

A REVIEW ON GLOBAL SCENARIO OF AYURVEDA

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ABSTRACT

Ayurveda is the oldest existing body of knowledge whose origin traces back to the *Vedas*. It is said to be 5000 years old science. Despite all the killer instinct of foreign invasions and ignorance of the Government in the recent past, this old traditional medical system of India has survived through the ages. The history of Ayurveda spread over centuries and can be categorized into four periods: The *Vedic period*, the *Samhita period*, the *revival period*, and the *present period*. During the post-independence period naturally, the scope and hope for development and global acceptance of Ayurveda increased manifold. In India, *Ayurveda* faced a negative response from the government. Slowly it started to gain popularity. Due to the immense commercial

potential of the science and its dimensional holistic approach toward health-in the physical, mental and spiritual plane attracted the highly stressed population. To promote it further we have to overcome some threats like a disorganized sector in India, lack of standardization, production and practice, lack of quality control, nonavailability of raw drugs, and lack of easy availability of information. Recently it has got a boost in the neighboring country and western countries. A lot of work should be done to increase its global acceptance. We have to do a lot of research to collect data that will be able to revalidate the principles of Ayurveda. We have to have a strategy and a definite action plan for the future if we want to proceed.

KEYWORDS: Ayurveda, Globalization.

INTRODUCTION

Word “Globalisation” used by economists since 1981. The mutual exchange of technology and knowledge around the world is known as globalization. This is a process by which the citizens of the world are incorporated into a single society and function together.

Ayurveda is almost 5000 years old science. Despite all the negative attitudes, the killer instinct of foreign invasion, and neglect from the very own government this science has survived through the ages fulfilling the mission of helping the ailing population through the ways of nature. The history of Ayurveda lies spread over 50 centuries and can be categorized into 4 periods that is Vedic period, the Samhita period, the revival period and the present period.^[1]

Ayurveda is a *upveda* of *Atharva Veda*.^[2] The knowledge scattered in *Veda* was collected and comprehended in the form of principles by great *Acharyas* like *Charaka*, *Susruta*, and *Vagbhatta* during the Samhita period. In the early days, science was learned in an individual manner in a traditional *Guru Shishya parampara* science that was unknown to the rest of the world. The individualized system was slowly institutionalized and from the 2nd century BC students came to the ancient university of *Takshilla* to learn Ayurveda. From the 2nd century A.D to the 7th century A.D Nalanda University also attracted lots of students. This was the Golden era in the field of Ayurveda and can be called as revival period in Ayurveda. With the spread of Buddhism and the Mughal invasion, Ayurveda faced a major setback and lots of literature were destroyed by Mughal invaders. Then with the British regime, the decline was full and the seed was sowed for modern medicine in India. By the 18th century, the status of Ayurveda showed some kind of improvement and it continued till the independent era. During the post-independence period naturally, the scope and hope for the development and global acceptance of Ayurveda increased by manifolds.

MATERIAL AND METHOD

Various books, as well as the website, were referred to this article topic. Also, guidance is taken from the expert in subjects.

DISCUSSION

Ayurveda in today's scenario

Ayurveda is passing through a crucial stage in its history of 5000 years. Because of its holistic approach toward the disease, it has attracted the highly stressed western populations

who have reached the saturation point of emotional, physical, and moral insecurity. In India, the ministry of Ayush is dedicated exclusively towards a traditional system of medicine specially Ayurveda.

Globally people have started accepting it, especially in South Asian countries. Ayurveda is gaining popularity due to its holistic approach. Ayurveda like panchakarma is popular among people, especially among foreign tourists who travel to Indian states like Kerala.

Srilanka This is a country where Ayurveda enjoys the national status of the National health system. They enjoy the national health policy. They have two fledgling Ayurveda institutes offering BAMS degrees.

Nepal They recognized Ayurveda as a national health system and have a national health policy on Ayurveda.

Bangladesh is another neighboring country of India, which has recognized Ayurveda legally,

United Kingdom In recent days there is a widely increase in the awareness of Ayurveda in the UK. About 150 ayurvedic doctors are practicing in the U.K irrespective of the hostile attitude of the government to recognize Ayurveda as a medical system with independent status. Two Ayurveda colleges are run in London and these colleges offer B.A degree.

Germany – There is a great awareness of Ayurveda in Germany. Ayurveda physicians visit Germany regularly for lectures and demonstrations as academicians.

Japan – For the past thirty years, Japan has shown interest in the study, research, and practice of Ayurveda. In 1969 Prof. HIROSHI MARUYAMA of Osaka medical school established the society of Ayurveda in Japan.

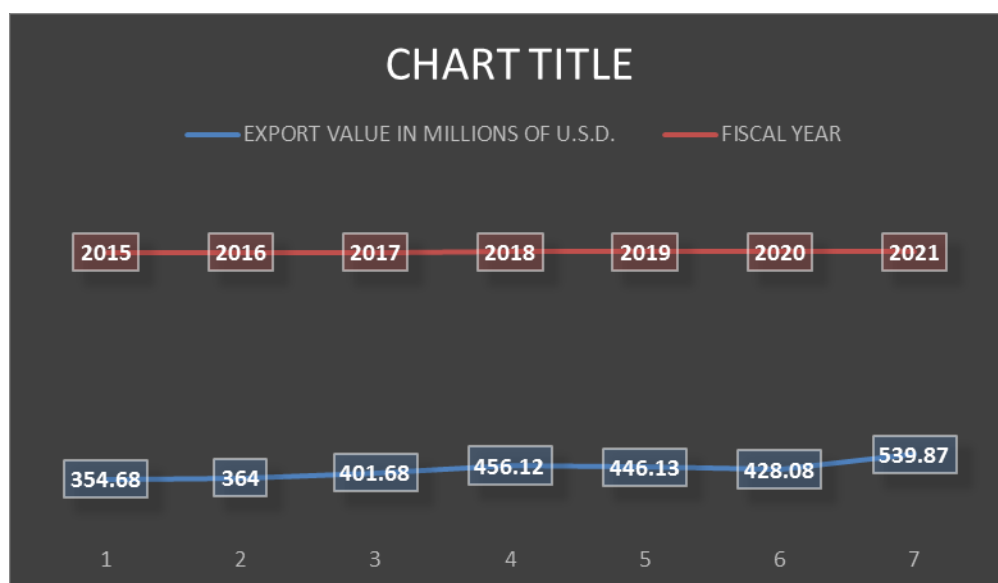
USA- In USA Ayurveda is having a very high commercial potential and *Panchakarma* therapy is widely practiced. The ayurvedic drugs are sold there under the food and supplement label.

South Africa – Ayurveda practice is recognized as alternative medicine in South Africa. Due to the large presence of the Indian population science is gaining popularity in South Africa.

RECENT SCENARIO OF EXPORTS

- The Government of India has Signed MoU with Malaysian Government for exchange of Ayurveda knowledge and recently sanctioned 20 scholarships for Malaysian students to study Ayurveda at various ayurvedic institutions across the country.
- IMPCL (Indian Medicines Pharmaceuticals Corporation Limited) revealed that the consumption of ayurvedic medicines and products increased during the Covid-19 pandemic significantly. The IMPCL registered sales of ₹69.60 crores up to August 2020 as compared to last year's 26.73 crores.^[4]
- Market Research Company, Nielsen's report in the month of July revealed that Chyawanprash sales have increased by 85 percent on June 21. While the sales of branded honey increased by 45 percent and turmeric by 40 percent.^[5]
- The Ayurveda market in India was valued at 300 billion in 2018 and is expected to reach 710.87 billion by 2024, expanding at a compound annual growth rate (CAGR) of 16.06 percent.
- The AYUSH market currently stands at a whopping 10 billion USD and is projected to see an impressive 50% increase over the next five years.
- Exports of ayurvedic products increased by about 45% on September 21, compared with 2019- **said prime minister Shree Narendra Modi.**
- The Ayurveda economy has witnessed 90per cent growth after the COVID -19 pandemic, as Ayurveda has gained global acceptance – **said Union health minister Harsh Vardhan.**
- Recently Prime minister Shri Narendra Modi inaugurated the WHO-Global Centre for traditional medicine (GCTM) in ITRA (Institute of Teaching and Research in Ayurveda) Jamnagar, GUJRAT. This aims to channel the potential of traditional medicine by integrating it with technological advancements and evidence-based research.^[6]
- According to the Maharishi Ayurveda study report during pre-covid, the ayurvedic market typically witnessed 15-20 percent growth annually. In the last quarter, many companies, large and small, have witnessed anywhere between 50-90 percent growth.
- The export value of ayurvedic and herbal products amounted to about 539 million U.S.dollars from India in the fiscal year 2021. There was a consistent increase in the value of these exports from the fiscal year 2015 till 2021.

FISCAL YEAR	EXPORT VALUE IN MILLIONS OF U.S.D.
2015	354.68
2016	364
2017	401.68
2018	456.12
2019	446.13
2020	428.08
2021	539.87



THREATS

- I. Disorganized Ayurveda in India- The divided nature of the sector is the main reason behind the degradation of the Ayurveda. Very small percentages of total ayurvedic organizations work together mutually and there is no interaction between different groups.
- II. The most important is lack of standardization in the field of production and practice, no standard criteria for the Genuity of the raw drugs, no uniformity in the percentage of the ingredients, and no facility to analyze the chemistry of drug.
- III. Lack of quality control measures is another crucial factor.
- IV. Major issue is the non-availability of certain raw drugs.
- V. Ayurvedic drugs are easily prescribed by the un-qualified practioner.
- VI. Easy availability of medicines over the counter which includes online shopping

There is a need to Globalise Ayurveda because

- ☐ Ayurveda has its holistic approach comprising diet, yoga, panchakarma, herbal medicines, etc. Ayurveda not only improves the person's health but also their well-being, behavior, and state of mind.

- ❑ Competitions are increasing in the market.
- ❑ Globalization ultimately reduces the cost of drugs
- ❑ It provides instant access to markets and distribution network

WAYS TO TAKE AYURVEDA FORWARD

1. **Awareness-** we have to spread awareness about the benefit of Ayurveda among people.
2. **Scientific evidence collection-** In the case of Ayurveda, there is a strong need for the collection of scientific data. The fundamental principle of Ayurveda is 5000 years old. It has to be proved based on the present that one of the major research areas should be the evaluation of the effectiveness and safety of ayurvedic intervention through randomized controlled trials.

Research studies on ayurvedic interventions have the potential to directly benefit people, health policymakers and managers, Ayurveda practitioners, and academics. If Ayurvedic interventions are found to be clinically and cost-effective, the clinical, personal, and economic burden of diseases on people and their families will be prevented or reduced. They will be provided with more evidence-based choices to prevent to manage their health.

STEPS THAT ARE BEING TAKEN

- Evidence-based research is being done by various organizations CCRAS, NRHM, and various Institutions across the world.
- Conferences, symposiums, and seminars are being conducted nationally and internationally.
- Wellness and panchakarma center are being opened in various parts of the world.
- Standardization and quality control of the medicines are being checked.
- Recently Govt. of India signed an agreement to set up WHO Global Centre for traditional medicine in Jamnagar, Gujarat.

CONCLUSION

If we glance through the global scenario one thing is clear India Ayurveda has independent status only in neighboring countries of Srilanka, Nepal, and Bangladesh. In countries like the USA, UK, Germany, Australia, etc where Ayurveda is practiced but the law has not recognized the system as a separate medical system. A lot of work has to be done for the complete globalization of Ayurveda. All the organizations and Governments have to come together and start campaigning for the Ayurveda on the global platform. A strong

representation has to be made. Globally the scope of Ayurveda is huge and has the potential to benefit people. In order to achieve this scientific evidence base of Ayurveda must be strong. We have to have a strategy and a definite action plan for the future if we want to proceed.

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