



past for a positive future

PRINT MEDIA AND ENDOGENOUS MEDICINE

IMPRINTING AYURVEDA IN TWENTIETH-CENTURY KERALA

Speaker

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Chair

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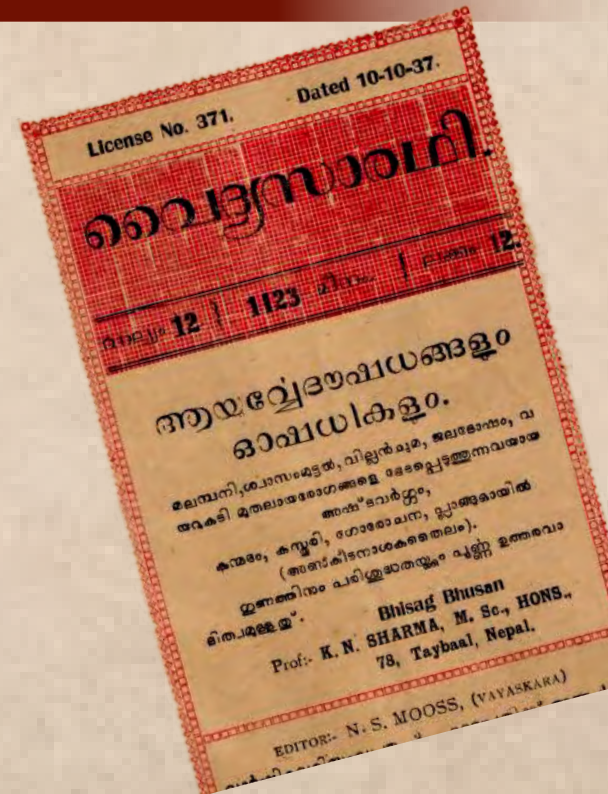
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Print Media and Endogenous Medicine: Imprinting Ayurveda in Twentieth-century Kerala

The paper unravels the nature of interaction amongst endogenous medical practices or *nattuvaidyam* as reflected through the emerging print media in the twentieth century Kerala. The first Malayalam *vaidya* magazine '*Dhanwantari*', was published from British Malabar for a span of 23 years from 1903. Debates on endogenous medicine, health and social body were discussed in newspapers and magazines published during the same period from other parts of Kerala, such as *Vivekodayam*, *Malayala Manorama*, *Nasrani Deepika* *Yogakshemam*, and *Vaidyasaradhi*. Print technology introduces new possibilities and enhances the reordering of the literate, neo-literate and non-literate practitioners. It also activates the refashioning of an Ayurveda as a separate and unique practice amongst diverse ayurvedas or *nattuvaidyam*. The print media has been viewed as one of the spaces for democratizing the interaction between hierarchically positioned practitioners. However, it also produces new hierarchies and strategic collaborations by appropriating the emerging meanings and symbols around knowledge, language and text.



DR. K P GIRIJA

Dr. K P Girija is presently an independent researcher. She was a fellow at the Indian Institute of Advanced Study (IIAS), Shimla during 2017-2019. Prior to joining IIAS, she was a postdoctoral fellow at Indian Institute of Technology, Madras, for a short period which she left to join at IIAS. She was a fellowship holder from the Centre for the Study of Developing Society, New Delhi. She has published articles in journals including *History and Sociology of South Asia*, *Studies in Humanities and Social Sciences*, *Journal of Alternative Perspectives in the Social Sciences* and EPW. Her monograph titled *Knowledge and Subjects: Situating Ayurveda through Life Narratives of Practitioners* by IIAS is forthcoming. Her research interests include politics and history of knowledge, endogenous health practices, ideas of education and knowledge, gender studies, development practice and body in knowledge production.

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