ii. Government policies and initiatives for the development of Ayurveda

ii. Government policies and initiatives for the development of \bar{A} yurveda as traditional System of Medicine of India for the wellbeing of the world

Government Policies and Initiatives for Āyurveda: A Strategic Framework

1. Historical Context and Policy Evolution

• Pre-Independence Era:

Āyurveda was marginalized during colonial rule, with Western medicine prioritized. However, indigenous systems survived through grassroots practitioners and traditional *gurukula* systems.

- **Bhore Committee (1946)**: Highlighted the need to integrate traditional medicine into national healthcare but lacked actionable policies.
- Post-Independence:
 - 1948: The Indian government recognized Ayurveda, Unani, Siddha, and Homeopathy under the Ministry of Health.
 - 1970: Establishment of the Central Council of Indian Medicine (CCIM) to standardize education and practice.
 - 1995: Creation of the **Department of AYUSH** (Ayurveda, Yoga, Unani, Siddha, Homeopathy) to institutionalize traditional systems.
- 21st Century:
 - o 2014: AYUSH elevated to an independent Ministry of AYUSH, signaling political commitment.
 - 2020: Integration of AYUSH into the National Health Policy (NHP) and National Education Policy (NEP).

2. Key National Policies and Initiatives

a. National Health Policy (NHP) 2017

- Objective: "Mainstreaming AYUSH" by integrating traditional medicine into primary healthcare.
- Strategies:
 - Co-location of AYUSH services in PHCs (Primary Health Centers).
 - Inclusion of Ayurveda in the National Program for Prevention and Control of Cancer, Diabetes, CVD, and Stroke (NPCDCS).
- Impact: Improved rural healthcare access; 50,000+ AYUSH wellness centers operational by 2023.

b. National Ayush Mission (NAM)

- Launched: 2014 (revised in 2021).
- Focus Areas:
 - 1. Medicinal Plant Cultivation: Over 800 species promoted via the National Medicinal Plants Board (NMPB).
 - 2. **Standardization**: Pharmacopoeia Committees for drug standardization (e.g., *Ayurvedic Pharmacopoeia of India*)
 - 3. **Research & Innovation**: Funding for interdisciplinary studies (e.g., Āyurveda genomics, metabolomics).

c. Digital Initiatives

- AYUSH Grid: A digital platform for AYUSH healthcare delivery, education, and research.
- e-AUSHADHI Portal: Online licensing system for AYUSH drug manufacturing.

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3. Global Outreach and Diplomacy

• WHO Collaboration:

- 2014: WHO's Traditional Medicine Strategy 2014-2023 endorsed Ayurveda's role in universal health coverage.
- Benchmark Documents: WHO released Benchmarks for Training in Ayurveda (2019) and Unani (2023).

International Initiatives:

- Ayush Visa: Introduced in 2023 for foreign nationals seeking Ayurvedic treatment in India.
- Global AYUSH Investment & Innovation Summit (2023): Attracted \$5.6 billion in MoUs for Ayurvedic startups.
- o International Day of Yoga (IDY): Leveraged to promote Äyurveda as a holistic wellness system.

• Case Study: India-Japan Ayurveda Collaboration

- **Project**: Integrate Āyurveda into Japan's *Kampo* medicine system.
- o Outcome: Joint research on adaptogenic herbs (e.g., Ashwagandha) for stress management.

4. Research and Education Reforms

• Institutional Framework:

- o All India Institute of Ayurveda (AIIA): Modeled after AIIMS for advanced Ayurvedic research.
- **CCRAS (Central Council for Research in Ayurvedic Sciences)**: 30+ research institutes focusing on clinical validation (e.g., COVID-19 management with *Ayush Kwath*).

• Educational Upgradation:

- National Commission for Indian System of Medicine (NCISM) 2020: Replaced CCIM to modernize curricula and introduce competency-based education.
- Ph.D. Programs: ICMR-AYUSH partnerships for interdisciplinary research (e.g., Ayurveda + AI for personalized medicine).

5. Industry and Economic Development

Pharma Sector:

- **PLI Scheme**: Production-Linked Incentive for AYUSH drug manufacturers to boost exports.
- FSSAI Regulations: Standards for Ayurvedic nutraceuticals (e.g., Chyawanprash as a dietary supplement).

• Startups and Entrepreneurship:

- Ayush Startup Challenge: 500+ startups funded (e.g., NirogStreet for tele-Āyurveda consultations).
- Geographical Indications (GI): Protection for regional Ayurvedic products (e.g., Kerala's Kottakkal Arya Vaidya Sala formulations).

6. Challenges and Future Directions

• Challenges:

- Standardization: Variability in raw materials and manufacturing practices.
- **Biopiracy**: Patent battles over traditional knowledge (e.g., *Turmeric*, *Neem* cases).
- Evidence Gap: Need for large-scale RCTs to meet global regulatory standards.

• Future Strategies:

- One Health Approach: Integrate Ayurveda into planetary health (e.g., sustainable harvesting of medicinal plants).
- o Al-Driven Diagnostics: Tools like Nadi Tarangini (pulse analysis software) for precision medicine.
- Global Accreditation: Push for ISO standards for Ayurvedic education and practice.

Conclusion: Ayurveda as a Global Public Good

Āyurveda's resurgence under India's policy frameworks aligns with the **United Nations Sustainable Development Goals (SDG 3: Good Health)**. By blending tradition with innovation, India positions Āyurveda not just as a medical system but as a **cultural and economic asset** for global wellbeing. Future policies must focus on **translational research**, **ethical commercialization**, and **diplomatic soft power** to realize its full potential.

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