



Dr. S.M. Raju, is a recently retired Indian Administrative Service (IAS) officer, having served the country from 1991 till 2020. Ever since the beginning of his career, he has been involved in implementing various innovative and ground-breaking policies which have been accepted at the State and the National level by the Government of India and have been globally recognized for its far-reaching impact on our society. After an uneventful childhood, he received a degree in Bachelors of Agricultural Sciences from the University of Agricultural Sciences Bengaluru in 1982. During his time at the University, he was introduced to the field of medicinal herbs where he developed extensive expertise. Dr. S.M. Raju has been carrying out extensive research on medicinal plants for more than 40 years. He has formulated a variety of herbal concoctions, extracts and supplements which are recognized for their therapeutic properties in helping address more than 170 different types of chronic and unique ailments. He initially developed these supplements in 1981 to treat himself as he suffered from Rheumatoid Arthritis (1973).

He later had to intensify his research when his father was diagnosed with Acute Renal Failure (2008) and when his son was diagnosed with Acute Myeloid Leukaemia (2010). While his son took Ayurvedic medicines along with Allopathic medicine(s), his father was cured of his Renal issues without any Allopathic medication.

His findings and research, now christened by him as Neo-Ayurveda, is a proprietary science that blends the principle(s) of diagnosis of health disorders/ diseases from the Allopathic sciences with various treatment principles, namely, through Natural Medicines, Diets, Home Remedies, Yoga and Meditation taken from the age-old literature of Charaka Samhita, Shushruta Samhita, Ashtanga Haridaya, Sharangdhar Samhita, Madhav Nidan Samhita, Kashyapa Samhita, Bhavprakash and Bhaishajya Ratnavali as detailed in the Vedas i.e Ayurveda. The herbal concoctions and supplements have been recognised as Ayurvedic Medicines under the AYUSH License issued under the guidelines of the Ministry of AYUSH, Government of India. The medicinal range is today marketed under the brand name of Miracle Drinks.

Dr. S.M. Raju, has always been passionate about trees and their importance in everyday life.

While in service, he helped formulate a National Policy on planting trees by road-sides and in lands belonging to small and marginal farmers in rural areas by providing for 100 man-days of assured employment under MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Program) to old age men, women and the differently abled. By establishing the importance of 'a symbiotic relationship between the people and the tree', survival rate for planted trees increased to 80%. To further propagate this concept, undertaken "One-day One-Crore" (One Day Ten Million) tree plantation on 29.8.2009 by mobilising 300,000 people across 7,000 villages covering 6 districts of the State of Bihar in Tirhut Division as Divisional Commissioner, planted 96.4 million in one day, BBC titled him as India's Planting Guru. This program was instrumental in increasing Forest Coverage in the State of Bihar from 6.8% to above 10%. This program has also been globally acclaimed for its nutritional benefits by providing fruits to poor local communities, contributing to reduction of green-house gases and its contribution to helping reduce the carbon footprint across large communities.

This concept is now a part and parcel of the various community programs promoted by the Ministry of Rural Development, Government of India. The late Honourable President of India, Dr. A.P.J Abdul Kalam, in his globally acclaimed book – Target 3 Billion; has written a piece on this specific program by Dr. Raju, its positive, long-term impact and contributions in the field of Social Forestry.

Dr. Raju has been awarded by several national and international organization's in Hong Kong, Dubai, Singapore, United Kingdom, Delhi and Mumbai. Some of the more notable awards are – Excellence Award for Interactive Innovations given by the House of Commons, British Parliament (2019), Times Health Excellence Award, India (2018), Bharat Gaurav Award, India (2018), Asia's Greatest Brands and leaders Award, Singapore (2018) for inventing Herbal Compounds for Incurable Health disorders and many more. Today he devotes all his time to research & development of unique herbal products that help cure and prevent serious health disorders affecting mankind today. He can be reached through his Facebook page (Sulthanpet Raju).