India-Oman AYUSH Information Cell inaugurated in Muscat

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Muscat: The India-Oman AYUSH Information Cell was inaugurated at KIMS Health Hospital in Darsait on Sunday to promote awareness of India's traditional systems of medicine and holistic wellness in Oman.

The cell was inaugurated by India's Ambassador to Oman, Prashant Pise, in the presence of Dr Amir Mustafa, Regional Chief Operating Officer of KIMS Health Oman, along with members of the Indian community and Omani friends of India.

The initiative is a joint effort by the Embassy of India in Muscat and KIMS Health Medical Center under the auspices of the Ministry of AYUSH, Government of India. The agreement was formalised on the eve of Indian Prime Minister Narendra Modi's visit to Oman in December 2025.

The information cell aims to serve as a dedicated hub providing authentic information on India's traditional systems of medicine and holistic wellness. The inauguration ceremony included a ribbon-cutting and the unveiling of an inaugural plaque.

Addressing the gathering, Ambassador Pise highlighted the importance of the initiative in strengthening India-Oman relations and promoting awareness of traditional healthcare practices.

He said the AYUSH Information Cell reflected the longstanding friendship between India and Oman and their shared commitment to holistic health.

The AYUSH systems — Ayurveda, Yoga, Unani, Siddha and Homeopathy — represent India's traditional healthcare knowledge, developed over thousands of years, with an emphasis on preventive healthcare and well-being, he said. The cell would help make authentic information about these systems accessible to residents in Oman.

In his welcome address, Dr Amir Mustafa reaffirmed KIMS Health Oman's commitment to the initiative, saying the institution was proud to partner with the Indian Embassy to provide reliable information about AYUSH to the people of Oman.

The event was attended by more than 50 dignitaries, doctors, community leaders and media representatives, reflecting growing interest in traditional medicine and holistic approaches to well-being.

AYUSH encompasses Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homeopathy. These traditional and complementary systems of medicine are promoted internationally by India's Ministry of AYUSH.

The information cell will facilitate greater access to reliable information on these systems and help raise awareness of India's traditional healthcare knowledge in Oman. It will also organise lectures, seminars and training courses, while facilitating networking among AYUSH stakeholders.