



## GLOBAL SCENARIO OF AYUSH THROUGH GLOBAL CENTER FOR TRADITIONAL MEDICINE: A REVIEW

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### ABSTRACT:

In 1978 the 'Alma-Ata-Declaration' by WHO stated the evaluation and promotion of traditional medicines. A department called Department of "Indian System of medicine" was created in March 1995 and renamed as AYUSH in November 2003 with a focus for development of traditional system of medicine. AYUSH includes six indigenous traditional systems of medicine practiced mainly in India. With increasing awareness about fitness, health and changing lifestyle, the demand for AYUSH systems especially Ayurveda & Yoga has increased internationally. Government of India is actively propagating and popularizing all streams of AYUSH amongst all age groups through its various initiatives e.g., celebrating Yoga Day, National/State level health & Wellness outreach programs like Swasthya Rakshan Program, Arogya-melas, Health camps, exhibitions, etc. The ministry of AYUSH has signed MoUs with 23 countries approximately for cooperation in traditional medicine, and there are AYUSH information cells located in approximately 31 countries that disseminate information about AYUSH system. Today the globalization process of Ayurveda has reached many nations, due to the efforts of AYUSH Ministry, especially in the Covid-19 pandemic situation. About 80% of the world's population is estimated to use traditional system of medicine. According to current scenario of AYUSH in India, though there is a good improvement in framing and developing new infrastructural projects and budget allocation but not as much as required to be grown when compared to other technological sectors. Therefore, Global Center for Traditional Medicine by WHO could be considered as a good initiative where everyone around the world can get information regarding traditional system of medicine at their fingertip. For this article, an overview will be given so as to depict some of the reasons which may be considered as the lacunas for minimal development of our ancient ayurvedic system and how this WHO proposed "Global Center for Traditional Medicine" could help for better globalization.

**Keywords:** AYUSH, Ayurveda, Globalization, WHO, Global center, Traditional medicine

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## INTRODUCTION

Globalization is a process of cooperation and integration between individuals, companies, and governments around the world, resulting in the growth of international trade and the exchange of ideas and cultures <sup>[1]</sup>. Ayurveda, which has used to be found only on the Indian subcontinent and its surrounding lands, but with the advancement of time and technology, awareness of this great Science of life has spread throughout the world and many countries now want to explore this science. About 80% of the world's population is estimated to use traditional medicine. Till date, 170 out of 194 WHO Member States have reported the use of traditional medicine, and their governments have requested WHO support in creating a body of credible evidence and data on traditional medicine practices and products <sup>[2]</sup>. The term traditional medicine refers to the total amount of knowledge, skills and practices of different cultures used over time to maintain health and prevent, diagnose and treat physical and mental illness. Its reach includes ancient methods such as acupuncture, ayurvedic medicine and herbal remedies as well as modern medicine. Traditional medicine is also gaining ground in the world of modern science. About 40% of the official pharmaceutical products used

today come from natural sources, indicating the vital importance of biodiversity conservation and sustainability. For example, the discovery of aspirin was based on the composition of traditional medicine using the bark of the willow tree, the contraceptive pill was developed from the roots of wild yam plants and the treatment of pediatric cancer has been based on rosy periwinkle. The Nobel Prize-winning study of malaria control 'artemisinin' began with a review of ancient Chinese medicine <sup>[3]</sup>. Globalization of Ayurvedic practices has gained momentum in the past two decades. The market size of AYUSH has grown by 17 percent in 2014-20 to reach US dollars 18.1 billion. As per the Research and Information System for Developing Countries (RIS) report, despite a slump in economic activity in 2020 due to the pandemic, the industry is projected to reach US dollar 20.6 billion in 2021 and US dollar 23.3 billion in 2022 <sup>[4]</sup>. As per a report by the Confederation of Indian Industry (CII), unsurprisingly, India is the largest player in the global Ayurveda market.

However, the popularity of Ayurveda is low as most people in the world choose modern medicine because of its ability to quickly cure diseases compared to Ayurvedic medicine. More recently, awareness as well as fear of

toxicity in allopathic medicine and the high cost of health care are causing a large number of people to seek alternatives. Other lacunas need to be considered and the development of Ayurveda practice guidelines requires a great deal of professional work done by professionals and doctors who should have the necessary knowledge and motivation for this work. 'Global Center for Traditional Medicine' proposed by WHO could be considered as a good initiative for better globalization and where everyone around the world can get information regarding traditional system of medicine at their fingertip. It will be an information center for traditional medicine. As part of WHO's overall strategy for traditional medicine, it focuses on evidence-based learning strategies, data and statistics, sustainability and equity, and innovation and technology to enhance the contribution of traditional medicine to global health and sustainable development [5]. At the same time, respect for local values, resources and rights is a guiding principle.

#### **MATERIALS AND METHODS**

Various literatures, journals and articles concerning the AYUSH Ministry, its function as well as its globalization were consulted and reviewed for writing this review article.

In India, a department called Department of "Indian System of medicine" was created in

March 1995 and renamed as AYUSH in November 2003 with a focus for development of traditional system of medicine which includes six indigenous traditional systems of medicine i.e., Ayurveda, Siddha, Unani and Yoga, Naturopathy and Homoeopathy which are practiced mainly in India. Some of the primary objectives of AYUSH are; Upgrading educational standards of the Indian Systems of Medicines, strengthening existing research institutions and facilitating time-bound research programs, outlining schemes for promotion, cultivation and regeneration of medicinal plants, evolving pharmacopeial standards for the Indian Systems of Medicine.

The reasons which are considered to be the lacunas for minimal development of ancient system of medicine includes; lack of required funding could be considered as a major reason behind minimal growth of traditional medicines. Only a few organizations have well-established research infrastructure for Ayurveda special research. Experienced researchers with state-of-the-art technology are required to conduct advanced research and quality in Ayurveda. Young Ayurvedic scholars, although enthusiastic, are not clear on their views on the future of Ayurveda. Moreover, it is not yet clear how they can disclose the results of their important research to Ayurveda [6]. More than a thousand

Ayurvedic graduates graduate each year and enter a series of courses and exercises. Among them, only a few chose their career as researchers in Ayurveda. Ayurvedic teaching has not changed in the last 50 years and literature has not been developed with new research methods.

To remove this taboo from our country; On 9<sup>th</sup> march, Union cabinet chaired by honorable Prime Minister approved WHO Global center for traditional medicine, which is a very prestigious setup only given to India. WHO Director general Dr. Tedros on 5<sup>th</sup> Ayurveda day stated through video conferencing along with PM being live there “I am pleased to announce that we have agreed to open a WHO global center for traditional medicine in India to strengthen the evidence, research, training and awareness of traditional and complementary medicine. This new center will support WHO’s efforts to implement the WHO traditional medicine strategy 2014-2023 which aims to support countries in developing policies and action plans to strengthen the role of traditional medicine as part of their journey to universal health coverage and a healthier, fairer and safer world.” In reply to this, honorable Prime minister congratulated the entire Indians and concluded as “I am confident that just like India has emerged as the pharmacy of the world, in the same

manner, this center for traditional medicine will become the center for global wellness”. For now, ‘Institute of Teaching & Research in Ayurveda’ is considered as the interim office or center for setting up of global center for traditional medicine. At the same time, there were two historical events also took place on that particular day; IPGTRA, Jamnagar was transformed as ITRA and it was given the status of Institute of national importance and National Institute of Ayurveda (NIA), Jaipur was declared as deemed to be university by UGC which was earlier coming under Jodhpur University.

The Prime Minister Shri Narendra Modi laid the foundation stone of WHO Global Centre for Traditional Medicine (GCTM) in Jamnagar, Gujarat on 19<sup>th</sup> April 2022. Groundbreaking ceremony was attended by Prime Minister of Mauritius Shri Pravind Kumar Jugnauth and Dr. Tedros Ghebreyesus, Director-General, World Health Organization (WHO). India takes this partnership as a huge responsibility for serving the entire humanity. The ceremony was attended by Chief Minister of Gujarat Shri. Bhupendra Patel, Union Minister of AYUSH Shri. Sarbananda Sonowal, Dr. Mansukh Mandaviya, Minister of Health and Family Welfare and Chemicals and Fertilizers, Dr. Munjpara Mahendrabhai Kalubhai, Minister of State and Ministry of Ayush, and other senior

officials of Ministry of Ayush and Government of Gujarat. WHO Global Center for Traditional Medicine is a major milestone for entire South East Asian Countries. This was acknowledged by Prime Minister of Bangladesh, Nepal and Bhutan through recorded video message telecasted at the ceremony [7]. Chief Minister Yogi Adityanath on March 28, 2022 in a video conference mentioned that Uttar Pradesh will be made a hub of traditional system of treatment which is again a very proud moment for every AYUSH Practitioner [8].

#### **Benefits of GCTM:**

1. Globalization of traditional medicine: Once this global center is set up, it will become easier for traditional medicine to reach across the globe from corner to corner.
2. Standardization of quality, safety & efficacy of the drugs: Since contemporary medicine is having quality, safety & efficacy related issues as they are mostly synthetic products but the traditional medicine has natural origin with variety of actions based on collection of drugs and other things.
3. The accessibility and rationality in application of traditional medicine-based principles should be considered and that could only be possible by such GCTM.
4. To develop norms, standards and guidelines in relevant technical areas, tools

and methodologies for collecting data, understanding analytics and assess impact. Envisage WHO TM informatics center creating a collaborative of existing. TM data banks, virtual libraries, academic and research institutes. Hence, it becomes the Global leader for giving the information e.g., the recent COVID like situation where multiple protocols were framed by different people.

5. To conduct training programs in campus, residential or web-based through partnerships with the WHO academy and other strategic partners.
6. Identification of various challenges faces by the countries in regulating, integrating and further positioning traditional medicine in respective countries.
7. It should serve as a platform where global experts of traditional medicines come together and share experiences.
8. GCTM should mobilize funding for research in the field of traditional medicines.

#### **Future Plan of WHO GCTM:**

Having virtual informatics center where we are having the access to search any of the information that we require in relation to traditional medicine. It is proposed to be having:

1. Existing traditional medicine data banks

2. Virtual libraries across the globe **Current scenario of AYUSH:** [9]
3. Academic Institutes
4. Research Institutes (which can be accessed at one click)

<b>AYUSH DRUG INDUSTRY</b>	<b>No. of Manufacturing units</b>	<b>8104</b>
<b>INFRASTRUCTURAL PROJECTS</b>	No. of projects in progress	8
<b>AYUSH HEALTH INFRASTRUCTURE</b>	No. of Hospitals	3859
	No. of Dispensaries	29951
<b>AYUSH EDUCATION</b>	No. of Colleges	780
	No. of Students	62780
<b>TOTAL BUDGET ALLOCATION</b>		2970.3 cr

## DISCUSSION

Benefits of globalization includes: Access to new cultures, spread of technology and innovation, lower costs for products, higher standards of living across the globe, access to new markets, access to new talent, etc. 'Global Center for Traditional Medicine' could be considered as a medium for better globalization as it is a virtual informatics center where everyone around the world can get information at their fingertip. Once the information has been processed or completed, that should be shared with real people and thus training, workshops and skills development programs to disseminate information developed by GCTM can be considered by the authorities. Therefore,

everything will have the same or similar information from one place to another. The Joint Task Force (JTF) is designed to coordinate, execute and monitor the establishment activities of the facility. The main objective of the WHO GCTM is to provide leadership in all global health issues related to traditional medicine and to extend support to member states in formulating various policies related to traditional medicine research, procedures and public health. It aims to "exploit the power of traditional medicine around the world through modern science and technology," says the WHO Director-General. The Indian government has signed a MoU with the Malaysian Government to exchange Ayurveda information and has approved 20

scholarships for Malaysian students to study Ayurveda, Siddha and Unani degree courses at various prestigious institutions in India. This communication between the AYUSH Department and the Indian High Commission in Malaysia led to the establishment of the AYUSH cell at the Indian Cultural Center (ICC) in Kuala Lumpur. The construction of the AYUSH cell at the ICC located in other parts of the world will make people aware of the AYUSH drug programs. Today, the Ministry of AYUSH has provided support for the establishment of 38 AYUSH information cells in 34 foreign countries. Many physicians practice Ayurveda in many parts of the world like USA, Argentina, Australia, Brazil, New Zealand, South Africa, Russia, Japan, Nepal, Sri Lanka etc for imparting short and long-term training in Ayurveda.

## CONCLUSION

GCTM is the first and only global out posted center for traditional medicine across the globe. The World Health Organization has set up a global hub for traditional medicine to provide affordable healthcare solutions and research as well as reliable evidence that alternative healing is based on science and not fiction. Now being established with the support of the Govt. of India, the center reflects the WHO Director-General's leadership version that harnessing the

potential of traditional medicine would be a game changer for health when founded on evidence, innovation and sustainability. The Prime Minister and Govt. of India are supporting the establishment of the WHO Global Center for Traditional Medicine in Jamnagar, Gujarat, India, a global good and in the spirit of '*Vasudaivam Kutumbakam*'; the world is one family. As a future impact, setting this Global Center in India would be a good opportunity for better development and globalization of all the traditional system of medicines across the world.

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