for the South-East Asia of the World Health Organization (WHO). This appointment marks a historic moment as Ms. Wazed is the first individual from Bangladesh and only the second woman to hold this prestigious position.

Ms. Wazed's term, set to last five years, will commence on February 1, 2024. Her nomination was confirmed by the Regional Committee for South-East Asia on November 1, 2023.

In her acceptance speech, Ms. Wazed outlined her priorities for her tenure. She emphasized the need for a strong focus on mental health, calling it a "long-neglected area". She also highlighted the importance of specific interventions for

women and children, including pregnant women, with a focus on education, empowerment, and prevention.

Ms. Wazed also underscored the potential of technology in revolutionizing public health. She spoke about the immense promise held by the digital revolution, from telemedicine and remote patient monitoring to data-driven diagnostics and personalized treatment plans.

In addition to these, Ms. Wazed stressed on the importance of partnerships, collaboration, and transparent financing. She also outlined other priority areas such as universal health coverage, emergency response and pandemic preparedness, regional and multi-sectoral collaboration, monitoring and progress reporting, and climate change.

This appointment and Ms. Wazed's ambitious agenda signal a promising future for public health in the South-East Asia region under the aegis of the WHO.



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rejuvenating spa and wellness offerings, adventure activities, and much more. Travel trade professionals explored leisure travel opportunities and learned more about the island's culture, world-famous attractions, and restaurants, as well as business travel incentives in the MICE space.

Donovan White, Director of Tourism of Jamaica, spoke about Jamaica's debut participation at SATTE 2024, saying, "India is an emerging market that Jamaica intends to leverage to increase our arrivals and earnings. It represents huge possibilities for cultural exchange, and we look forward to showcasing our diverse offerings and warm Jamaican hospitality."

Jamaica's tourism sector had a record-breaking year in 2023, with approximately 4.1 million travellers visiting the country, marking a 16 percent rise from the previous year and a 7.5 percent surge compared to 2019's visitor count.

Jamaica also hosted the second Global Tourism Resilience Conference at the Montego Bay Convention Centre from February 16 to 17. The Ministry of Tourism and the Global Tourism Resilience and Crisis Management Centre (GTRCMC) collaborated to stage the two-day event, featuring panel discussions, networking opportunities, presentations, and lively debates on building resilience in tourism.

# Business Opportunities Across the Globe

JJ Enterprises presents an exciting array of global business opportunities.  
 Here's a glimpse of what's on offer

## SALE OF PHARMACEUTICAL COMPANY IN BRAZIL

*Sale of 100% of the company*

The company was founded in 2004.

Located in Brazil.

It has over 19 years of experience in the Medical, Hospital, and Veterinary Equipment segment.

The only company in Brazil providing services to competing companies in the same industry.

Engages in irregular imports of IVD equipment, technology, and others. Products and/or services offered in the market:

- a) Equipment: Hematological, biochemical, electrolytic analyzers for human and veterinary lines.
- b) Reagents: Hematological analysis, hemostasis, blood gas analysis, cuvettes, rotors, among others.
- c) Rental of equipment for human and veterinary lines.
- d) Technical assistance and scientific advisory.

## TRADING OFFER

### SALE OF WHITE REFINED SUGAR - ICUMSA45



- Sales price: According to volume and international price.
- White Refined Sugar ICUMSA
- Rating: ICUNSA 45 RBU.
- Polarization: At 20 degree C -
- 99.80 % min Ash.
- Content: 0.04% max by weight
- Moisture: 0.04% max by weight
- Granulation: Fine
- Solubility: 100% Dry and Free
- Flowing Radiation: Normal internationally.

## Business Partner Search

Sector	Pharmacies, Drugstores, Medical Centers, Polyclinics
Country of Origin	Perú
Commencement of Operations	2006
Countries of Operation	Throughout Peru with partnerships in various countries in the region
Number of Units	2
Size of Location (in square meters)	Desde 40 m2 a mas (dependiendo el formato a elegir)

Contract Duration	5 years
Investment in Infrastructure and Implementation	Between \$15,000 and \$25,000 Initial Working Capital: \$8,000 Investment in Software and Hardware: \$4,000 Inversion Software y Hardware : 4,000\$

For more details

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## Unleash Your **Creativity** with The Blue Moon Your Comprehensive Hub for **All Media** and **Printing** Solutions

Welcome to The Blue Moon, a platform where creativity meets innovation. We offer a comprehensive suite of media and printing solutions tailored to bring your ideas to life.

### **Book Printing**

**Print Your Passion:** At The Blue Moon, we transform your manuscripts into beautifully printed books. Our state-of-the-art printing technology ensures high-quality prints that resonate with your readers.

**Design Your Dreams:** Our team of expert designers work closely with you to create stunning designs for your books. From captivating covers to aesthetically pleasing layouts, we make sure your book stands out.”

**Perfect Your Pages:** Our proofreading services are designed to ensure your content is flawless. Our eagle-eyed proofreaders meticulously check your manuscript for any grammatical, punctuation, or spelling errors.”

### **Launch Your Legacy**

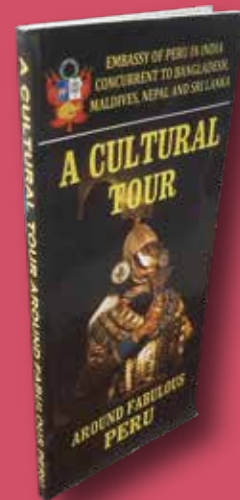
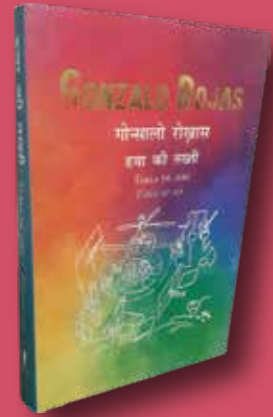
We don't just print books; we launch legacies. Our team helps you plan and execute successful book launches that create buzz and drive sales.

**Check out samples** of books successfully published with us. Don't just take our word for it.

Ready to unleash your creativity with The Blue Moon? Contact us today and let's start your publishing journey together.



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Call us at  +91-9354906275

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