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Journal homepage: <https://www.jmra.in/>**Review Article****Recent developments and initiatives taken by government to ayurveda under ministry of ayush****J. M. Badiyani<sup>1</sup>, Hiren Kotadia<sup>2,\*</sup>**<sup>1</sup>Faculty of Management, Maharaja Krishnakumarsinhji Bhavnagar University, Bhavnagar, Gujarat, India<sup>2</sup>Dept. of Business Administration, Faculty of Management, Christ Institute of Management, Rajkot, Gujarat, India**ARTICLE INFO***Article history:*

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**ABSTRACT**

Ayurveda, which means "True knowledge of life" in Sanskrit, is a self-sustainable system of medicine. The Government of India, through its Ministry of AYUSH, is responsible for developing policies and implementing programs for the growth, development, and propagation of Ayurveda. This review aimed to highlight government policies and initiatives for the development of Ayurveda. Various books, policy documents, annual reports, and ancient Ayurvedic literature were critically reviewed, and data was recorded from the Ministry of AYUSH, National Medicinal Plant Board, and Central Council for Research on Ayurvedic Sciences (CCRAS), and AYUSH research portal websites. The vision of the ministry is to position AYUSH systems as the preferred systems for attaining a healthy nation. The ministry has identified its mission in terms of seven broad thematic functional areas of AYUSH activities, including education and communication, human resource development, drug administration, medicinal plants, research and development, international collaborations, and AYUSH services. Various programs have been implemented to increase the visibility, acceptability, and usage of Ayurveda, integrating it into the health system. Strategies are being taken up to promote Ayurveda globally through AYUSH clusters, focusing on safety, efficacy, quality aspects, and rational use of Ayurveda. In conclusion, the government is taking firm steps towards promoting and developing Ayurveda, with a focus on research and development for the validation of Ayurveda.

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For reprints contact: [reprint@ipinnovative.com](mailto:reprint@ipinnovative.com)**1. Introduction**

Indian systems of medicine and Homoeopathy are included in the AYUSH systems of medicine.

An acronym for Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy is AYUSH. Homoeopathy is practiced in India for around 100 years, while the oldest system with a documented history of its practice is Ayurveda, which has been around for more than 5000 years. The country has diverse preferences of people and infrastructure.<sup>1-5</sup> There are many places in India where the practice of Ayurveda is practiced.

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All objects and living bodies are composed of five elements according to the philosophy of Ayurveda. Aakasha, Vayu, Agni, Jala and Prithvi. The elements are represented in the form of Tridoshas. Vata, Pitta, and Kapha are related to water and earth. The mental attributes of Satva, Rajas and Tamas are different from the physical attributes of these three Doshas. The human body has a matrix of structural entities. Good health is achieved by keeping structural and functional entities in a state of equilibrium. The treatment consists of restoring the equilibrium through various interventions including therapeutic procedures, regimen, medicines and lifestyle management.

### 1.1. Vision

1. Ministry of AYUSH has mandate to develop AYUSH systems viz. Ayurveda, Yoga & Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy.
2. The Ministry works with the vision to position AYUSH systems as the preferred systems of living and practice for attaining a healthy India. Such a vision has gradually emerged through the thought processes of experts concerned with health care provisioning in the country.

### 1.2. Mission

The Ministry has identified its Mission in terms of seven broad thematic areas of AYUSH activities. The thematic areas are as follows:

1. Effective Human Resource Development
2. Provision of Quality AYUSH Services
3. Information, Education and Communication
4. Quality Research in AYUSH
5. Growth of the Medicinal Plants Sector
6. Drugs Administration
7. International Exchange Programme/Seminars/Workshops on AYUSH

In order to promote the education of Indian System of Medicines and Ayurveda globally, the Ministry has signed 13 memorandum of understanding with foreign universities. Country to Country MOUs have been signed with 23 countries for cooperation in the field of Traditional Medicine and Homoeopathy. There are some areas of cooperation. Foreign nationals from 99 countries can apply for 104 scholarships every year for pursuing undergraduate, postgraduate and Ph.D. in India. The aim of the fellowship is to achieve recognition and acceptance of Indian traditional medicine systems.

A scheme for voluntary certification of yoga professionals has been launched by the ministry to promote authentic yoga as a preventive and health promoting drugless therapy. The objectives of the Yoga Certification Board are to bring synergy, quality and uniformity in knowledge and skills of yoga professionals across the world through certification programs. Every year, Indian systems of Medicine are celebrated in the country. In 190 countries, the International Day of Yoga is celebrated and in 35 countries, the Ayurveda day is celebrated.<sup>6-10</sup>

The International Yoga Conference has been organized by the ministry. State and UT governments are implementing the centrally sponsored scheme of the National AYUSH Mission in the country. Through behavioral change communication, training of village health workers, and provision of AYUSH health services, the concept of AYUSH Gram is being promoted.

Under the central sector scheme for promotion of information, education and communication, the ministry

of ayush undertakes promotional activities such as organization of arogya fairs at state and national level, multimedia campaigns, preparation and distribution of publicity material, audio visual material, etc. The ministry helps organize seminars, conferences etc. Incentives are given to eligible agencies for participation in fairs. The optimal use of electronic and digital platforms for promotion and publicizing AYUSH systems is being made by the Ministry of AYUSH. The Ministry of AYUSH is involved in various steps to promote and publicize the systems of medicine.

The Ministry of AYUSH deputed experts to foreign countries to participate in international meetings, conferences, training programmes, seminars and on special assignment of the Government of India for promotion and propagation of AYUSH Systems. Financial assistance is given for the presentation of scientific research papers in international conferences.

Incentives are provided to AYUSH drug manufacturers, entrepreneurs, AYUSH institutions, etc. for (i) participating in International exhibitions, conferences, workshops, trade fairs, etc. for generating awareness amongst the public about the AYUSH systems of medicine and; (ii) registration of AYUSH products with regulatory authorities of the foreign countries. So far, more than 50 products (Unani and Ayurveda) have been registered in 08 countries namely Kenya, USA, Russia, Latvia, Canada, Oman, Tajikistan and Sri Lanka under the IC scheme of the Ministry.

The AYUSH Information Cell has been set up in 31 countries. Under the auspices of the Ministry of External Affairs, the Ministry of AYUSH has sent two experts to Malaysia to provide services at two hospitals. The NITI Aayog has formed an Advisory Committee to formulate a framework of comprehensive health policy to achieve inclusive, affordable, evidence based healthcare.

A Memorandum of Understanding has been signed between the Ministry of Railways and the Ministry of AYUSH. The Health establishments of the Ministry of Defence/Directorate General of armed forces Medical Services have signed an MOU with the Ministry of Defence for integration of Ayurveda.

### 1.3. Government's support to AYUSH

Over last 10 years, the budget allocation for the ministry has increased a lot, from around Rs 1,000 crore in 2011 to Rs 3,050 crore in the year 2022-23.

## 2. National Ayush Mission (Nam)

The continuation of the National AYUSH Mission (NAM) as a centrally sponsored scheme has been approved by the Union Cabinet. The scheme is turning point as better access to AYUSH services through raise in number of AYUSH Hospitals and Dispensaries, mainstreaming of AYUSH

**Table 1:**

Year	Fund allocated in crores	Year	Fund allocated in crores
2011	1064	2017	1,428.65
2012	1,161.20	2018	1,626.37
2013	1,249.60	2019	1,939.76
2014	1,252.05	2020	2,122.08
2015	1,197	2021	2,970.30
2016	1,323.20	2022	3,050

(Source: <https://www.deccanherald.com/business/union-budget/union-budget-2022-overview-of-ayush-ministry-and-its-budget-allocations-1073284.html>)

through Primary Health Centers (PHCs), Community Health Centers (CHCs) and District Hospitals (DHs), ensure availability of AYUSH drugs and trained manpower.

Total 27495 AYUSH doctors (11741 AYUSH doctor under co-located facilities and 15754 AYUSH doctor under RBSK) have been deployed under NHM as on 30.06.2020.

71 Organizations/Institutions/Industries were provided with financial assistance for organizing Exhibitions/Workshops/Seminars/ etc. on AYUSH awareness and participated in 9 Health related melas organized by various Organizations through the Research Councils and National Medicinal Plants Board.

Following initiatives have been taken as a part of media publicity to promote AYUSH systems:

International Yoga Day is a Prime Minister's event. The International Yoga Day 2020 campaign reached to 1.52 Crore families and 5.57 Crore (approximately) individuals although the Covid pandemic situation impacted. Celebrities based short Video for promotion of IYD 2020 has been provided by NFDC for the publicity and was telecasted on National Television.<sup>11-14</sup>

There were 15 videos on AYUSH on nutrition to provide more coverage to 'Poshan Abhiyan' was procured of up to one minute duration on the name of 'AYUSH in Nutrition' in various languages on the request of Hon'ble Minister for Women & Child Development.

The Ministry of Tourism recently hosted the virtual Bharat Parv on its website, showcasing digital content from various sources, including the Ministry of AYUSH. Among the highlights of the event was the Ministry of AYUSH's tableau, which featured in the Republic Day parade and illustrated the evolution of AYUSH systems over time. To reach rural communities without access to digital tools, the Ministry also collaborated with Community Radio Stations to develop a two-month program on boosting immunity in the face of the COVID-19 pandemic. The AYUSH for Immunity Campaign aims to support people's health and well-being by focusing on their immune system. Other recent initiatives by the Ministry of AYUSH include the release of commemorative postage stamps honoring 12 Master Healers of AYUSH and the publication of an

AYUSH Wall Calendar featuring medicinal flowers. Finally, the Ministry promoted the 5th International Day of Yoga through print advertisements in newspapers.

For It was challenging to target rural population specifically those who are not using IT tools/smart gadgets, Community Radio Stations was proven to be a powerful medium in COVID-19.

AYUSH ministry engaged Commonwealth Educational Media Centre for Asia for developing, managing, conducting & preparing reporting for 5 minutes programme on 25 CRSs for a period of 2 months during that period.

### 2.1. Print publicity

12 Master Healers of AYUSH was released as commemorative postage stamps by Hon'ble Prime Minister are seen as an unprecedented achievement of this Ministry during this year. Few more activities were also undertaken such as 16000 copies of AYUSH Wall Calendar-2020 on Medicinal Flowers have been printed and given print ad in newspapers of International Yoga Day celebrations every year.

### 3. Research in Ayush

Autonomous Research Councils set-up by the Ministry of AYUSH, Government of India, namely

1. Central Council for Research in Ayurvedic Sciences (CCRAS),
2. Central Council for Research in Unani Medicine (CCRUM),
3. Central Council for Research in Homoeopathy (CCRH),
4. Central Council for Research in Siddha (CCRS),
5. Central Council for Research in Yoga & Naturopathy (CCRYN)

These Councils serve as apex bodies for formulation, coordination, development and promotion of research activities in traditional medicine systems for various diseases. Total 85 peripheral Institutes are working under these Research Councils in various parts of the country developing healthcare services.

### 4. Conclusion

The people are convinced by the effectiveness of AYUSH. It requires a genuine need for easy access to traditional medical systems in India. It is necessary to establish a knowledge base to meet global standards. The government needs to mentor the AYUSH industry in India and abroad. The promotion and development of Ayurveda nationally and internationally is being promoted by the Ministry of AYUSH. There is more that can be done to make it acceptable world wide as a scientific system of healthcare.

## 5. Source of Funding

None.

## 6. Conflict of Interest

None.

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