

Out of the old Madras landscape — 14

## The cure that still works

The year 1927, Dr. T. S. Tirumurthy, Principal, Stanley Medical College, was a worried man. His patient, the son of a prominent industrialist, was suffering from 'Childhood Cirrhosis,' a disease of the liver, that was mainly prevalent in India. The case could prove fatal, unless arrested immediately but most doctors had already pleaded helplessness in this matter.

Dr. Tirumurthy decided on an unusual step, for an allopathic doctor. He called in the services of his friend, Dr. Jammi Venkataramanayya, an Ayurvedic doctor of Vijayanagaram, to treat the boy. Dr. Jammi had developed an Ayurvedic preparation that had proved highly successful in treating similar cases.

To Dr. Tirumurthy, who had worked with Dr. Jammi in Vijayanagaram, this treatment of Dr. Jammi's seemed the only answer. His decision was to prove right. Dr. Jammi Venkataramanayya accepted the invitation and came to Madras. He proved immensely successful not only in this case but in many others referred to him and soon gained wide recognition. For some time he found himself travelling constantly between Vijayanagaram and Madras till finally in 1928 he decided to settle down in Madras, and concentrate on his practice here. In doing so he brought to Madras his wide experience of 28 years.

For Dr. Jammi Venkataramanayya had started his private practice in Ayurveda in 1900. Hailing from a family of Ayurvedic scholars, Dr. Jammi did not have any formal schooling in Ayurveda. He picked up his knowledge from his uncle and from a brief stint with an Ayurvedic scholar Vadlamani Suryanarayana Sastry. From 1900 he started practising, more as a leisure activity, while working in a clerical position in his uncle's legal office.

Slowly he found himself drawn to the problems and treatment of infants and children. Among the many 'balarogams' or children's diseases, he found most disturbing the high incidence of liver and spleen diseases in young children. Late detection, bad prognosis and lack of proper drugs for its treatment in allopathy were making these diseases almost fatal. Turning his full attention to them Dr. Jammi painstakingly evolved formulas based on the science of Ayurveda, that proved highly successful in tackling these diseases. It also proved a shot in the arm to Ayurveda at a time when allopathic medicine was slowly displacing all traditional methods of treatment.

After settling down in Madras and opening his clinic, Dr. Jammi realised the need to standardise the medicines he had formulated. Dr. Jammi's pharmaceutical unit was set up on Brodies Road where "medicines of the highest quality were manufactured according to recognised Ayurvedic teachings under the direct supervision of qualified personnel." The famous 'Jammi's Liver Cure' for infantile liver disorder, 'Jammi's Whooco' for whooping cough and 'Jammi's Nutritone' for digestive disorders were a few of their patent medicines.

With the help of these medicines Dr. Jammi Venkataramanayya treated the patients who flocked to him. A deeply religious and simple man, he often walked into his clinic straight from his puja room, clad only in a loin cloth, a la Gandhiji. To his embarrassed sons he would modestly explain, "They come here for my services as a doctor not for my outward appearances."

"The concept of the barefoot doctor was popularised by my grandfather way back in the thirties although he did not call it by these fancy names," laughs Dr. Jammi Venkataramana, who runs the unit now. For Dr. Jammi had recognised even then the absolute need for a doctor to visit patients in remote villages.

Besides opening branches in Calcutta, Bangalore and Lucknow, consultation clinics were started at important districts of South India, for the benefit of patients who could not make the journey to the cities. Medical personnel, qualified in both Ayurveda and allopathy were put in charge of these clinics. Often these doctors undertook

tours in the interior, dispensing 'Jammi's Liver Cure' to the afflicted. Dr. Jammi Venkataramanayya and after his death in 1939, his sons, accompanied these doctors and offered free consultations at weekly or monthly intervals at prescribed camps.

The clinics both in Madras and the branches were run on a systematic basis. Records were maintained for each individual case, the aim being not just individual cases, but the collection of data for the treatment of particular ailments. The records of each case and its cures written in his own hand is one of the priceless legacies that Jammi Venkataramanayya left for his successors. Besides treating specific cases these clinics also offered advice on the concept of positive health, a subject dear to Ayurveda. With the doctors being in constant touch with the research division at their head office in Madras, a periodical exchange of clinical data was encouraged. The entire set-up was totally scientific.

As clinics multiplied and branches opened in Bombay and Nagpur there was a growing demand for Jammi's cures and the pharmaceutical unit on Brodies Road proved insufficient for their needs. A factory on modern and scientific lines was started on Arcot Road in 1949. Machinery was imported for manufacturing the medicines in tablet form. The head office with its clinic was shifted to Royapettah High Road and Jammi Buildings, as it was known, soon became a landmark in that area.

There has not been too many changes at Jammi's. The 60 year old Jammi Pharmaceuticals and the 85 year old 'Jammi Liver Cure' remain the same. It is, however, all too evident that Jammi is not as well known to the present generation as it was to the earlier generations. The gigantic developments in allopathy have possibly reduced the need for Ayurvedic preparations. "We have reduced, in fact almost stopped, advertising our products, as the cost of advertising has become prohibitive," states Dr. Jammi Venkataramana. "We still get a good number of patients but unfortunately many come after they have unsuccessfully tried allopathic drugs. Often their problem is in an advanced stage when they come to us," he adds.

To tackle this problem and as an alternative to expensive advertising, Jammi is now experimenting with a more personalised approach. In keeping with today's greater awareness of herbal cures, most doctors are willing to try out Ayurvedic medicines. Dr. Venkataramana, who as a

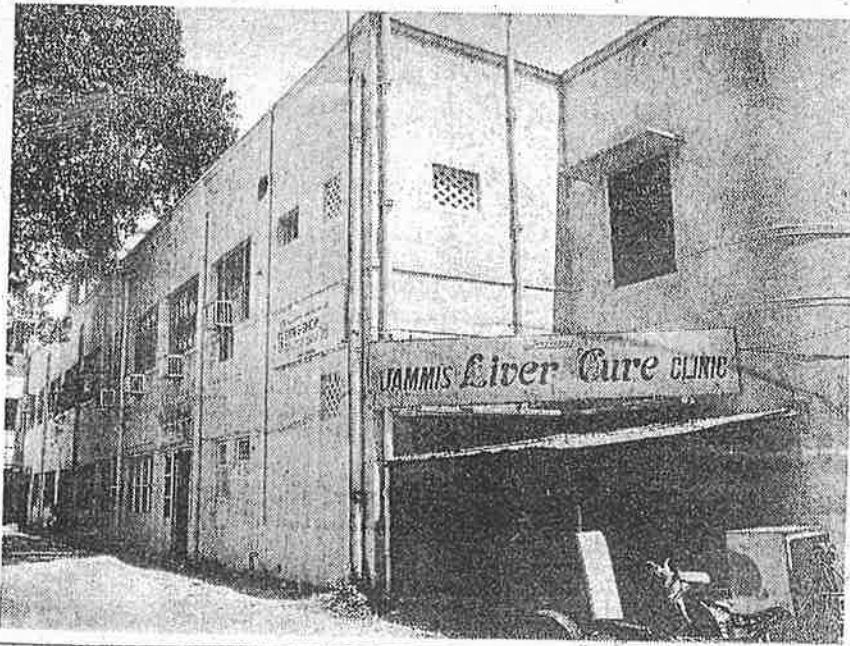


Jammi Venkataramanayya

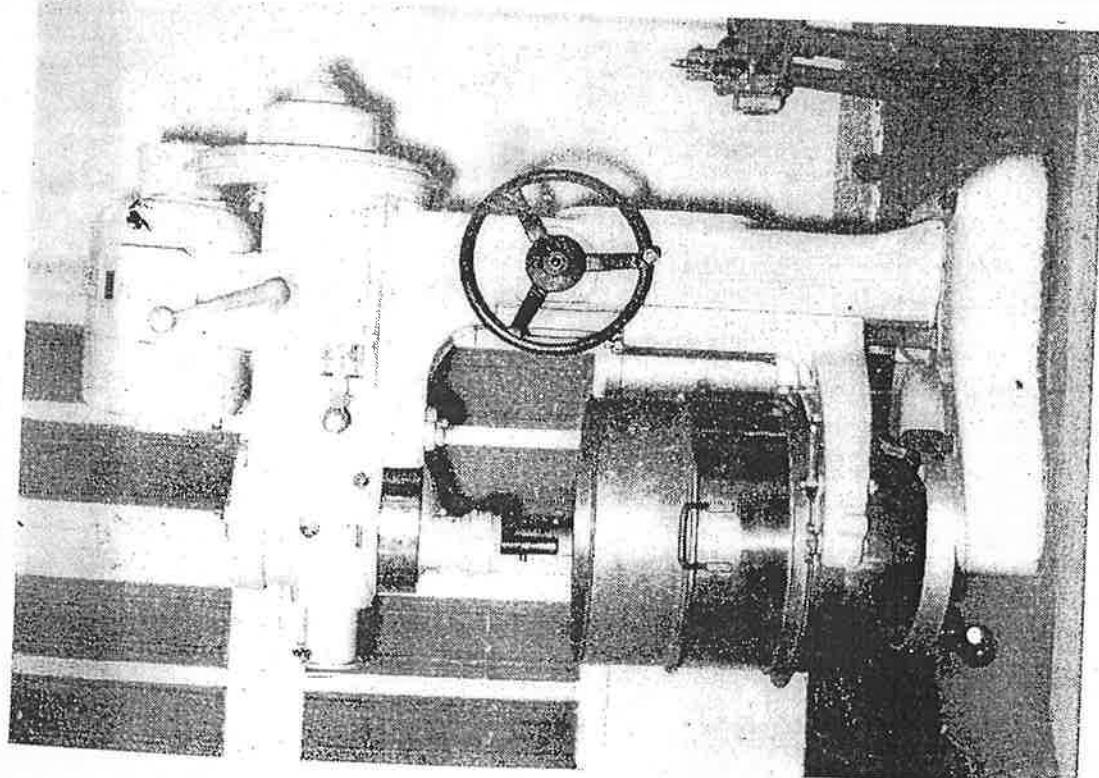
qualified MBBS combines the knowledge of allopathy with the traditionally acquired knowledge of Ayurveda, is trying to build up a team of medical representatives, who can put across Jammi's products to the medical profession. "We have introduced the scheme in Andhra and are now planning to try it out in other States," states the doctor. Machinery with the latest techniques, of sugar coating the tablets, was acquired to produce a more acceptable form of medicine.

The spirit of Dr. Jammi Venkataramanayya still pervades Jammi Pharmaceuticals. His values and rules on details and execution continue to provide the framework in which practical requirements are adopted to suit the present day circumstances. Jammi's had added new medicines to its range but they are based on the research and findings of the founder. It is a living testimony to the fact that all inspiration does not necessarily come from the West. Jammi's success, is the triumph of Ayurveda — the science of longevity — that teaches ways and means for a healthy long life — the science that encompasses far more than the immediate relief from pain.

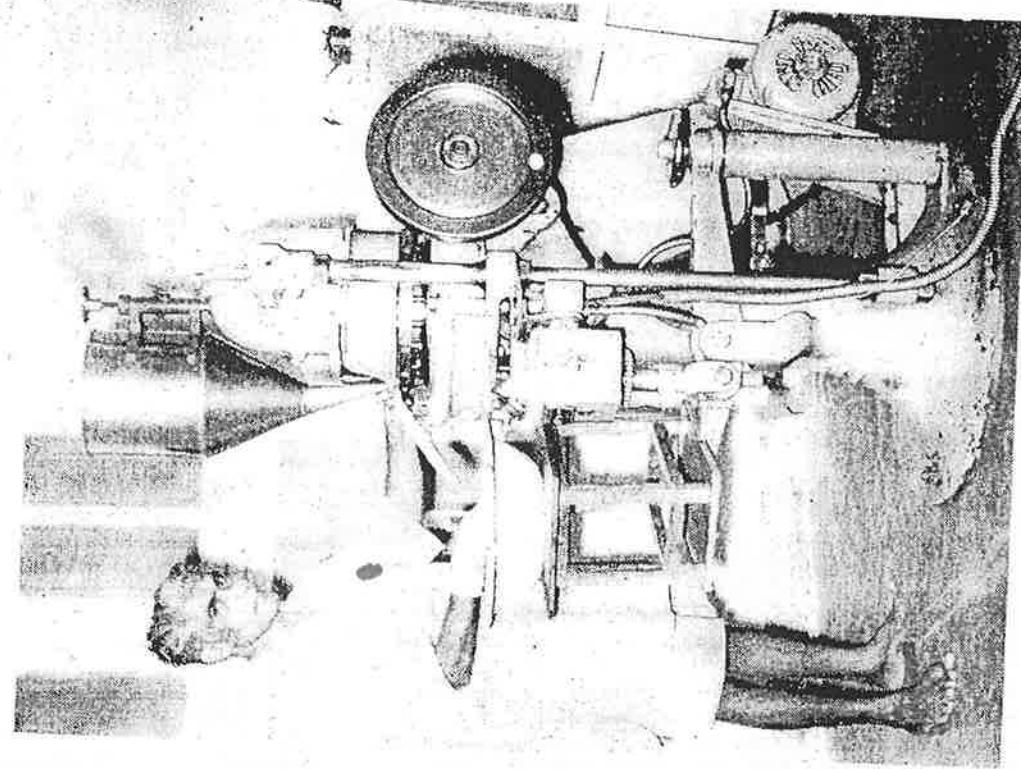
Kamala Ramakrishnan



JAMMI PHARMACEUTICAL FACTORY — INSIDE VIEW



HOBART MIXER



MANESTY R B. 3 TABLET MAKING MACHINE

(from page 5.....)

Our father had an attack of carbuncle on his back in 1939. In spite of best efforts and the expert medical treatment he passed away for his eternal rest in his 67th year, on Jyashtha Bahula Dwadasi day (14-6-1949). During all these years though riches, position and reputation literally pased on him he led a simple life. His charity, philanthropy and philosophy were scrupulously kept from public gaze.

This narration will not be complete if I do not mention a few words about late Rao Bahadur Dr. T. S. Tirumurti Principal Stanley Medical College and President Medical Council, and his support and encouragements to us in our mission. To me personally, he is only next to my beloved father. Though a veteran of allopathic system; he never minimised the power and utility of the Indian medicines. His only motive was to give succour to the suffering souls whatever may be the systems of medicines adopted. He was responsible to a large extent for what we are to-day in Medical India.

Q: 2. We concentrate on three medicines viz., LIVERCURE, WHOOCO, and NUTRITONE. Livercure is our speciality as already explained above. This is available in three strengths :

★ LIVERCURE simple, Livercure Complex, Livercure Complex Forte. Originally Livercure was supplied in powder form. With the daily

increasing demand for the medicine, my father realised that the issue of them in powder form was not conducive to the administration of the correct dose at all time, and that it involved a waste of avoidable human effort. He, therefore, visualised the need to supply his medicines in tablet form. But unfortunately he could not live to see his dream come true. We introduced the tablets only in 1949 at our newly built factory at Kodambakkam.

This factory, known as Jammi Pharmaceutical Factory, at Arcot Road, Kodambakkam, Madras 26, was inaugurated on 27-12-49 by Dr. T. S. Tirumurti. Jammi Venkataramanayya & Sons, Mylapore, Madras-4 is the sole concessionaries of the above factory for marketing their products. This factory manufactures medicines on scientific methods and marketing is done by the latter on modern lines.

★ Nutritone is a palatable preparation. Its stimulating and digestive properties support and strengthen the weakened powers of assimilation in cases of digestive disturbances due to many factors. It promotes appetite, helps digestion and assimilation of food.

★ Whooco is a tablet preparation for whooping cough. It considerably mitigates the distressing attacks and satisfactorily reduces the period of suffering.

Q: 3 Various were the honours conferred on my father, such as

"Sisuvaidya Nishnata", "Hony. Professor of Child Treatment" etc, At the various medical and other exhibitions held, several Gold Medals and First Class Certificates were issued to us from time to time. In 1969 and 1970, we were awarded Certificates by The Civilian Council for self Defence and National Character, Delhi. A gold Medal was awarded in 1970 by the same Council.

Q. 4. We, the practitioners of Ayurveda, are not competent to comment on the anti-biotics and sulpha drugs. But I can say without fear of contradiction that Indian Medicine is superior provided the disease is diagnosed properly and proper medicine is administered. The success of Livercure, an ayurvedic preparation, over all known allopathic preparations for Liver ailments, goes to prove this claim. Pulse reading is most important. Now there are only a few practitioners found all over India who can read the pulse correctly.

Q. 5. As far as collaboration is concerned, it is for the manufacture of allopathic medicines and not for Indian medicines. At the same time there are instances when Doctors from abroad came to India for Indian collaboration for ayurvedic medicines.

Q. 6 & 7. With the recognition of the Ayurvedic system of Medicine, and the encouragement given by the Government of India for foreign trade, the prospects seem to be brighter now to export our Ayurvedic speciality Jammi's Livercure to foreign countries.

Q. 8 Sales tax for indigenous medicines is not desirable. It should be treated as cottage industry and exemption should be given as had been given at the outset. At present we have to pay 3 per cent multi point besides 10% Central Sales Tax outside the State. This should be abolished in the interest of the profession as well as the common man. At least the Tax should be reduced and levied at the place where the indigenous medicines are manufactured, if it must.

Q. 9. No. Command.



Packing under the  
supervision of  
Mr J. B. L.  
Narasimham  
(See cover pages for  
more photos)

Views of  
Jammi  
Venkataramanayya & Sons



Late Sri Jammi Venkataramanayya

1. Our father, the founder of this institution, late Sri Jammi Venkataramanayya Garu, (Jammi is our surname) had his humble start 70 years ago as an Ayurvedic Medical Practitioner at Vizianagaram in Andhra Pradesh. He was the second child of Sri Jammi Narasimhacharlu Garu, born in 1872. He was initiated into ayurveda by his paternal uncle, late Sri Kaluri Annayacharlu Garu, known for his erudition, and received further training at the hands of late Sri Vadlamani Suryanarayana Sastri Garu.

An important landmark in our father's popularity as a physician of children's diseases was the case of a child of Sri Suryarao Naidu of Vizag, which was diagnosed by the eminent physicians of the locality as Cirrhosis of the Liver at an advanced stage with a definitely unfavourable prognosis. This child was cured by my father. Late Dr. T. S. Tirumurti, the doyen of Medical Profession, who had been observing my father's successful treatment for some time, was responsible for our father's introduction to Madras when he invited him to treat the third son of Rao Saheb Sri A. K. Ranganatha Iyer. Thus we came to Madras on 10-5-1929, Jyashtha Bahula Dasami in the Telugu year Sukla.

*Editor's Note:* This questionnaire was replied by Mr. J. L. Narasimham, the eldest son of late Mr. Jammi Venkataramanayya Garu, who is one of the partners of M/s. Jammi Venkataramanayya & Sons. Mr. Narasimham is capable in his profession. He has inherited the sense of service and dedication for the cause of suffering souls. In his late sixties, Mr. Narasimham is the best spokesman of his profession. A man of simple habits and high sense of values, he is an excellent conversationalist.

Although my father was proficient in all treatments, he paid more and more attention to children's ailments, particularly to liver and spleen diseases. His concentrated probing into this special subject gradually yielded him a method of treatment by which the dread diseases could be brought under check.

The natural inability of the children to express their sufferings during their illness, combined with the belief of Godliness in them owing to their innocence and purity of heart, brought out a responding chord of sympathy and love in my father, which gradually led him to pay more and more attention to children's diseases and their treatment, and the growing success of his art and practice in this special line, so completely obsessed him that he gave up his general practice and confined it to the treatment of children's diseases. His cultural heritage, simple and pious living, seems to have made him so much of a child in his innocence and so much of a sage in his

understanding, that children responded to his treatment as if by magic.

The fame of Jammi and his remedy gradually spread to other provinces of India and friends and admirers compelled him to open branches all over India. Thus we have opened our offices at Bombay, Lucknow, Calcutta, Delhi, Bangalore, Hyderabad, Nagpur, Kumbakonam and Tiruchirapalli.

Special mention should be made of Nagpur office which was opened with the introductions and blessings from Sri V. V. Giri, then labour leader & the present President of India. (See Page 11)

J. B. L. Narasimham  
J. L. Narasimham, Partners.





weeks and thereafter there  
was gradual & steady  
improvement. After two or  
three months the child began  
to pick up flesh & gain in  
weight. But for this  
ineffacious, mischievous prescription  
of Mr. Venkataranamiah,  
how we had very little hope  
of saving the child. In  
short, Mr. Venkataranamiah  
can be trusted to bring  
joy to many a home  
where children are  
victims of this malignant  
disease.

D. Narayana Rao  
Mysore

S. V. VEDAMURTHY MUDALIAR,

"VADAKKU VEDU"

MELACHEVAL, 15. 11. 1931.  
TINNEVELLY DT..

To,

Messers. Jammi. Venkattaramaya Esq.,

Liver and Spleen Specialist,

S. Salai Street,

Mylapore. M a d r a s.

Dear Sir,

Please send one month's medicine by V.P.P. to my address above and oblige. We find some improvement to my child and are continuing the same.

We want to give your medicine for an another child, 15 days old, as a preventive measure. All the previous children had Liver enlargement and now we want to give your medicine beforehand. Therefore please send one month's medicine, with instructions as to the quantity of an each dose, to my address and oblige.

Yours truly,

*See S*  
*15/11*

Bapuji Aiyar  
Indian Police

Station. Mylapore, Madras,

Date 14th January 1932.

M.R.Ry. Jammi Venkatarama Ayyah Garu of Vizianagram treated my brother's (Rao Sahib A.K.Ranganatha Ayyar's) son for enlargement of liver and spleen. The Doctor took up the treatment of the case at an advanced stage after the boy has been treated for a long time by other homoeopathic doctors and given up as a bad case. Dr. Jammi Venkatarama Ayyah by his carefully administering his carefully made medicine of efficacious herbs successfully treated the boy and in fact gave him the life. The Doctors who treated him unsuccessfully now say there has been a radical cure.

I have also heard that Dr. Jammi has since treated very successfully hundreds of cases in Madras. I have no hesitation in saying that he has saved the lives of hundreds of infants who have been suffering from this disease which is not uncommon in this country.

Dr. Jammi Venkatarama Ayyah is a gentleman of pleasing manners and his rates are very reasonable.

Yours faithfully  
Rao Sahib Ayyar

V. NATESAN L. M. P.  
MEDICAL PRACTITIONER.  
(REGISTERED.)

Arcot (N. Arcot)  
18th. May 31 193

M.R.Ry.,  
Dr. Jammi Venkataramiah Garu,  
Liver and Spleen specialist  
Mylapore-Madras.

My dear doctor,

I have your very kind card of the 17th. inst. Many thanks. I shall give my baby thriphala kashayam for a couple of days as per your instructions and let you know.

Re- your suggestion for keeping a stock of your specific, I wish to state as follows:- I am a Government Medical Officer incharge of a local Fund institution which gives gratuitous medical relief to the public. If I stock the medicine and ask people to purchase it, the idea that the doctor is selling medicine would easily be made to gain ground by ignorant people.

Hence, I assure you, dear doctor, that I am thoroughly convinced with the efficacy of your specific and in the interest of the suffering people, I shall feel it a pride and privilege in freely recommending your specific to my clients and in special cases, I shall myself place the order for the v.P.P.,

Indeed your medicine is a boon to many. I am following your instructions with regard to my baby with meticulous care and attention to details.

Thanking you once again and with regards.

Yours faithfully,

*Natesan*  
18/5/31

CONJEEVERAM.  
Date 16<sup>th</sup> March 1922.

I have been using Dr. Jemini Venkataswamyah's medicine for infantile cirrhosis of the liver for the last six years on many of the children coming to me for cirrhosis of the liver. And almost all cases have been cured. I have used it on my own boy who is now perfectly alright. I have not known any other medicine than this which has cured Infantile Cirrhosis of the liver. Even very bad cases have been cured.

P. S. Ananthanarayanan

ARTISAN  
PRINTERS  
BO. WKS.  
MUR ROAD  
MADRAS

JAMMI'S

# Liver Cure

AYURVEDIC PRODUCT  
(SIMPLE)

## INDICATIONS:

Enlarged Liver, soft in consistency, with attendant symptoms such as: bloating of the abdomen; constipation or diarrhoea; stools clay-coloured; urine dries white; slight fever; distaste for food; vomiting; emaciation; lethargy; irritability.

ஜனிய  
ரம்புடியுநர  
"வினர் குலிர்"

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(May also be used as a prophylactic in half-doses.)

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## **M/s. JAMMI PHARMACEUTICAL FACTORY**

**Arcot Road, Kodambakkam, MADRAS-26**

Jammi Pharmaceutical Factory was inaugurated by late Rao Bahadur Dr. T. S. Tirumurti, B.A., M.B. & C.M., D.T.M. & H., (London), Principal, Stanley Medical College and PRESIDENT Medical Council, under the Presidentship of Shri M. Bhaktavatsalam, former Chief Minister of Madras in 1949.

### **Manufacturers of AYURVEDIC Medicines scientifically :-**

Jammi's Livercure for Indian childhood Cirrhosis in 3 strengths :

'SIMPLE' for the first stage of Liver & Spleen diseases, also prophylactic and tonic.

'COMPLEX' for the second stage of the disease, infective Hepatitis Hepatic Insufficiency & Alcoholic Cirrhosis.

'COMPLEX FORTE' for the third stage of the disease with Oedema, Ascites, Jaundice, etc.

Presented in tablet form & strip packing with the formula on the carton.

### **OTHER PRODUCTS :**

'WHOOCO' for Whooping Cough; 'NUTRITONE' an appetising & digestive tonic; 'CALDATONE' mixture of calcium Compounds with Ayurvedic Iron MILK OF MAGNESIA an antacid and mild laxative; 'De-GERMIN' Skin ointment containing sulphur; 'CARMOGRIPE' Gripe mixture for Infants & Children.

*For particulars write to : Sole concessionnaires :*

## **Jammi Venkataramanayya & Sons**

48/1, Royapettah High Road, Mylapore, Madras - 4

### **Clinics & Distributing Centres :**

Bangalore-2, 239/1 Sultanpet; Bombay-4, Parekh Mansion, Sardar Vallabhbhai Patel Road; Calcutta-7, 132/1, Mahatma Gandhi Road; Lucknow, Jammi Building, Jadunath Sanyal Road; Nagpur-1, Jammi Building, 202, Kamptee Road; Delhi-7, 5-A, Kamala Nagar; Kumbakonam, 72, Kamakshi Josier St., Tiruchirapalli-2, 23, Nandi Koil Street; Hyderabad-20, 1-8-522, 18-A, Chikadapalli.

For rendering prompt service to the suffering world Trade-Fare-Awards 1969 & 1970 were conferred.