



Reviving Ayurveda as a Component of AYUSH

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ABSTRACT

Ayurveda is an ancient system of healthcare and a way of life which deals with prevention and promotion of health of the healthy and treatment of various acute and chronic difficult to treat ailments. The knowledge of Ayurveda is precious but it somehow lost its charm in past due to lack of utilization of its propositions clinically. Relevance of AYUSH is becoming more important in the present scenario because of changes in disease spectrum and notion that prevention of disease could be equally (and at times only) significant thing to achieve. This has bought new scientific insights to the basic theories of Ayurveda. Recent declaration of establishment of WHO Global Centre for Traditional Medicine (GCTM) in Jamnagar with the acquiescence of Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization and honourable Prime Minister Shri Narendra Modi, will definitely add credits to the present account. Also, it will serve the original essence Ayurveda by taking it to reach of every mankind with sufficient and reliable services. This short communication is just an attempt to provide a brief map to the journey of uprising of indigenous systems of medicine with the establishment of Ministry of AYUSH.

Key Words: AYUSH, Ayurveda, Traditional medicine

INTRODUCTION

Establishment of *Ministry of AYUSH* on 9th November 2014 with a vision of reviving the profound knowledge of traditional Indian systems of medicine and ensuring the optimal development and propagation of the AYUSH systems of healthcare¹ provided wings to these less popular streams of medicine. AYUSH incorporates some traditional systems of healthcare including Ayurveda, Yoga and Naturopathy, Unani, Siddha and Homoeopathy. Ayurveda among all has attained new heights world-wide these days with wide acceptance. Besides the non-communicable diseases its potential use in communicable disease is ruling over the national market after pandemic. During covid-19 pandemic situation release of periodic advisories by Ministry of AYUSH, Government of India efficiently helped to address and contain the problem.² Relevance of AYUSH has become more important in the present scenario because of changes in disease spectrum and notion that prevention of disease could be equally significant thing to achieve. The knowledge of Ayurveda is precious but it somehow lost its charm in past due to lack of utilization of its propositions clinically. The researches on

going, are trying to bring back the ancient wealth with global acceptance. Ancient theories like *Panchamahabhutta* theory, *Tridosha* theory, *Prakriti* analysis are now reestablishing. The *Prakriti* has been suggested as an essential tool to satisfy the present demand of personalized medicine⁶. Researches in the field of herbal medicine are suggesting nanotechnology to be included for better results with minimum or no toxicity⁷. A good deal of Digital initiatives have been undertaken under AYUSH for global recognition of Traditional knowledge. Total 19 keys are identified. Traditional Knowledge Digital Library (TKDL), Research Management Information System (RIMS), AYUSH Sanjivani App, e-Charak are few examples⁸. All these examples remark the extended roots of AYUSH across globe. These sequences have encouraged our honorable Prime Minister Shri Narendra Modi, to initiate the WHO Global Centre for Traditional Medicine (GCTM) on 20th April 2022 in Jamnagar with the acquiescence of Tedros Adhanom Ghebreyesus, Director-General of the World Health Organization. The GCTM is the world's first and only global outpost center for traditional medicine. The huge investment made into this sector to boost exports and nurture development to our traditional wealth. It is expected

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to become a global wellness destination of its kind. GCTM will focus on leadership, equitable coverage, research and sustainability of traditional medicines. This center aims to channel the hidden potentials of traditional medicine and knowledge by integrating evidence based researches and other technical advancements to it. The four main strategic areas have been highlighted to build focus for now. These are – 1. Evidence and learning, 2. Data and analytics 3. Sustainability and equity 4. Innovation and technology. All certainly optimize the traditional knowledge contribution to global health. Few salient injunctions have been made in this regard. For say, a special Ayush mark for AYUSH products has been introduced to ensure quality control. Besides it will adorn Made in India products with high quality. Traditional therapies has escalated tourism in Kerala. This idea is now taken as “Heal in India” to bring enormous medical tourism to country. With similar intent, plan of Ayush Visa was launched for medical tourists seeking AYUSH system of healthcare in India. AYUSH sector has increased manifold since inception. In addition, the government is also planning to develop a network of Ayush parks to encourage the promotion, research and manufacturing of AYUSH products across the country. A Global AYUSH Investment & Innovation Summit-2022 was conducted on 20th to 22nd April 2022 incorporating various stakeholders, entrepreneurs, industries and start-ups to encourage them to pour investment for innovation and sustainable progress in AYUSH. Stakeholders are also exploring innovative study designs and the use of artificial intelligence to document the impact of traditional medicine practices. Strengthening the base of traditional medicine by evidences will certainly facilitate its use by communities and promote better health outcomes as well. These amendments will certainly strengthen the economy of the country. At the same time, the Ministry of AYUSH is also running National AYUSH Mission (NAM) for its broader coverage. Various AYUSH clinics are being set-up in different states to promote mainstreaming AYUSH in the national health delivery system.

Ayurveda is an ancient system of healthcare and a way of life which deals with prevention and promotion of health of the healthy and treatment of various acute and chronic difficult to treat ailments. From mild non- ulcer Dyspepsia to severe heart diseases, childhood to old age derangements can be managed by following Ayurvedic principles of living.³ Conventional biomedicine has now reached a stable and renowned platform in treating many health-related issues because of enormous researches and advancements continued

in this field since time a long ago. But still a sufficient health issues are outnumbering the therapeutic success. Chronic medical conditions like Diabetes, Hypertension, AIDS, Cancers, infertility etc. are still have no effective and sustainable solution. We now have sufficient evidences from all streams of medicine across the globe that it is sustainable and cost effective to promote health and prevent disease from its occurrence rather than to treat after it occurs or do irreversible damages to the body. Now a countable proportion of population choose Ayurveda as treatment option, though their reasons may be different.⁴ Ayurveda is regaining its popularity and excellent future prospects are expected.⁵ It is also the responsibility of Ayurvedic practitioners to disperse information about Ayurveda in general public. By such collaborative efforts Ayurveda and other AYUSH system will definitely gain acceptance and open door in mainstreaming of current healthcare needs of global population. Finally, health policies need to be tailored according to need of clients and operational feasibility to gain appropriate acceptance.

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