



Traditional Medicine and the Sustainable Development Goals:

Aligning AYUSH Systems with Global Health Initiatives

Knowledge Paper / June 2024



'Ayur' means 'Life', and 'Veda' means 'Knowledge'. Hence, knowledge of our life is called 'Ayurveda'



Message from ASSOCHAM



Mr. Deepak Sood
Secretary General
ASSOCHAM

In today's global landscape marked by a rising prevalence of non-communicable diseases, chronic illnesses, and an aging population, there is a pressing demand from both patients and healthcare professionals for a revitalized healthcare system that emphasizes patient-centered, individualized care. Moreover, during the recent pandemic, Traditional Systems of Medicine have demonstrated significant contributions to the mitigation and treatment of COVID-19. The Ministry of Ayush established the Interdisciplinary Ayush Research and Development Task Force to conduct research studies on COVID-19.

Through its Research Councils and National Institutes, the Ministry of Ayush has undertaken 140 research studies, encompassing both prophylactic and interventional approaches, across various locations in India. The Government of India also launched a comprehensive nationwide campaign to distribute its proven polyherbal Ayurvedic drug Ayush-64 and the Siddha drug Kabasura Kudineer for the treatment of COVID-19. The efficacy of these drugs has been validated through rigorous multi-centre clinical trials.

Numerous countries worldwide have signed Memoranda of Understanding (MoUs) with the Ministry of Ayush, Government of India, to engage in collaborative research on Ayush systems. To ensure access to credible information on Ayush systems, many of these countries have established Ayush Chairs at their esteemed universities. Students and researchers from around the globe come to India to study Ayush systems, benefiting from the scholarships and fellowships provided by the Government of India. To globalize Ayurveda for sustainable health, a comprehensive strategy is essential. This strategy should include rigorous research and standardization to confirm the efficacy and safety of Ayurvedic practices and products. Implementing clear regulations and quality control standards is crucial to ensure product reliability and consistency. Public awareness campaigns are necessary to eliminate misconceptions and highlight Ayurveda's holistic benefits. Additionally, education and training programs are needed to develop qualified practitioners. International collaboration can facilitate global acceptance while protecting intellectual property rights and safeguarding traditional knowledge.

Integrating Ayurveda into mainstream healthcare systems is critical for its worldwide recognition and to enhance its contribution to modern medicine. Ayurveda's holistic approach to health is well-aligned with sustainable growth principles. Its focus on natural remedies, community involvement, and the preservation of cultural and environmental resources positions it as a significant contributor to economic, environmental, and social aspects of sustainable development. Promoting and integrating Ayurvedic practices into healthcare systems can offer substantial benefits for societies pursuing sustainable growth. Our collaborative effort with TechSci Research aims to provide invaluable insights into the dynamic sector of traditional medicine, specifically focusing on AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) systems. This paper offers a detailed analysis of market trends, challenges, and emerging opportunities within this sector. By delving into key aspects such as market segmentation, regulatory frameworks, and technological advancements, we equip industry players with the knowledge needed to navigate the complex landscape of traditional medicine and AYUSH systems effectively.



Message from the Director's Desk



Mr. Karan Chechi
Director, TechSci Research

The AYUSH sector is currently experiencing resilient growth, driven by a significant increase in market size, particularly in the global herbal market. With a rich heritage in Indian systems of medicine, the Indian AYUSH industry is strategically positioned to leverage these trends and contribute to achieving the Sustainable Development Goals (SDGs). The United Nations' Sustainable Development Goals (SDGs), established in 2015, outline 17 distinct goals and 169 targets aimed at fostering projects, policies, and investments that deliver broad benefits to humanity while preserving social, environmental, and physical health for the future. Ayurveda significantly contributes to achieving these objectives by offering solutions that enhance health, well-being, and mental and intellectual development, thereby minimizing the impact on our environment and society.

Sustainable Development Goal 3 (SDG 3) seeks to ensure healthy lives and promote well-being for all at every age by achieving universal health coverage (UHC), addressing health emergencies, and fostering healthier populations. Traditional and complementary medicine (T&CM), including Ayush Systems, can play a vital role in realizing this objective. Support from the Ministry of AYUSH in regulatory frameworks, research and development, infrastructure, and trade has been instrumental in creating synergies that facilitate business operations within the sector. This support is reflected in the substantial market growth observed in recent years. The COVID-19 pandemic further highlighted the resilience and potential of the AYUSH sector, especially in the raw material supply chain. Pharmaceuticals form the core of AYUSH, encompassing several allied industries such as medicinal plants, extracts, derivatives, and nutraceuticals, all of which have shown impressive growth both domestically and in exports.

Despite these advancements, there is a need to unlock the sector's full potential. As India advances in the global ease of doing business rankings, initiatives like 'Make in India' and 'Startup India,' along with regulatory reforms such as 100% FDI and perpetual licensing, are expected to boost investor confidence further. State industrial policies now include special incentives to promote AYUSH manufacturing, while challenges in value chain linkages, such as raw material supply, are being actively addressed at both central and state levels. Public trust in AYUSH systems is strong, yet there is a genuine need to develop awareness and improve access to traditional medical systems in India. Interdisciplinary research, standardization, quality control, and validation of Ayurvedic medicine are essential to establish a knowledge base that meets global standards.

Continuous mentoring from the government is crucial for the AYUSH industry to flourish both domestically and internationally. The Ministry of AYUSH is making significant strides in promoting and developing Ayurveda on national and international stages. However, more efforts are needed to mainstream Ayurveda and validate it as a scientific healthcare system, thereby regaining its historic glory. NITI Aayog's mapping exercises aligning SDGs and targets with ministries, schemes, and initiatives recognize the role of the National Health Mission as the primary vehicle to achieve Goal 3, as identified by the Ministry of Health and Family Welfare. Aligning AYUSH systems with global health initiatives is crucial for sustainable development and achieving universal healthcare goals. Recognizing the potential of traditional medicine and integrating it into healthcare policies and practices can foster a more inclusive, sustainable, and resilient healthcare system that leaves no one behind. Embracing the diversity of healthcare systems is crucial in the journey towards achieving the SDGs and building healthier and more equitable societies for future generations.



Executive Summary

The Knowledge Paper, “Traditional Medicine and the Sustainable Development Goals: Aligning AYUSH Systems with Global Health Initiatives,” explores the potential for integrating AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) systems with the United Nations’ Sustainable Development Goals (SDGs). As global health challenges become increasingly complex, there is a growing recognition of the value traditional medicine can bring to the table. This Knowledge Paper provides a comprehensive overview of how traditional medicine, particularly the AYUSH systems, can contribute to global health and sustainability.

The introductory section sets the stage by highlighting the significance of traditional medicine in global health contexts. It outlines the historical and contemporary relevance of Ayurveda, emphasizing its potential to enhance modern healthcare practices. The objectives of aligning AYUSH systems with SDGs are also presented, establishing a framework for the detailed discussion that follows.

The next section delves into the specifics of AYUSH systems, offering a detailed examination of Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy. It provides an overview of the AYUSH industry, including its economic impact and growth potential, thus demonstrating the viability and robustness of traditional medicine systems in contemporary healthcare landscapes. Following this, the Knowledge Paper introduces the Sustainable Development Goals, with a particular focus on their relevance to traditional medicine. This section elucidates how the principles of Ayurveda and other AYUSH practices align with the objectives of the SDGs, particularly in promoting health and well-being, ensuring inclusive and equitable quality education, and supporting sustainable economic growth.

Regulatory affairs related to Ayurveda are discussed in a subsequent section, highlighting the regulatory frameworks that govern the practice and commercialization of Ayurveda globally. This section underscores the importance of robust regulatory mechanisms in ensuring the safety, efficacy, and quality of AYUSH practices. Despite the potential benefits, integrating AYUSH systems with SDGs poses several challenges. These include regulatory hurdles, varying levels of acceptance across different regions, and the need for extensive scientific validation. Innovation and research are critical to the advancement of AYUSH systems. This section outlines current research trends, innovative practices, and the role of technology in enhancing the efficacy and reach of traditional medicine. The Knowledge Paper also addresses the burgeoning global market for AYUSH products and services. It discusses market trends, consumer preferences, and the economic opportunities that arise from the global expansion of AYUSH practices.

The Knowledge Paper advocates for a coordinated effort to incorporate AYUSH systems into global health initiatives and sustainable development agendas. It underscores the necessity for collaboration among governments, international organizations, and the private sector to fully leverage the potential of traditional medicine. By aligning AYUSH systems with the Sustainable Development Goals (SDGs), we can advance global health and well-being, promote sustainable development, and enhance contemporary healthcare practices with the insights of traditional medicine.



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Chapter 1

Introduction

Ayurveda is the conqueror of all diseases

Importance of Traditional Medicine in Global Health

Traditional medicine encompasses a range of health practices and approaches, incorporating plant, animal, and mineral-based remedies, along with spiritual therapies, manual techniques, and exercises. These methods are utilized individually or in combination to diagnose, treat, and prevent illnesses, as well as to maintain overall well-being. Interest in traditional medicine is experiencing significant growth, endorsed by the World Health Organization (WHO), a leading global health authority. In March 2022, WHO launched the Global Centre for Traditional Medicine, aimed at integrating ancient practices with modern science to enhance health and well-being globally. Traditional medicine is a vital component of healthcare in communities worldwide, with substantial potential to advance holistic health and drive future medical innovations. Notably, 88% of WHO

member states report utilizing traditional medicines¹. Recently, WHO highlighted the benefits of various traditional practices, including naturopathy, acupuncture, herbal medicines, Indigenous traditional medicine, homeopathy, traditional Chinese medicine, chiropractic, osteopathy, Ayurveda, and Unani medicine. In August 2023, WHO organized the inaugural Traditional Medicine Global Summit in Gandhinagar, Gujarat, India². This event brought together a diverse array of partners and stakeholders to exchange best practices, evidence, and data, showcasing traditional medicine's potential to transform the healthcare system. Traditional medicine has played a crucial role in global health for centuries, offering holistic approaches to wellness and disease prevention. With its rich diversity and cultural significance, traditional medicine encompasses a wide range of practices, from herbal remedies to spiritual healing techniques, which are deeply embedded in the cultural fabric of many societies.



Figure 1: Traditional V/S Allopathic System of Medicine

1. https://books.google.co.in/books?hl=en&lr=&id=WH0yDwAAQBAJ&oi=fnd&pg=PP1&dq=Importance+of+Traditional+Medicine+in+Global+Health&ots=h3dru6bYfB&sig=p8lpV4y8x9NFLSbPAEH6G-3hNOA&redir_esc=y#v=onepage&q=Importance%20of%20Traditional%20Medicine%20in%20Global%20Health&f=false
2. <https://naturemed.org/traditional-medicines-integral-role-in-global-health-care/>

The importance of traditional medicine lies in its accessibility and affordability, particularly in low- and middle-income countries where modern healthcare services are limited or inaccessible. AYUSH systems, with their emphasis on natural and holistic treatments, provide complementary and alternative healthcare options that can address a variety of health issues, from chronic diseases to mental health disorders. Furthermore,

traditional medicine is gaining increasing recognition in the global health community for its potential to enhance health outcomes, improve quality of life, and reduce healthcare costs. The integration of traditional and modern medicine can lead to more comprehensive and effective healthcare solutions, addressing the diverse needs of populations around the world.



Figure 2: Use of Traditional Medicines

Traditional Knowledge (TK)--based medicines are utilized by more than 60 percent of the global population³. These medicines are integral to primary healthcare in rural areas of developing countries and are also increasingly used in developed nations where modern pharmaceuticals are predominant. The Indian subcontinent is a rich source of medicinal plants, widely employed in traditional medical treatments. TK-based medicines within traditional systems are derived from herbs, minerals, and organic materials, though herbal drugs specifically utilize medicinal plants. The practice of using plants for TK-based medicine dates back centuries and remains a vital component of India's healthcare system.

In India, about 70 percent of the rural population relies on the traditional Ayurvedic system of medicine. Many healers and practitioners within these traditional systems create and dispense their medicinal formulations. In Western countries, approximately 40 percent of the population turns to herbal medicine for treating various ailments. This growing interest in traditional medicines is fueled by increased attention from governmental bodies, non-governmental organizations (NGOs), researchers, and the general public, alongside concerns about the side effects, adverse drug reactions, and prohibitive costs associated with modern medicines.

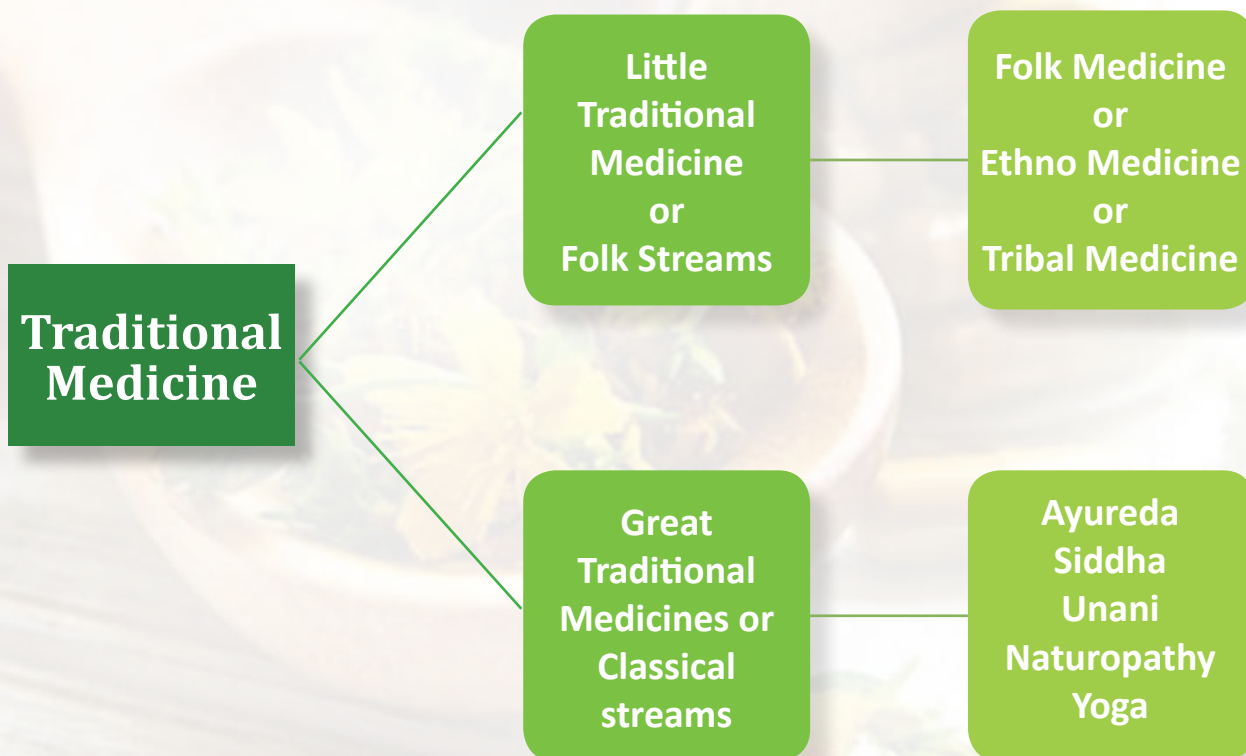


Figure 3: Classification of Traditional Knowledge (TK)-based Medicines

3. https://phrg.padovauniversitypress.it/system/files/papers/2018_3_3.pdf

Ayurveda and Its Modern Relevance

Ayurveda, meaning “the science of life,” is among the oldest and most comprehensive medical systems globally. With its origins in India over 5,000 years ago, Ayurveda emphasizes an integrated approach to balance the body, mind, and spirit, employing natural remedies for disease prevention and treatment. More than just a medical system, it promotes a lifestyle conducive to health, happiness, and harmony.

In contemporary times, Ayurveda is increasingly recognized as a valuable alternative or complementary medicine, particularly for chronic diseases, mental health, and overall wellness. Its relevance today can be attributed to several key benefits:

- **Personalized and Holistic Approach:** Ayurveda acknowledges the uniqueness of each individual, determined by their constitution, or Prakriti, which influences their physical, mental, and emotional traits. It also considers environmental, lifestyle, and

seasonal impacts on health. Consequently, Ayurveda offers tailored, holistic solutions based on an individual’s prakriti, doshas (biological energies), and vikriti (current health state).

- **Preventive and Curative Aspects:** Focusing on disease prevention, Ayurveda advocates for maintaining balance in body, mind, and spirit through proper diet, lifestyle, and daily routines, or dinacharya. It employs effective diagnostic methods, such as pulse, tongue, and urine analysis, and treatments like panchakarma (detoxification), herbal medicines, yoga, meditation, and massage to cure or alleviate symptoms of various acute and chronic diseases.
- **Natural and Safe Remedies:** Utilizing natural and herbal substances, including plants, minerals, metals, and animal products, Ayurveda prepares potent and safe medicines. It also promotes the concept of food as medicine, prescribing specific diets for various conditions, seasons, and body types, and avoids synthetic drugs, chemicals, or invasive procedures that may have harmful side effects.



- **Integration with Modern Medicine:** Ayurveda complements modern medicine, offering a holistic perspective, preventive strategies, and natural therapies. It aids in managing side effects, drug interactions, and resistance issues associated with modern treatments. Additionally, Ayurveda can provide a spiritual and ethical dimension often absent in modern medical practices.

These factors underscore Ayurveda's relevance and benefits in addressing today's health challenges and opportunities. Far from being static or outdated, Ayurveda is a dynamic and evolving system, adapting to contemporary needs through integration with modern science, technology, and research, thereby creating new possibilities and solutions for health and well-being.



Chapter 2

Understanding AYUSH Systems



In The Earthwise Herbal, Matthew Wood has revived the richness, depth, and dignity of the herbal medicine of the old masters, while at the same time endowing it with a new cosmopolitan, cross-cultural flavour that lifts it to a genuinely planetary level.

AYUSH is an acronym representing Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy, the six Indian systems of medicine practiced in India and some neighbouring Asian countries, with limited presence in a few developed nations⁴.



Ayurveda, Yoga and Naturopathy, Unani, Siddha, Homeopathy

Ayurveda: Ayurveda doctrine aims to maintain a harmonious balance of structural and functional aspects within the body, promoting good health. Any disruptions caused by internal or external factors lead to illness, and restoring balance through various techniques, procedures, dietary adjustments, and medicines constitutes treatment. Ayurvedic philosophy is rooted in the theory of Pancha bhootas (five elements), which asserts that all objects and living beings are composed of these fundamental elements.

Yoga and Naturopathy: Yoga is a lifestyle that promotes social and personal well-being and enhances physical health by improving blood circulation, controlling the senses, and inducing mental tranquillity. Naturopathy, another lifestyle-based system, focuses on drugless treatments, employing simple laws of nature. Naturopathic practices include dietary adjustments, purification techniques, hydrotherapy, baths, and massage.

Unani: The Unani System of medicine is grounded in established knowledge and practices aimed at promoting positive health and preventing diseases. Originating in Greece and enriched by Arab contributions, Unani medicine was introduced to India during the Medieval pe-

4. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4687239/>

riod. Unani treatment emphasizes the use of naturally occurring herbal medicines, including ingredients from animal and marine sources.

Siddha: The Siddha system of medicine emphasizes that medical treatment should consider not only the disease but also factors such as the patient’s environment, age, habits, and physical condition. Siddha literature, primarily in Tamil, is practiced in Tamil-speaking regions of India and beyond.

Homeopathy: Homeopathy employs a specialized method of treating diseases by administering potent drugs, which have been experimentally proven to produce similar symptoms in humans. It is based on the principle of “like cures like⁵. “

The Department of Indian System of Medicine, es-

tablished in March 1995, was rebranded as AYUSH in November 2003 to enhance the focus on these traditional medical systems. This shift aimed to balance the prominence of allopathic medicine and achieve a comprehensive health service framework as envisioned by the National Rural Health Mission (NRHM). Prior to the NRHM, the AYUSH systems—including their workforce, therapeutic practices, and principles—were confined to their respective domains, with few exceptions in certain states, given that health is a state matter in India. The launch of NRHM in 2005, with on-ground implementation starting in 2006, introduced the “mainstreaming of AYUSH and revitalization of local health traditions” to bolster public health services. This initiative facilitated the integration of the underutilized AYUSH resources into mainstream healthcare to address community health issues at various levels⁶.



5. http://www.arthapedia.in/index.php/Indigenous_Systems_of_Medicines:_Ayurveda,_Siddha,_Unani,_Yoga,_Homeopathy_and_Naturopathy
6. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4687239/>

The convergence of AYUSH into mainstream healthcare pursued the following objectives⁷ :

- Providing patients with a choice of treatment systems.
- Functionally strengthening healthcare facilities.
- Enhancing the implementation of national health programs.

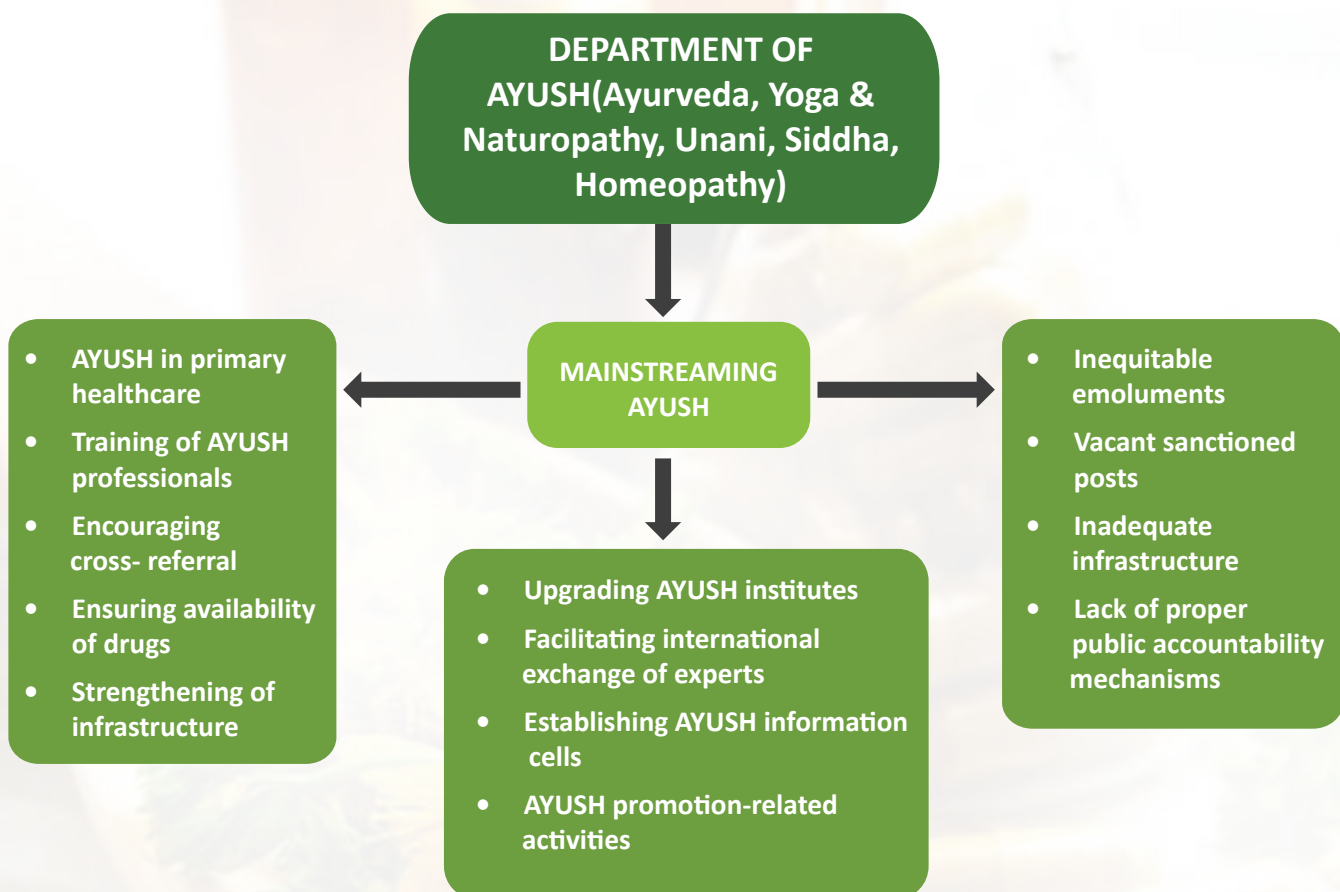


Figure 4: Integration of departments of AYUSH

Through this mainstreaming effort, AYUSH workforce, therapeutics, and principles have been integrated into the healthcare systems of various states at multiple levels.

The Ministry of Ayush has implemented several measures to enhance global exports⁸ :

1. The Ministry has executed 24 Country-to-Country Memorandums of Understanding (MoUs) for cooperation in Traditional Medicine and Homeopathy with various nations.
2. It has signed 40 MoUs with international institutions for collaborative research and academic partnerships.
3. Additionally, 15 MoUs have been signed with international institutions for the establishment of Ayush Academic Chairs in foreign countries.
4. The Ministry has supported the creation of 39 Ayush Information Cells in thirty-five countries.
5. The Ayush Export Promotion Council was registered on January 4, 2022, under Section 8(4) of the Companies Act 2013, with the backing of the Ministry of Corporate Affairs. This council aims to address challenges related to the registration of Ayush products abroad and to conduct market studies and research activities internationally.
6. MoUs have been signed with the London School of Hygiene & Tropical Medicine (LSHTM), UK, and Frankfurter Innovationszentrum Biotechnologie GmbH (FIZ), Frankfurt, Germany, for clinical research on using Ayurveda to mitigate Covid-19.
7. WHO-GMP (COPP) certification has been granted to 31 Ayurvedic drug manufacturers to facilitate the export of Ayurveda, Siddha, Unani, and Homeopathy drugs.



8. <https://ayushnext.ayush.gov.in/detail/news/national-medicinal-plants-board-nmpb>

Number of medical care facilities under the AYUSH ministry across India as of April 2021

■ Hospitals ■ Dispensaries

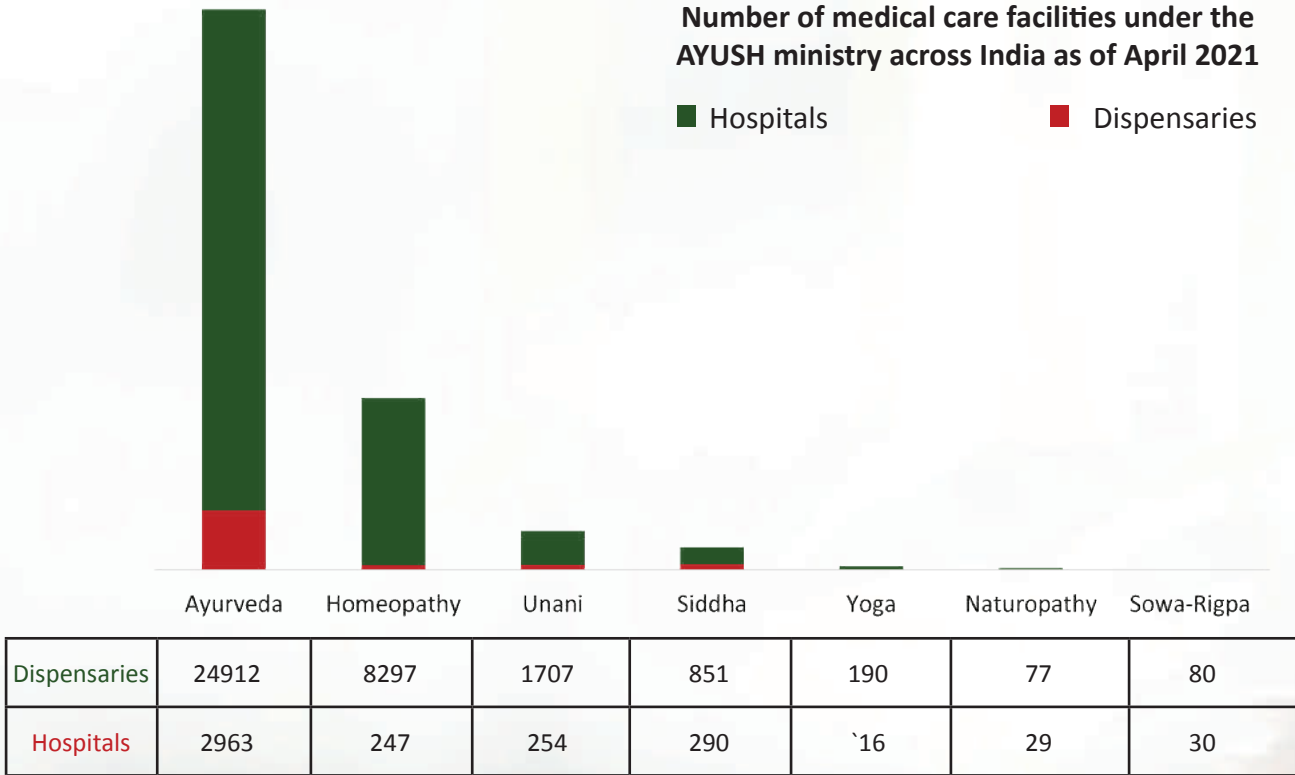
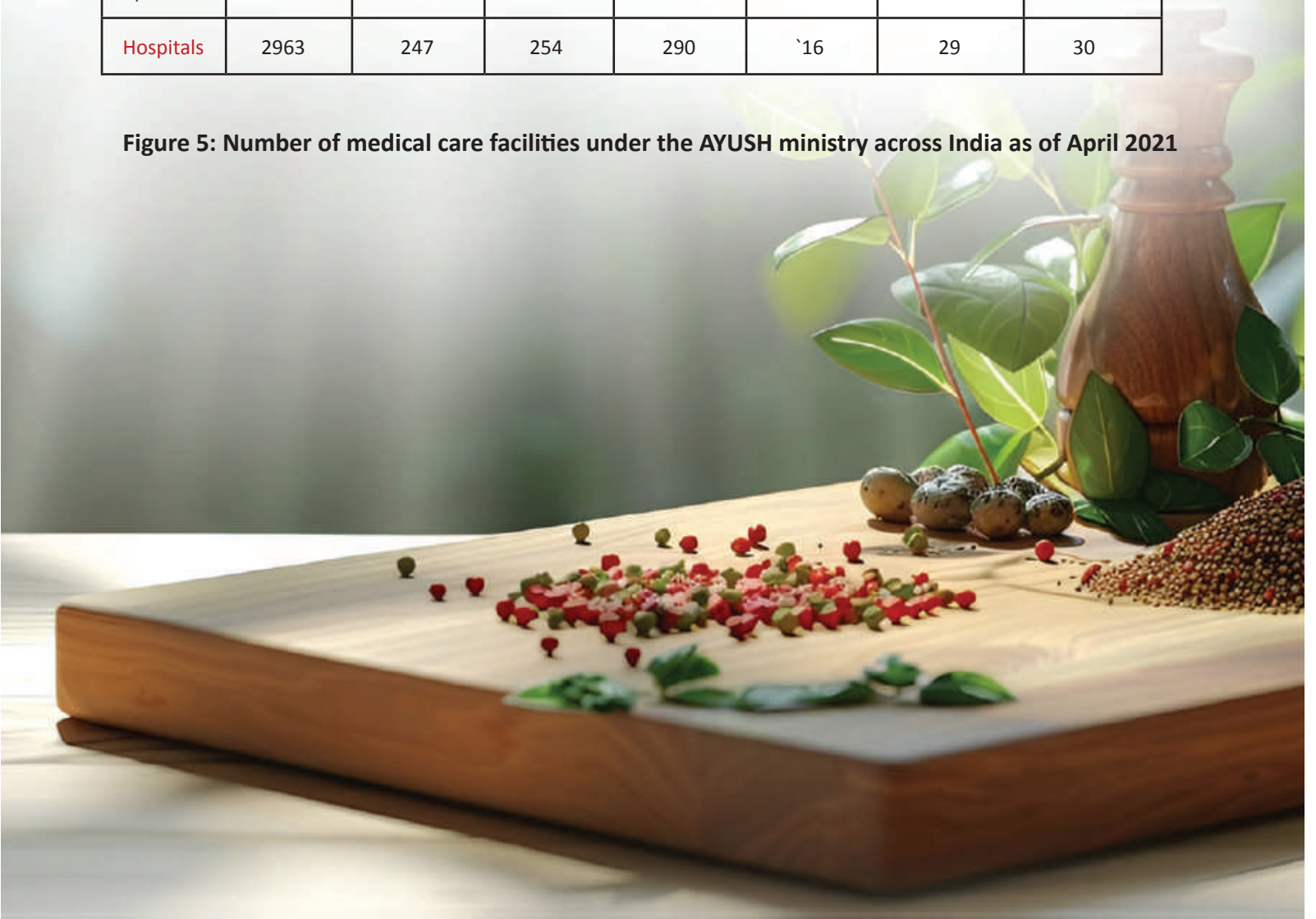


Figure 5: Number of medical care facilities under the AYUSH ministry across India as of April 2021



Ayush Industry Overview

According to TechSci Research, the Ayush industry stood at around USD18.36 billion in 2020 and is expected to grow at an impressive rate of 7.23% in the next five years. The Ministry has implemented a Central Sector Scheme for the Promotion of International Cooperation in Ayush (IC Scheme), providing support to Indian Ayush manufacturers and service providers. This initiative aims to boost the export of Ayush products and services, facilitate international promotion, development, and recognition of the Ayush system of medicine, foster stakeholder interaction, and promote market develop-

ment of Ayush globally. Additionally, the scheme promotes academic and research activities by establishing Ayush Academic Chairs in foreign countries and organizing training workshops and symposiums to increase awareness and interest in Ayush systems of medicine internationally. In collaboration with the Ministry of Commerce and Industry, the Ministry of Ayush has established the Ayush Export Promotion Council⁹. This council focuses on the export of medicines and products from Ayurveda, Homeopathy, Siddha, Sowa Rigpa, and Unani systems, as well as Ayush system services. India's wellness tourism sector is currently experiencing significant growth and is poised to become a major

Budgetary Allocation for AYUSH (USD Million)



Figure 6: Budgetary Allocation for AYUSH (USD Million)¹⁰

India's wellness tourism sector is currently experiencing significant growth and is poised to become a major attraction for international travellers seeking holistic rejuvenation and well-being experiences. The market potential for wellness tourism in India is substantial, with an estimated value of USD 19.43 billion in 2024, projected to reach USD 26.55 billion by 2029, indicating a no-

table growth trajectory. India offers a diverse range of wellness options, including Ayurvedic retreats focusing on harmonizing mind, body, and spirit; Yoga and meditation centers offering immersive programs for mental and physical well-being; as well as naturopathy and holistic wellness destinations promoting natural healing methods and healthy lifestyle practices. India's compet-

9. <https://www.investindia.gov.in/sector/ayush#:~:text=Under%20Ayush%20Health%20Infrastructure%2C%20there,Hospitals%20and%2037%2C385%20Ayush%20Dispensaries.>

10. <https://www.statista.com/statistics/1129109/india-ayush-number-of-medical-care-facilities-by-type/#:~:text=As%20of%20April%202021%2C%20India,Ayurvedic%20medicine%2C%20followed%20by%20Homeopathy.>

itive advantage in the wellness tourism sector is rooted in its rich cultural heritage, particularly in wellness practices like Ayurveda, which serve as a unique selling proposition. Moreover, the cost-effectiveness of wellness retreats and services in India compared to Western countries makes them more accessible to a broader global audience. The country also benefits from a growing pool of skilled professionals, including qualified Yoga teachers, Ayurvedic practitioners, and wellness experts who cater to the diverse needs of international visitors. India's appeal as a global wellness destination is further enhanced by its well-developed infrastructure, modern medical facilities, and convenient travel connections, making it an attractive choice for wellness seekers worldwide. From the tranquil beaches of Goa and Kerala to the majestic Himalayas, India offers a diverse range of captivating landscapes ideal for various wellness experiences, solidifying its position as a premier destination for holistic well-being pursuits.

The ease of conducting business in the AYUSH sector is being enhanced on multiple fronts. India offers special incentives under the 'Make-in-India' and 'Start-Up

India' initiatives and permits 100% Foreign Direct Investment (FDI) in the AYUSH industry. At the national level, the National Medicinal Plants Board (NMPB) is implementing programs to ensure a sustainable supply of medicinal plants through cultivation and collection, as well as establishing market linkages via contract farming. Research and development efforts by institutions such as the Central Council for Research in Ayurvedic Sciences (CCRAS), the Council of Scientific and Industrial Research (CSIR), the Indian Council of Agricultural Research (ICAR), and fourteen forest research institutes are advancing agro technology in the medicinal plant sector. Additionally, an investment-friendly industry-academia partnership facilitates the transfer of technology (ToT) through major research institutions like CCRAS and CSIR. The Ministry of AYUSH is also supporting infrastructure development through digitization initiatives such as e-Charak and e-Aushadi. Furthermore, the recently introduced perpetual licensing norms are fostering an even more business-friendly environment in the sector.

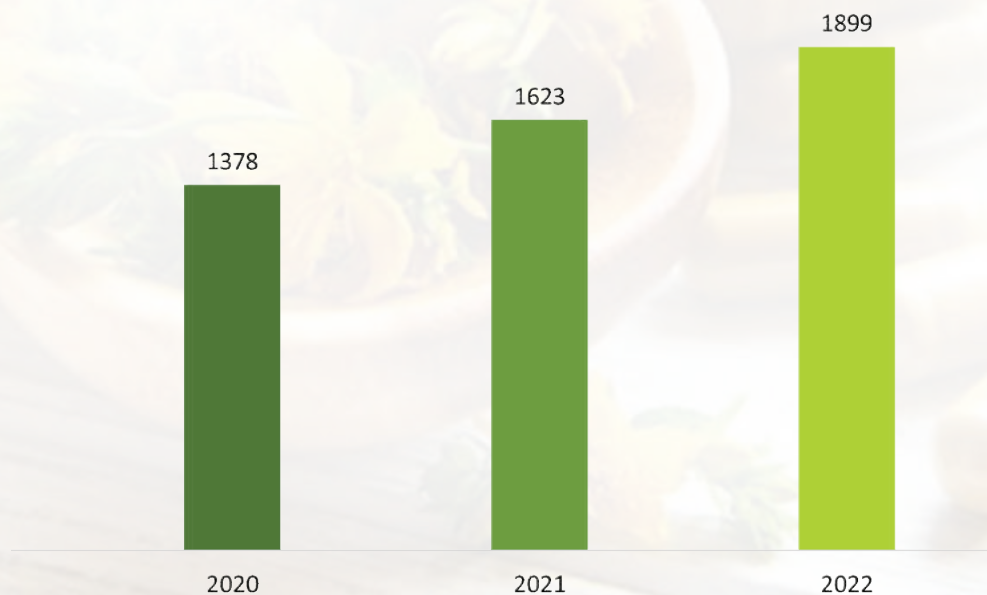


Figure 7: Growth of AYUSH Manufacturing (INR Crores), 2020-2022¹¹

11. <https://fitm.ris.org.in/sites/fitm.ris.org.in/files/Publication/FITM-G20-Primer-on-Tradition-Medicine.pdf>

The Ayush sector in India has shown significant growth across various sub-sectors. Particularly, the herbal pharmaceutical sector expanded at a remarkable rate of 18.5% during the same period, achieving a market share of 14.1% in 2020. Nutraceuticals dominated the industry exports, accounting for 42.3% of the domestic market, followed by pharmaceuticals at 30%, and herbal plants at 13.8%. The Government of India has set a target of increasing healthcare spending from the current 1.3% to 3% of GDP, which will positively impact Ayush. According to TechSci Research, the market for telemedicine in India stood at USD 1.54 Billion in 2024 and is projected to grow at a CAGR of 20.75% through

2030. The number of patients treated with Ayush medicine through government facilities has risen from 25 Mn in FY 2017-18 to 43 Mn in FY 2020-21. Under the Ayushman Bharat scheme, Ayush will manage 12,500 Health and Wellness Centers (HWCs) to provide comprehensive primary healthcare. There are over 8100 manufacturing units for Ayush products in the country as of 2022, and approximately 53,000 MSMEs (Micro – 47,892; Small – 4,412; Medium – 719) in the Ayush sector, according to data from the Udyam portal. Additionally, there are 3,859 Ayush Hospitals and 37,385 Ayush Dispensaries under Ayush Health Infrastructure¹².

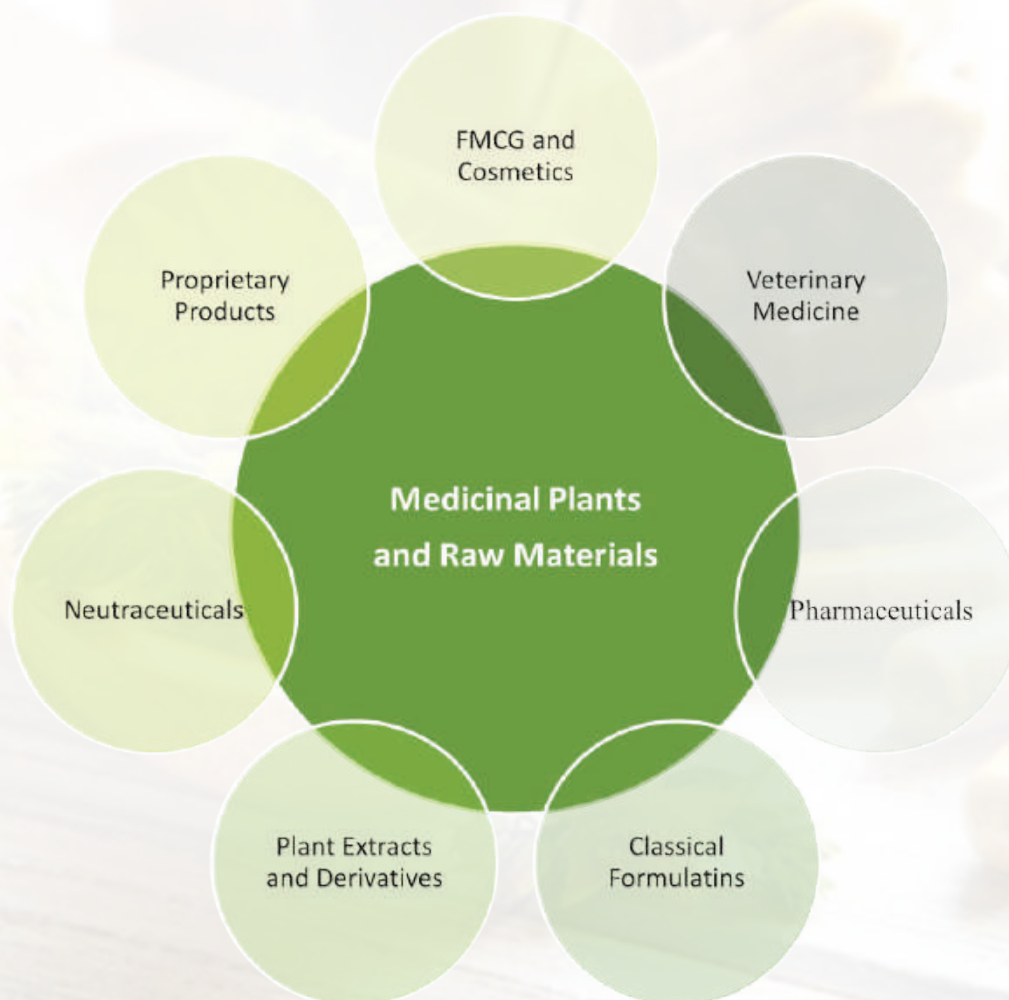


Figure 8: Various components of AYUSH Industry in India

12. <https://www.investindia.gov.in/sector/ayush#:~:text=Under%20Ayush%20Health%20Infrastructure%2C%20there,Hospitals%20and%2037%2C385%20Ayush%20Dispensaries.>

Indian companies are progressively advancing upstream in the AYUSH (Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homeopathy) value chain. There are notable transformations in both the production and trade of various products. Unlike previous years, India's export portfolio now encompasses a wide range of products beyond traditional Ayurvedic items and formulations. By integrating more closely with regional value chains, India has the potential to broaden its trade partnerships. Presently, the product segments contributing significantly to industry turnover are pharmaceuticals,

plant derivatives, nutraceuticals, and medicinal and aromatic plants and extracts. These evolving trends indicate promising prospects for India's participation in high-end manufacturing. The Government of India and various state governments have initiated policy measures to bolster the AYUSH industry within their jurisdictions. Increased indigenous research and development (R&D) efforts, coupled with marketing initiatives by firms, supported by incentives from the AYUSH ministry, would enhance India's seamless integration into the global AYUSH value chain.

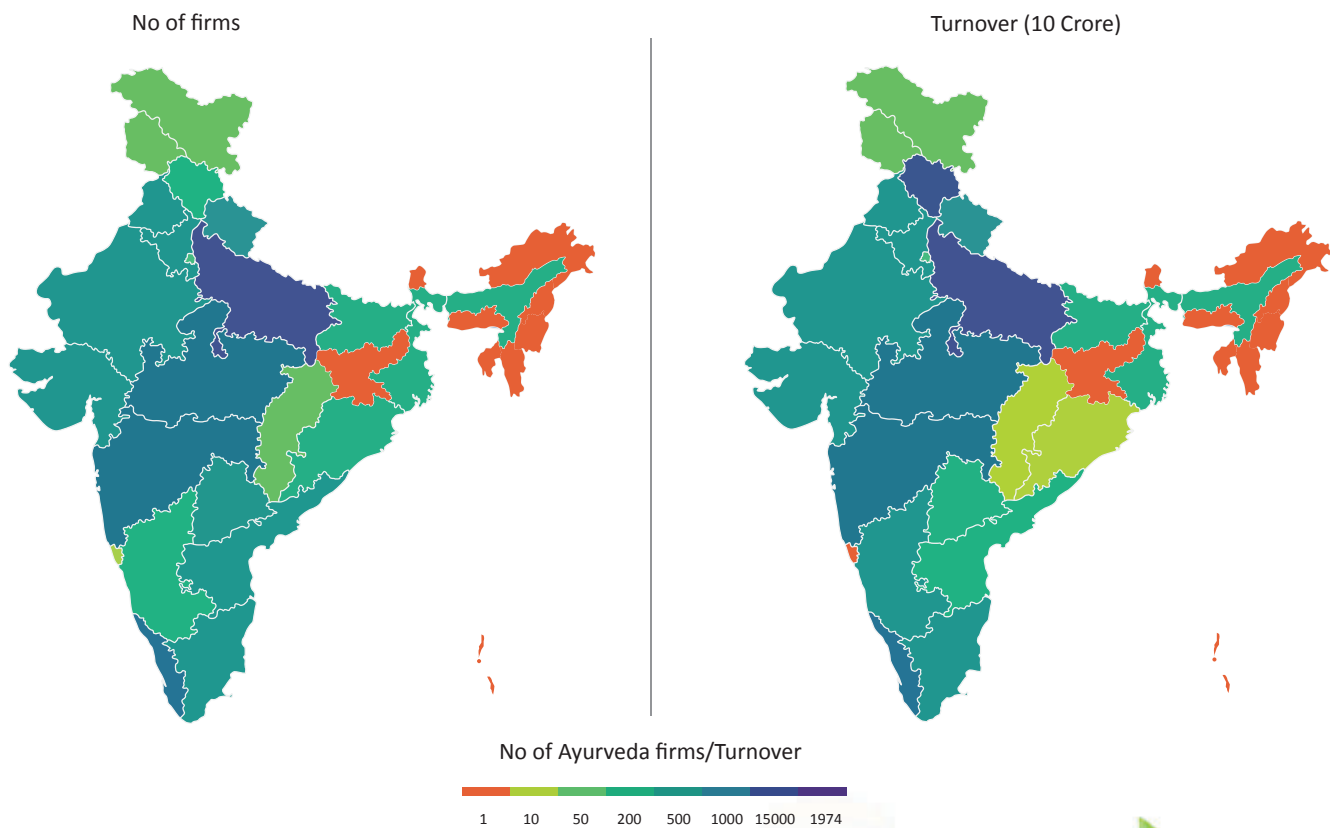


Figure 9: State Wise Distribution of Ayurveda Firms and Turnover



Global Herbal Supplements Market

As per TechSci Research, the Global Herbal Supplements Market, valued at USD 86.75 billion in 2023, is expected to maintain steady growth through 2029, with a projected CAGR of 9.23%. This market has seen substantial growth over the past decade, driven by rising consumer awareness of health and wellness, increased disposable incomes, and a preference for natural and organic products. Herbal supplements, derived from plants and herbs, are favoured for their perceived health benefits and minimal side effects compared to synthetic alternatives.

Key market drivers include a shift towards preventive healthcare, with consumers increasingly seeking natural remedies to maintain well-being and address various health concerns. The rising prevalence of chronic diseases and lifestyle disorders has further fueled demand for herbal supplements, as they are often seen as safer alternatives to pharmaceutical drugs. The ag-

ing global population has created a lucrative market for these supplements, as older adults seek products to support healthy aging and manage age-related conditions such as joint pain, cognitive decline, and cardiovascular issues. In response to changing consumer preferences, manufacturers are innovating and diversifying their product lines, introducing new formulations, and expanding distribution channels. Stringent regulations and quality standards imposed by regulatory authorities ensure the safety and efficacy of herbal supplements, bolstering consumer confidence and driving market growth. The global herbal supplements market is poised for continued expansion, driven by increasing health consciousness, a growing trend towards natural remedies, and the expanding aging population. However, regulatory complexities and quality control issues present challenges that industry stakeholders must navigate carefully to sustain growth and meet consumer expectations.



Figure 10: Global Herbal Supplements Market Size, 2023

The Asia Pacific region leads the global herbal supplements market due to its rich history and cultural heritage in traditional medicine systems, such as Ayurveda in India, Traditional Chinese Medicine (TCM) in China, and Kampo in Japan¹³. These time-honoured healing traditions, practiced for centuries, emphasize the use of herbal remedies derived from medicinal plants and herbs. Consequently, there is a deep-rooted acceptance and trust in herbal supplements among consumers in

the region, driving strong demand. Furthermore, Asia Pacific's vast botanical biodiversity, supported by diverse ecosystems and climates, facilitates the growth of medicinal plants and herbs. This abundance of botanical resources ensures a sustainable and cost-effective supply of raw materials for herbal supplement manufacturers, maintaining a consistent flow of high-quality ingredients.



13. <https://www.techsciresearch.com/report/herbal-supplements-market/2342.html>

Chapter 3

Introduction to the Sustainable Development Goals



The doctor of the future will give no medication but will interest his patients in the care of the human frame, diet, and in the cause and prevention of disease.

The contemporary business environment is marked by an unparalleled, accelerating, and intricate blend of risks and opportunities. Entire markets can be swiftly disrupted by numerous factors, ranging from innovative technologies to sudden shortages of natural resources. Megatrends such as population growth, resource scarcity, and global health risks are rapidly giving rise to new markets. Concurrently, consumers and investors are more informed than ever before, demanding that businesses take responsibility for the pressures on our planet and its population. Forward-thinking business leaders and investors increasingly recognize that focusing solely on short-term profits is insufficient. Long-

term prosperity can be jeopardized by natural disasters, social unrest, or economic disparities. Companies that comprehend and address these challenges will gain a competitive advantage.

On January 1, 2016, the 17 Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development—adopted by world leaders in September 2015 at a historic UN Summit—officially came into force. Over the next fifteen years, these universally applicable goals will drive countries to eradicate all forms of poverty, combat inequalities, and address climate change, ensuring no one is left behind¹⁴.



14. <https://sdgs.un.org/goals>

The SDGs not only define the vision for a sustainable world by 2030 but also highlight new markets and opportunities for businesses globally. The UN Global Compact is committed to leading this transformation, leveraging our capacities and global network to ensure its success, grounded in the core values and principles that define the UN Global Compact¹⁵.

- **No Poverty:** End poverty in all its forms everywhere.
- **Zero Hunger:** End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.
- **Good Health and Well-being:** Ensure healthy lives and promote well-being for all at all ages.
- **Quality Education:** Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.
- **Gender Equality:** Achieve gender equality and empower all women and girls.
- **Clean Water and Sanitation:** Ensure availability and

sustainable management of water and sanitation for all.

- **Affordable and Clean Energy:** Ensure access to affordable, reliable, sustainable, and modern energy for all.
- **Decent Work and Economic Growth:** Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all.
- **Industry, Innovation, and Infrastructure:** Build resilient infrastructure, promote inclusive and sustainable industrialization, and foster innovation.
- **Reduced Inequality:** Reduce inequality within and among countries.
- **Sustainable Cities and Communities:** Make cities and human settlements inclusive, safe, resilient, and sustainable.
- **Responsible Consumption and Production:** Ensure sustainable consumption and production patterns.



15. <https://www.un.org/sustainabledevelopment/sustainable-development-goals/>

- **Climate Action:** Take urgent action to combat climate change and its impacts.
- **Life Below Water:** Conserve and sustainably use the oceans, seas, and marine resources for sustainable development.
- **Life on Land:** Protect, restore, and promote sustainable use of terrestrial ecosystems, manage forests sustainably, combat desertification, and halt and reverse land degradation and halt biodiversity loss.
- **Peace, Justice, and Strong Institutions:** Promote peaceful and inclusive societies for sustainable development, provide access to justice for all, and build effective, accountable, and inclusive institutions at all levels.
- **Partnerships for the Goals:** Strengthen the means of implementation and revitalize the global partnership for sustainable development.



Objectives of Aligning AYUSH with SDGs

Decades ago, AYUSH systems of medicine were confined to their respective fields, with limited integration into state-level health initiatives, as health is a state subject in India. This changed dramatically with the launch of the National Rural Health Mission (NRHM) in 2005, which introduced the concept of “Mainstreaming of AYUSH and Revitalization of Local Health Traditions.” This initiative leveraged the untapped potential of AYUSH workforces, therapeutics, and principles to address community health issues. As of March 31, 2012, AYUSH facilities were integrated into 468 District

Hospitals, 2,483 Community Health Centers, and 8,520 Primary Health Centers across the country¹⁶. Numerous AYUSH therapeutics are currently in use, and some have been included in the ASHA drug kit for treating common community ailments. The Government of India has also recognized certain Ayurvedic principles and therapeutics as effective interventions for specific community health problems. These include Ksharasutra (medicated thread) therapy for anorectal surgeries and Rasayana Chikitsa (rejuvenation therapy) for age-related degenerative disorders. Similarly, principles and therapeutics from other AYUSH systems—such as Yoga and Naturopathy, Unani, Siddha, and Homoeopathy can also be employed to manage community health issues effectively if properly implemented.



SUSTAINABLE DEVELOPMENT GOALS

16. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4687239/>

The primary objective of aligning AYUSH systems with the Sustainable Development Goals is to leverage the strengths of traditional medicine to contribute to global health and sustainability efforts. This alignment aims to:

Enhance Health and Well-being (SDG 3)

Promote the integration of AYUSH practices into primary healthcare systems to improve health outcomes and provide holistic wellness solutions.

Promote Zero Hunger and Nutrition (SDG 2)

Utilize traditional dietary practices and medicinal plants to address malnutrition and promote sustainable agricultural practices.

Support Quality Education (SDG 4)

Incorporate traditional medicine knowledge into educational curricula to preserve cultural heritage and promote health literacy.

Advance Gender Equality (SDG 5)

Empower women by recognizing and supporting their roles as traditional healers and caregivers, and addressing gender-specific health needs.

Ensure Clean Water and Sanitation (SDG 6)

Promote the use of traditional water purification methods and sustainable practices to ensure access to clean water.

Foster Decent Work and Economic Growth (SDG 8)

Create job opportunities in the traditional medicine sector, supporting local economies and promoting sustainable livelihoods.

Address Climate Action (SDG 13)

Highlight the role of traditional medicine in promoting sustainable environmental practices and mitigating climate change impacts.

Protect Life on Land (SDG 15)

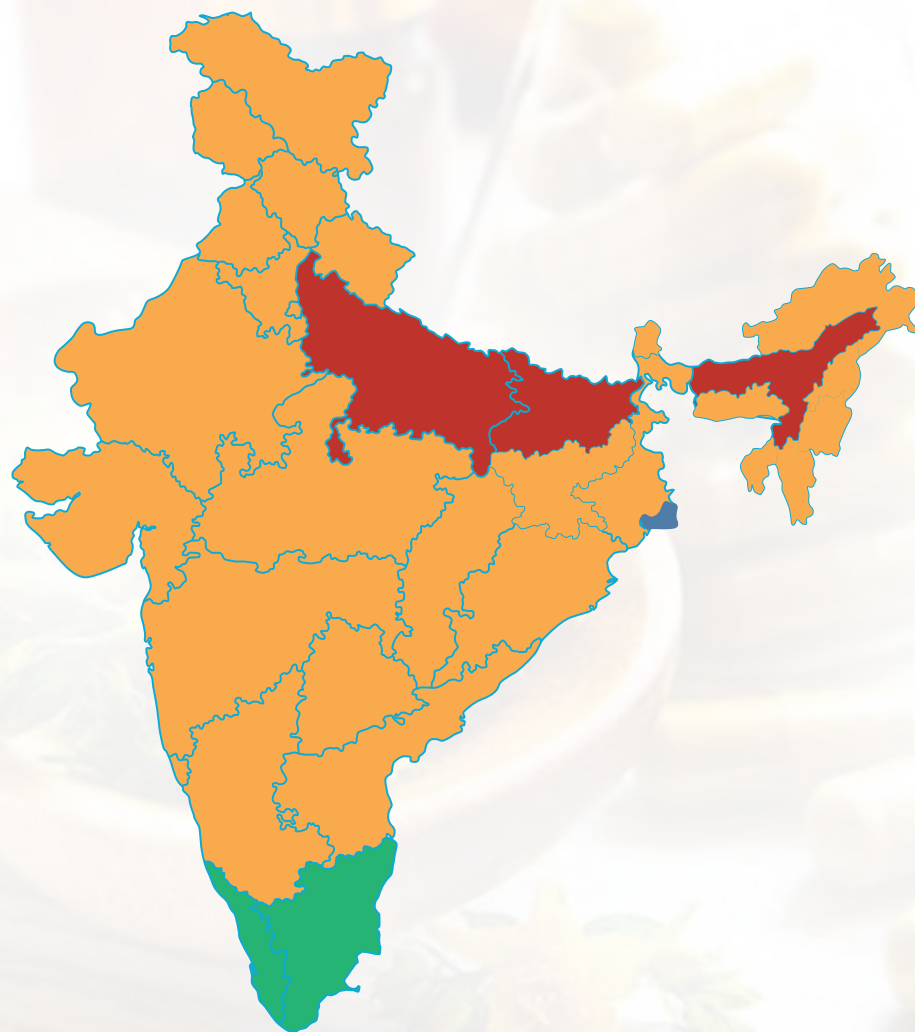
Preserve biodiversity by promoting the sustainable use of medicinal plants and traditional agricultural practices.



Relevance of Sustainable Development Goals to Traditional Medicine

Traditional medicine, encompassing systems like Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy (collectively known as AYUSH), has significant potential to contribute to the achievement of the Sustainable Development Goals (SDGs). The following

detailed analysis highlights the intersections between traditional medicine and the SDGs, demonstrating how these ancient practices can play a vital role in promoting health, sustainability, and well-being globally. The Sustainable Development Goals (SDGs), established by the United Nations in 2015, are designed to drive progress toward a more sustainable future for all. Ayurveda, a traditional Indian system of medicine, holds significant potential in advancing these goals¹⁷.



● Achiever (100) ● Front Runner (65-99) ● Performer (50-64) ● Aspirant (0-49)

Figure 11: Performance of States and UTs on SDG India Index

17. <https://arthayurvedaworld.com/blogs/sdg-blogs/is-ayurveda-a-route-to-achieving-sustainable-development-goals>

SDG 2: Zero Hunger

Traditional medicine can support SDG 2 by promoting sustainable agricultural practices and enhancing nutrition. Ayurvedic techniques, such as organic farming and traditional agricultural methods, play a significant role in advancing the goal of zero hunger. These practices advocate sustainable farming approaches and the utilization of natural fertilizers, thereby minimizing reliance on chemical fertilizers and pesticides, which pose environmental risks.

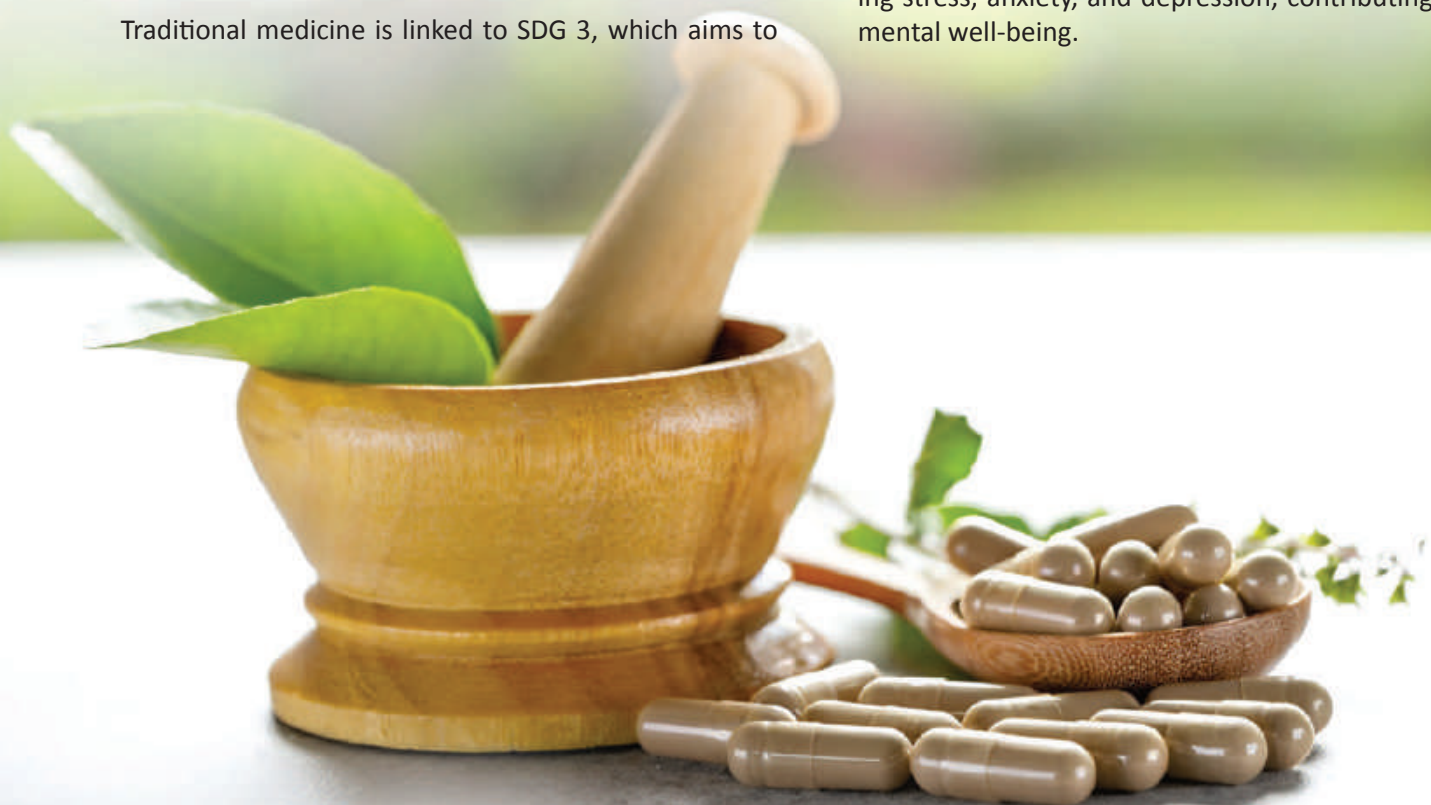
- **Nutritional Practices:** AYUSH systems emphasize the importance of a balanced diet tailored to individual needs, which can help combat malnutrition and promote better health.
- **Sustainable Agriculture:** The use of medicinal plants in traditional medicine encourages biodiversity and sustainable farming practices. Knowledge of traditional farming techniques can also help improve crop yields and resilience.

SDG 3: Good Health and Well-being

Traditional medicine is linked to SDG 3, which aims to

ensure healthy lives and promote well-being for all at all ages. AYUSH systems offer holistic and preventive approaches to health care, emphasizing lifestyle management, disease prevention, and natural healing processes. These systems can complement modern medicine by providing alternative and complementary treatments, especially in areas where access to conventional health services is limited. Ayurveda is renowned for its holistic methodology, emphasizing the significance of a well-rounded lifestyle encompassing diet, physical activity, and mental wellness to prevent illnesses and uphold good health. Incorporating Ayurvedic practices can support the achievement of Sustainable Development Goal 3 by advocating natural remedies and fostering a healthy lifestyle, thereby potentially alleviating health-care expenses.

- **Disease Prevention and Management:** Traditional medicine can help manage and prevent chronic diseases, such as diabetes, hypertension, and cardiovascular diseases, through dietary guidelines, herbal remedies, and physical practices like yoga.
- **Mental Health:** Practices such as yoga and meditation are recognized for their benefits in managing stress, anxiety, and depression, contributing to mental well-being.



Assam	The nodal Agency for Goal 3 viz. ‘The Health and Family Welfare Department’ was involved with awareness programs in only one out of the 17 Districts covered under the awareness program. In the Health Sector, stakeholders like hospitals, nursing homes, and diagnostic centers were not involved during the awareness program.
Chhattisgarh	Draft Vision document for Health identifies several initiatives for IEC activities and awareness programs against various targets under Goal 3.
Haryana	The SDG Coordination Centre has been set up to act for increasing public awareness, etc., for SDGs including Goal 3.
Kerala	The Health and Family Welfare Department had taken action to raise awareness regarding the 2030 Agenda among Government officials and other stakeholders through workshops, training, and review meetings. The Information and Public Relations Department will be entrusted with the responsibility of conducting specific awareness generation programs for SDGs among the general public.
Maharashtra	The State has not taken any action regarding raising public awareness. The State Government intends to assign funds out of the District Annual Plan to conduct a training programme for the Municipal Councillor and Zila Parishad members etc., to create greater awareness of the importance of SDGs by March 2019.
Uttar Pradesh	With respect of Goal 3, the State Health Ministry did not undertake public awareness programs and workshops/meetings to engage with civil society organizations and other stakeholders. The Ministry, however, held inter-departmental/sectoral meetings involving various levels of Government officials. The Medical Health & Family Welfare (MH&FW) Department did not earmark a budget for publicity of the 2030 Agenda and did not plan to incorporate awareness-raising issues of the agenda.
West Bengal	Although various health awareness programs were held in the State, in the absence of sectoral papers on SDGs, their linkage with SDGs was not established.

Table1: Awareness-raising initiatives by States in respect of Goal 3

SDG 4: Quality Education

Integrating traditional medicine knowledge into educational systems supports SDG 4 by promoting lifelong learning and preserving cultural heritage.

- **Educational Curricula:** Including traditional medicine in school and university curricula helps preserve Indigenous knowledge and promotes health literacy.
- **Skill Development:** Training programs in traditional medicine can equip individuals with skills for sustainable livelihoods.

SDG 5: Gender Equality

Traditional medicine empowers women and promotes gender equality, as targeted in SDG 5.

- **Empowering Women:** Many traditional medicine practices are passed down through generations by women. Recognizing and formalizing their role as healers can empower women economically and socially.
- **Reproductive Health:** Traditional medicine offers solutions for reproductive health issues, maternal health, and childcare, addressing gender-specific health needs.

SDG 6: Clean Water and Sanitation

Traditional practices contribute to achieving SDG 6 by promoting sustainable water management and sanitation practices. Ayurvedic principles advocate the utilization of pure water alongside emphasizing sanitation and hygiene practices. Additionally, Ayurvedic remedies offer effective solutions for waterborne diseases, alleviating pressure on healthcare systems.

- **Water Purification:** Traditional methods of water purification, such as the use of certain herbs and natural filtration techniques, can be integrated with modern practices to ensure access to clean water.
- **Hygiene Practices:** Traditional health systems emphasize hygiene and sanitation, which are critical for preventing water-borne diseases.

SDG 8: Decent Work and Economic Growth

Traditional medicine creates job opportunities and contributes to economic growth, aligning with SDG 8. Ayurvedic practices can significantly enhance decent work and economic growth by fostering self-reliance and creating entrepreneurial opportunities. Small-scale industries can prepare and market Ayurvedic medicines



and remedies, thereby generating employment for local communities.

- **Employment:** The traditional medicine sector can provide employment opportunities in areas such as herbal farming, manufacturing of natural health products, and health services.
- **Economic Empowerment:** Local communities can benefit economically from the cultivation and sale of medicinal plants and traditional health services.

SDG 13: Climate Action

Traditional medicine promotes sustainable environmental practices, contributing to SDG 13. Ayurveda acknowledges the critical role of the environment in sustaining optimal health. Its practices advocate for the utilization of natural resources and the conservation of biodiversity. Furthermore, Ayurveda emphasizes the adoption of renewable energy sources and the reduction of carbon emissions, thereby supporting climate action initiatives.

- **Sustainable Use of Resources:** Traditional medicine emphasizes the use of natural resources sustainably, promoting practices that reduce environmental impact and support biodiversity.
- **Climate Resilience:** Indigenous knowledge and traditional practices can enhance the resilience of communities to climate change impacts.

SDG 15: Life on Land

Traditional medicine supports the sustainable use of terrestrial ecosystems, addressing SDG 15.

- **Biodiversity Conservation:** The use of diverse medicinal plants in traditional medicine supports biodiversity and the conservation of plant species.
- **Sustainable Land Management:** Traditional agricultural and medicinal plant cultivation practices contribute to sustainable land use and the prevention of land degradation.

SDG 17: Partnerships for the Goals

Achieving the SDGs requires collaboration and traditional medicine plays a role in fostering partnerships, as envisioned in SDG 17.

- **Collaboration with Modern Medicine:** Integrating traditional medicine with modern healthcare systems can enhance overall health outcomes and provide comprehensive healthcare solutions.
- **Global Partnerships:** Promoting traditional medicine globally can lead to international collaborations in research, education, and practice, fostering knowledge exchange and innovation.





Ayurveda: Enhancing Global Health with Traditional Healing, Wellness, and Nutritional Practices

India's traditional medicine, with its rich heritage and holistic approach to health, holds significant potential to enhance the country's status as a global soft power. As Ayush and Ayurveda gain recognition as systems of natural healing, India can position itself as a hub for wellness tourism, education, and research. By promoting Ayurveda's principles of balance, harmony, and sustainable living, India can offer effective healthcare alternatives while fostering a deeper appreciation for its culture, traditions, and values. Ayurveda's appeal transcends borders, making it a powerful tool for diplomacy and cultural exchange, contributing to India's soft power influence worldwide.

India's cultural heritage and traditional medicine have paved the way for its emergence as a global soft superpower. The export of Ayush (Ayurveda, Yoga, Unani, Sid-

dha, and Homeopathy) and herbal products to one hundred countries highlight the nation's global influence. The government's dedicated support for the Ayush sector has entered a new phase of transformation and expansion.

With a significant allocation of Rs. 1,200 crores for developing Ayush infrastructure in 2023-24, the government's commitment to promoting traditional healthcare is at an all-time high. The Lok Sabha's Standing Committee on External Affairs has recommended establishing more Ayush centers overseas in a strategic and planned manner to significantly contribute to India's journey towards becoming a soft superpower. By strategically integrating Ayush, healthcare, and cultural initiatives, India can improve global health and enhance its soft power, projecting its influence far beyond its borders¹⁸.

This approach can harness the potential of traditional medicine and wellness practices to project India's soft power globally in the following ways:

18. <https://pib.gov.in/PressReleasframePage.aspx?PRID=1895518>

Addressing Global Health Challenges

Ayush centers can address global health challenges, particularly non-communicable diseases, and lifestyle-related health issues. By offering natural and holistic healthcare approaches, India can help mitigate health crises and support international efforts to achieve Sustainable Development Goal 3 (Good Health and Well-being). Ayurveda emphasizes preventive measures to maintain overall health. Adopting Ayurvedic lifestyle practices can reduce the risk of chronic diseases, alleviating the burden on healthcare systems. Integrating Ayurvedic practices with conventional treatments can lead to better disease control and improved quality of life. Ayurvedic dietary principles can address issues of poor nutrition and obesity, promoting healthier diets and lifestyles.

Cultural Diplomacy

Promoting Ayush and Ayurveda centers abroad allows India to showcase its rich cultural heritage and traditional healing methods. These centers can serve as cultural hubs, offering healthcare services and promoting Indian art, music, yoga, and meditation practices. Engaging in cultural diplomacy strengthens people-to-people ties and creates a positive image of India. Ayurveda's global acceptance contributes to a positive image of India as a nation that cherishes its cultural heritage while actively engaging with the world. This cultural diplomacy through Ayurveda fosters goodwill and paves the way for deeper international cooperation in various fields beyond healthcare.

Wellness Diplomacy

Ayurveda promotes better health and creates opportunities for cross-cultural understanding and collaboration. In an era where global health challenges are paramount, wellness diplomacy through Ayurveda can contribute to building healthier international relationships while showcasing India's cultural richness and healing potential. Ayush centers and products abroad can position India as a nation that values holistic well-being and natural healthcare solutions. Offering traditional therapies and alternative medicine practices, India can contribute to global efforts in promoting preventive healthcare and well-being, garnering goodwill, and appreciation from other nations.

Health and Medical Tourism

Establishing Ayush centers and promoting Indian Ayush products overseas can attract medical tourists seeking holistic healing and wellness experiences. India's ancient healing practices have gained international recognition for their efficacy and safety. Drawing medical tourists to these centers boosts India's economy and enhances its soft power by projecting the country as a preferred destination for authentic and effective healthcare.

Strengthening India's Global Position

The export of medicinal plant extracts, dietary supplements, and nutraceuticals highlights India's expertise in leveraging its traditional knowledge for economic growth and international engagement. Collaborating



with foreign governments and institutions to set up these centers demonstrates India's willingness to share its knowledge and expertise, fostering partnerships and mutual respect. Strengthening India's global position in the field of Ayush offers a unique opportunity to wield greater soft power and influence. Ayush systems of medicine have garnered global recognition for their holistic and natural approaches to health and well-being.

Promoting Research and Education

Establishing Ayush centers abroad can also serve as platforms for research, education, and knowledge exchange. Hosting workshops, seminars, and training programs on traditional medicine can empower foreign practitioners and students, promoting cross-cultural learning and academic collaboration. Robust research efforts can provide scientific validation to Ayurvedic practices, making them more widely accepted. Investing in Ayurvedic education ensures a new generation of practitioners and scholars who can contribute to the system's growth. Establishing research institutes, funding studies, and offering academic programs dedicated to Ayurveda can foster innovation, develop evidence-based treatments, and share this valuable heritage globally, expanding India's soft power footprint and creating opportunities for further cooperation with other nations.

Yoga: A Cultural Bridge

Yoga, another crucial component of Ayush, has become a global phenomenon. The United Nations' declaration of International Yoga Day on June 21 is a testament to its universal appeal. By promoting yoga as a cultural bridge, India can forge stronger connections with nations worldwide, fostering cultural understanding and harmony. Ayurveda, as a way of life, is ingrained in Indian culture, influencing various aspects of everyday activities, eating patterns, and even religious practices.

While Ayurveda and Ayush offer valuable insights and practices, their integration into global healthcare systems should ensure patient safety, evidence-based practices, and respect for cultural differences. When used in conjunction with conventional medicine, Ayurveda can address many complex health challenges faced by populations worldwide. As India's Ayush and Ayurvedic products reach numerous countries, the nation's soft power projection receives a significant boost. By leveraging its traditional healing practices and wellness solutions, India can effectively project its soft power globally, forging lasting bonds with nations and positively impacting the world stage.



Chapter 4

Regulatory Affairs of Ayurveda



The great thing about Ayurveda is that its treatments always yield side benefits, not side effects.

Regulatory mechanism for Ayurvedic i.e., education and practice

The Central Council of Indian Medicine (CCIM) is a legally constituted body under the Indian Medicine Central Council Act, of 1970. Its primary role is to regulate the practice of Ayurveda, while also facilitating the development and maintenance of a network of top-tier educational institutions in line with national and global standards. The council's mission is to establish and uphold high-quality academic standards and professional practices in Ayurveda through effective resource management, governance, and administration. CCIM maintains a central registry of Ayurvedic practitioners and manages related matters. It sets and maintains minimum educational standards for Ayurveda. Additionally, it has introduced various academic programs such as Bachelor of Ayurvedic Medicine and Surgery (BAMS), Doctor of Medicine in Ayurveda (MD Ayurveda), and Doctor of Philosophy (Ph.D.) in Ayurveda. Specialized programs like Bachelor of Pharmacy (Ayurveda) and Master of Pharmacy (Ayurveda) have been initiated in select universities like Gujarat Ayurveda University, Jamnagar; Jadavpur University, Kolkata; Banaras Hindu University,

Varanasi. Furthermore, Postgraduate Diploma courses in Ksharsutra and Panchakarma are also available.

Regulation and quality control of Ayurvedic drugs

To facilitate the global expansion of its system and products, the Ministry of AYUSH has prioritized standardization and quality control of Ayurvedic medications. It has implemented Good Manufacturing Practices (GMP) outlined in 'Schedule T' of the Drugs & Cosmetics Rules, 1945. Additionally, mandatory testing for heavy metals such as mercury, arsenic, lead, and cadmium in all purely herbal Ayurvedic drugs is enforced for export purposes. These initiatives aim to enhance consumer awareness, benefit both consumers and doctors, improve acceptance in international markets, and ensure the safety of Ayurvedic medicines, which is paramount¹⁹. Approximately 46% of individuals in rural areas and 53% in urban areas of India utilized Ayush for preventive or therapeutic purposes in the previous year, as per the survey findings published by the Ministry of Statistics and Programme Implementation (MoSPI)²⁰.



19. <https://www.wellesu.com/10.1016/j.jep.2016.08.018>

20. https://www.business-standard.com/india-news/over-52-urban-indians-availed-of-ayush-benefits-says-mospi-survey-124061301116_1.html

Good clinical practice guidelines

The demand for clinical safety and efficacy documentation for Ayurvedic medicine has been consistently growing worldwide. The roots of Good Clinical Practice (GCP) can be traced back to Ayurveda, one of the oldest traditions in medicine. Therefore, clinical trials in Ayurveda must adhere to GCP principles to ensure the safety and therapeutic efficacy of Ayurvedic, Siddha, and Unani (ASU) drugs. Reassessing the safety and effectiveness of ASU drugs is essential to maintain their quality. Conducting clinical research in this field allows

us to generate high-quality data, crucial for regulatory approval, especially for products with non-classical or non-generic formulations. Emphasis has been placed on ethical guidelines in patient care during medical/surgical interventions. The need for evidence of efficacy for licensing patented or proprietary ASU medicines under Drugs & Cosmetics Rule 158 B since August 2010 has led to the formulation of GCP guidelines. These guidelines have been developed through a comprehensive consultative process, tailored to serve the best interests of Ayurveda.

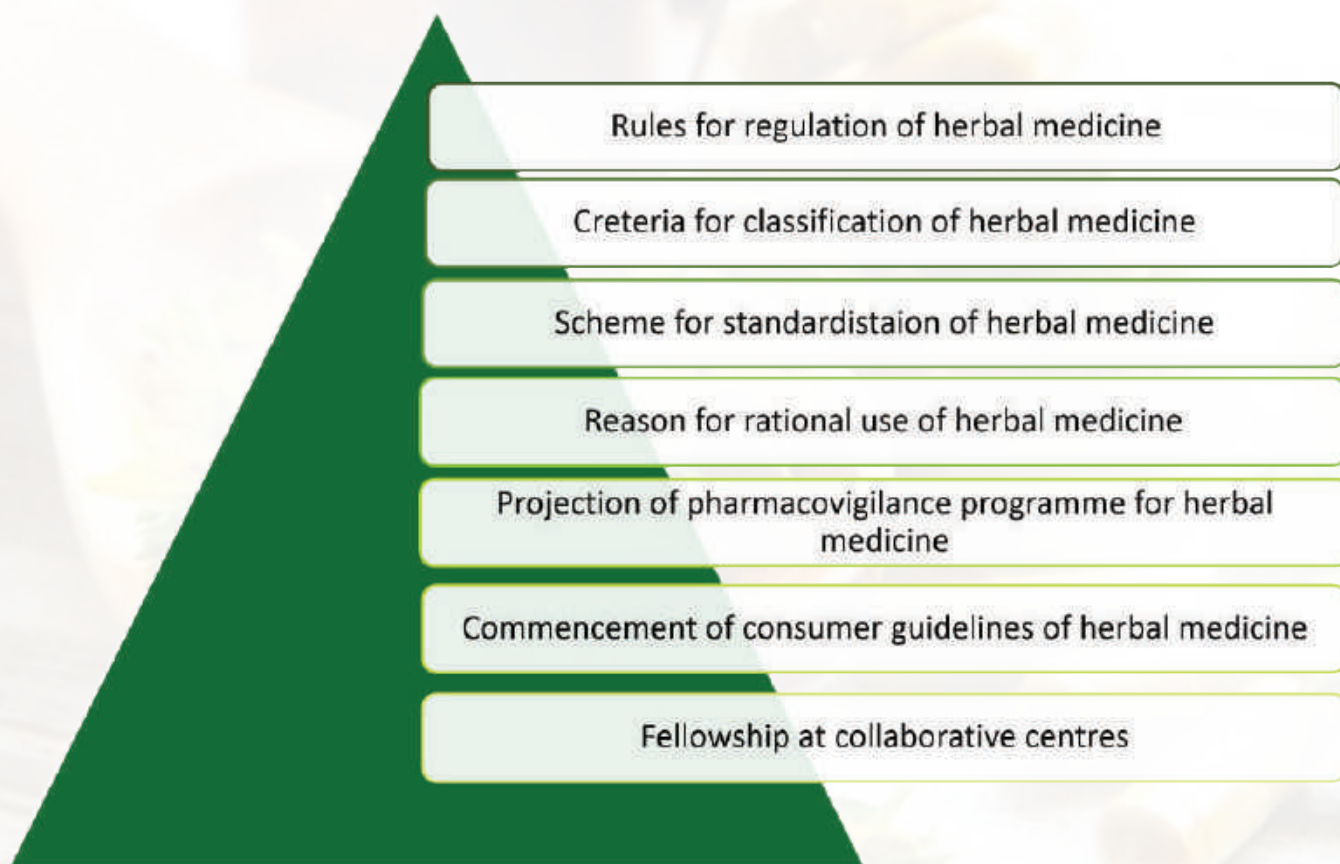


Figure 12: Specific strategies of WHO for the promotion of Traditional Medicine

The WHO's Thirteenth General Programme of Work (GPW13) came into effect in 2023, defining organization's strategy for the five years, i.e. 2019–2023. As a strategic priority, GPW13 sets an overarching goal of reaching 3 billion more people, to move towards Sustainable Development Goal 3 (SDG 3) – ensuring healthy lives and promoting well-being for all at all ages – by achieving universal health coverage (UHC), addressing health emergencies and promoting healthier populations. Traditional and complementary medicine (T&CM) can make a significant contribution to the goal of UHC by being included in the provision of essential health services. The Declaration of Astana, adopted at the Global Conference on Primary Health Care in October 2018, made clear that the success of primary health care will be driven by applying scientific as well as traditional knowledge and extending access to a range of healthcare services, which include traditional medicines. In 2005, WHO published a report on national policies on Traditional Medicine and regulation of herbal medicines, based on the first global survey on T&CM.

To identify global trends and the current situation in the area of T&CM, the WHO conducted a global survey during 2010–2012 (second survey), and a further survey during 2016–2018 (update survey). This made it possible to compare the information and data in the two most recent surveys with those in the first global survey, and thus identify global trends.

Globally, the landscape for T&CM has been improving consistently. In line with the WHO, Traditional Medicine Strategy 2002–2005 and the WHO Traditional Medicine Strategy 2014–2023, and relevant World Health Assembly resolutions, Member States took steps between 2005 and 2018 to promote the safety, quality, and effectiveness of T&CM. They also took steps for the appropriate integration of T&CM into health systems (particularly health services) by developing national policies, regulatory frameworks and strategic plans for T&CM products, practices, and practitioners. Based on current information, 88 percent Member States have acknowledged their use of T&CM, corresponding to 170 Member States.



Chapter 5

Challenges in Integrating AYUSH with SDGs



Ayurveda educates a person about the significance of balance between body, mind, and soul.

Integrating AYUSH (Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homeopathy) systems with the Sustainable Development Goals (SDGs) presents several challenges that need to be addressed to fully realize the potential contributions of traditional medicine to global health and sustainability. A primary challenge facing Ayurvedic practices and products in international markets is regulatory compliance. The recognition of Ayurveda within Western countries as alternative medicine is limited, posing obstacles to the registration of practitioners and institutes. Furthermore, meeting regulatory standards for Ayurvedic products to enter global markets is essential. For instance, Ayurvedic products are often categorized as dietary supplements rather than medicines in the US and EU due to less stringent regulations, simplifying compliance. International trade of herbal medicines encounters various barriers, including tariff and non-tariff measures imposed by governments. Non-tariff measures such as sanitary and phytosanitary requirements (SPS), technical barriers to trade (TBT), import licensing, quotas, and quality control regulations impact Ayurvedic product trade. Product patents and research and development (R&D) pose significant challenges. Ayurvedic medicines are often not patented due to their traditional knowledge status, limiting proprietary rights. R&D funding is limited,

and difficulties in registering products abroad hinder conducting clinical trials. While Ayurvedic products may be sold as dietary supplements in some countries, they often cannot be marketed as medicines due to a lack of recognition within healthcare systems.

Another challenge is the scarcity of data on the Ayurvedic sector, hindering assessments of its size, global GDP contribution, employment potential, and socio-economic impact. Without comprehensive data, it is challenging to project sector growth and represent it effectively on global platforms.

A detailed exploration of these challenges is as follows:

Regulatory and Policy Barriers:

- **Lack of Recognition:** In many countries, traditional medicine systems like AYUSH are not fully recognized or integrated into national healthcare systems. This lack of recognition can lead to disparities in funding, regulation, and access to traditional medicine services.
- **Regulatory Frameworks:** Harmonizing regulatory frameworks between traditional and modern medicine is challenging. Traditional medicine often lacks standardized regulations for quality control, safety, and efficacy, making it difficult to ensure consistent



quality and practice standards.

- **Intellectual Property Rights:** Protection of traditional knowledge and intellectual property rights related to traditional medicine poses challenges, especially when commercialized without benefiting traditional practitioners or communities.

Standardization and Quality Control:

- **Variability in Practices:** AYUSH systems encompass diverse practices and formulations, leading to variability in treatment protocols and outcomes. Standardization of practices and quality control of herbal medicines are crucial but challenging due to the complexity and variability of natural products.
- **Safety Concerns:** Ensuring the safety of traditional medicines, especially herbal remedies, is essential. The lack of standardized manufacturing processes and quality control measures may raise safety concerns and pose risks to public health.

Access and Equity Issues:

- **Geographical Disparities:** Access to AYUSH services is limited, particularly in rural and underserved ar-

reas, exacerbating healthcare disparities. Integrating AYUSH with mainstream healthcare systems can be challenging in such contexts.

- **Affordability:** Traditional medicine services are more affordable than modern healthcare; however, ensuring affordability and accessibility for all remains a challenge, especially in low-income communities.
- **Language and Cultural Barriers:** Traditional medicine knowledge is often passed down orally and may be documented in regional languages. Language and cultural barriers may hinder the integration of traditional medicine into mainstream healthcare and education systems.

Public Perception and Acceptance:

- **Lack of Awareness:** Many people are unaware of the potential benefits of traditional medicine or perceive it as outdated or ineffective compared to modern medicine.
- **Scepticism:** Traditional medicine often lacks robust scientific evidence to support its efficacy, leading to scepticism among healthcare professionals, policymakers, and the public.



Research and Evidence Base:

- **Limited Research Funding:** Traditional medicine research often receives less funding compared to modern medicine. Lack of investment in research hampers the generation of scientific evidence to support the efficacy, safety, and mechanisms of action of traditional treatments.
- **Methodological Challenges:** Researching traditional medicine poses unique methodological challenges, including standardization of interventions, placebo controls, and blinding, which are essential for rigorous scientific evaluation.

Resistance to Change:

- **Institutional Resistance:** Integrating traditional medicine with modern healthcare systems may face resistance from medical institutions, professional associations, and regulatory bodies due to

cultural biases, professional territorialism, or lack of understanding.

- **Dependency on Biomedical Models:** Healthcare systems are often structured around biomedical models, making it challenging to accommodate holistic approaches and diverse medical paradigms.

Lack of Interdisciplinary Collaboration:

- **Silos in Healthcare Delivery:** Traditional and modern healthcare systems often operate in silos, hindering collaboration, knowledge exchange, and referral systems between practitioners.
- **Limited Cross-Sectoral Collaboration:** Integrating traditional medicine with other sectors such as agriculture, environment, education, and social welfare is crucial for addressing broader determinants of health and sustainable development.



Chapter 6

Innovation and Research



Ayurveda empowers and ensures the individual's capability and safety to take responsibility for their health

In recent years, Ayurveda, the ancient Indian system of medicine, has witnessed a resurgence not only within the country but also globally. This renaissance owes much to the concerted efforts in fostering innovation and research, blending traditional knowledge with modern scientific advancements. Initiatives such as the “Ayurveda Gyan Naipunya Initiative” (AGNI) and events like “Pharma Research in AyurGyan and Techno Innovation (PRAGATI-2024)” are pivotal in propelling Ayurveda into the future.

Ayurveda Meets AI: A Paradigm Shift in Health Innovation

The synergy between Ayurveda and Artificial Intelligence (AI) marks a significant leap in health innovation, blending ancient wisdom with cutting-edge technology. AI tools like NutriGenie are revolutionizing Ayurvedic research and commercialization by:

- **Deciphering Ayurvedic Formulations:** AI methods dissect the complexity of Ayurvedic formulations, identifying bioactive compounds and their therapeutic benefits.
- **Optimizing Product Development:** By linking bioactive compounds to specific pathways, AI aids in formulating new products with enhanced efficacy and safety.
- **Commercial Applications:** NutriGenie, for instance, enables predictive analysis and research,

facilitating the development of Ayurvedic products as adjuvants or preventive health solutions.

Fostering Research Culture: Initiatives and Collaborations

Various initiatives like SPARK and ‘The Ayush Start-up Challenge’ aim to nurture research temperament among students and encourage innovations in the Ayurveda sector. Partnerships, such as the MoU between Vaidya Ram Narayan Sharma Institute of Ayurveda & Alternate Medical Education and Research and Bundelkhand University, further promote research and education in Ayurveda. In September 2022, The Central Council for Research in Ayurvedic Sciences (CCRAS) introduced the Studentship Program for Ayurveda Research Ken (SPARK) aimed at fostering research aptitude among students enrolled in Bachelor of Ayurvedic Medicine and Surgery (BAMS) programs. This initiative by CCRAS aims to bolster students’ research skills from the undergraduate level, enabling them to conduct high-quality research at the postgraduate and doctoral levels²¹. Also, in February 2022, the All-India Institute of Ayurveda (AIIA), in collaboration with Startup India, initiated the ‘Ayush Start-up Challenge’ aimed at fostering early-stage startups and individuals engaged in innovating within the Ayurveda sector and alternative healing practices²².



21. <https://timesofindia.indiatimes.com/education/news/spark-to-strengthen-the-research-base-of-ayurveda-students-at-ug-level/articleshow/94413518.cms>

22. <https://health.economictimes.indiatimes.com/news/industry/aiaa-launches-ayush-start-up-challenge-to-fuel-innovations-in-alternative-medicine-sector/89743029>

AGNI: Igniting Innovation and Evidence-Based Practice

In November 2023, the Central Council for Research in Ayurveda Sciences (CCRAS) unveiled AGNI, a pio-

neering initiative aimed at nurturing innovation and evidence-based practice in Ayurveda. AGNI serves as a platform for Ayurveda practitioners to share their innovative practices, fostering collaboration and scientific validation²³. Its objectives encompass:

Culture of Evidence-Based Practice

Emphasizing scientific validation, AGNI aims to instill an evidence-based approach among Ayurveda professionals.

Capacity Building and Collaboration

AGNI identifies interested practitioners for collaboration, offering training in research methods and adherence to good clinical practices.

Platform for Reporting Innovations

AGNI provides a dedicated platform for practitioners to share their innovative practices across diverse disease conditions.

Documentation of Therapeutic Regimens

Successful therapeutic regimens reported by practitioners are systematically documented and published for educational and academic purposes.

Research for Mainstreaming Pragmatic Practices

The initiative aims to validate pragmatic Ayurvedic practices through rigorous research, integrating them into mainstream medical practices.

23. <https://currentaffairs.adda247.com/agni-initiative-to-promote-innovations-by-ayurveda-practitioners/>

AGNI not only fosters innovation but also ensures that traditional practices are backed by scientific rigor, thus enhancing their credibility in modern healthcare.

AYUSH Digital Initiatives

In India, the government has designated 'Digital India' as a flagship initiative for fostering development and enhancing transparency. As part of this initiative, the National Digital Health Blueprint (NDHB) is developing the National Digital Health Eco-system (NDHE), which aims to ensure the availability of healthcare services nationwide. In 2019, aligning with the 'Digital India' initiatives, the Ministry of AYUSH (MoA) proposed the groundbreaking AYUSH Grid project. This project aims to integrate information technology across all areas of the AYUSH sector, including healthcare delivery, academics, and research.

Nineteen key digital initiatives, including mobile applications, were identified. Among these, several initiatives were categorized under health information systems: AYUSH - Hospital Management Information System (A-HMIS), National AYUSH Morbidity and Standardized Terminologies Electronic Portal (NAMASTE), AYUSH Suruksha, e-Aus-hadhi, e-Charak, Triskandha Kosha, and SiddAR App. The research database/library category included the following initiatives: Traditional Knowledge Digital Library (TKDL), AYUSH Research Portal, Digital Helpline for Ayurveda Research Articles (DHARA), e-Current Health Literature Awareness (e-CHLAS), Research Management Information System (RMIS), e-Granthasamuccaya, and AYUSH Sanjivani App. Academic initiatives encompassed the Ayurveda e-learning platform and the Ayurvedic Inheritance of India course. Lastly, the AYUSH IEC initiatives included the Siddha-NIS App, Yoga Locator, and Naturopathy-NIN App.



Name	Purpose	Objective	Target groups	Year of initiation	Developed and funded
Health information system initiatives					
A-HMIS (portal)	Dedicated portal for AYUSH Electronic Health Records (EHR)	To improve patient care, work efficiency, research, efficient management of the hospital, documentation, and collection the morbidities codes	Hospitals and researchers	2018	CCRS, MoA
NAMASTE (portal)	A comprehensive web portal for AYUSH terminologies	To provide the standardized terminologies and national morbidity codes of ASU medicine and WHO-ICD-10 and ICD-11.	Healthcare system, researchers	2017	CCRAS, MoA
AYUSH Suruksha (portal)	Pharmacovigilance portal for ASU drugs	To generate evidence for clinical safety, drugs and surveillance of misleading advertisements.	Hospitals, Patients, Health care professionals	2010	MoA

e-Aushadhi (portal)	A complete supply chain management System for AYUSH	To make a transparent system for procurement, storage and distribution of quality drugs, supplies and equipment's etc	Practitioners, manufactures and consumers	2019	MoA
e-Charak (portal and mobile app)	An electronic channel of market for herbs, aromatic and raw materials	To provide an online market portal for trade of medicinal plants	Farmers, traders, manufactures and exporters	2016	MoA
Triskandha Kosha	Integration of Ayurveda, information technology, and Sanskrit.	To create an electronic database of information in an easily accessible format and to develop diagnostic and treatment software	Physicians, Researchers, Students	NA	MoA
SiddAR APP (Application)	An Android mobile application for documenting ADE.	To report and document of any suspected ADEs	Physicians, Researchers, and health care system	2018	SCRI, MoA

Research databases/Library initiatives					
TKDL (portal)	Documenting the traditional knowledge in digital format and prevention of bio-piracy	To protect the ancient traditional knowledge from exploitation through biopiracy and unethical patents.	Healthcare system and researchers	2001	CSIR, MoA
AYUSH research portal (Portal)	Database for AYUSH research articles	To index and disseminate of research findings in the AYUSH	Healthcare system, Researchers, and Practitioners	2011	CCRAS, MoA
DHARA (Portal)	Providing online indexing services for Ayurveda articles	To index Ayurveda research articles	Health care system, Researchers and Practitioners	2010	CCRAS, MoA
Academic initiatives					
Ayurveda e-learning (portal)	An electronic online learning program designed for Ayurveda	To sensitize the Ayurveda principals to the medical fraternity scholars.	Students and researchers	2010	MoA
Ayurvedic Inheritance of India (portal)	The course provides a comprehensive view of basic concepts and procedures and scientific research in Ayurveda	To provide the roots and procedures of Ayurveda to students and general people	Students, researcher, and General people	2013	CCIM, MoA

Information, Education, and communication initiatives					
Siddha –NIS app (Application)	Mobile application consists of information about Siddha, its therapies, types of medications, and details about NIS	To provide the basic information about Siddha and NIS services	Students. Patients and researchers	2018	C-DAC, MoA
Yoga locator (Application)	Specially designed to record and to show Yoga events across the world.	To provide the location, trainers of yoga in one place	Public and trainers	2019	MoA
Naturopathy NIN app (Application)	Provides basic information of Yoga and naturopathy system	To provide the principles, different modalities and techniques of yoga and naturopathy	Patients/General people/ students	2017	CCRYN, MoA

Table 2: Categorization of AYUSH Digital Initiatives

(CCRS-Central Council for Research in Siddha; CCRAS-Central Council for Research in Ayurvedic Sciences; C-DAC- Centre for Development of Advanced Computing; SCRI-Siddha Central Research Institute; CSIR- Council of Scientific and Industrial Research; CCRH-Central Council for Research in Homoeopathy; CCRYN - Central Council for Research in Yoga & Naturopathy; CCIM - Central Council of Indian Medicine; NAMASTE - National AYUSH Morbidity and Standardized Terminologies Electronic Portal; A-HMIS-AYUSH Hospital Management Information System; TKDL-Traditional Knowledge Digital Library; DHARA - Digital Helpline for Ayurveda Research Articles; RMIS- Research Management Information system; ASU- Ayurveda, Siddha and Unani; ADE- Adverse drug events; NIS- National Institute of Siddha; MoA- Ministry of AYUSH.)

Chapter 7

AYUSH Thrives in Expanding Global Markets



Ayurveda teaches the pursuit of long-term health rather than immediate treatment for the human body

In the field of traditional medicine, AYUSH has made substantial progress in broadening the international presence of traditional Indian treatments. This surge has propelled India's wellness market, initially valued at over USD 10 billion, to an anticipated USD 21 billion by

2020. Export figures for the sector reached USD 1.1 billion in 2016-17. To boost export growth, the AYUSH Premium Mark, a certification scheme ensuring the quality of Indian herbal products, has been instrumental²⁴.

India boasts traditional healthcare and wellness practices such as Ayurveda, Yoga, Siddha, and others, which have experienced increasing global interest over time

India ranks as the world's second-largest exporter of herbal medicines. As lifestyle-related ailments are on the rise, global attention is increasingly turning to traditional medicine for solutions.

The Indian government aims to implement rigorous regulations and quality criteria within the AYUSH sector to address concerns regarding alternative medicines

Ancient Natural Remedies from India

Ayurveda, meaning "Knowledge of Life and Longevity," stands as one of the oldest healthcare systems globally. It addresses illnesses by harmonizing physical, mental, and spiritual aspects through lifestyle adjustments and treatment with herbal formulations tailored to individual constitutions.

The success of Ayurveda in managing lifestyle diseases and chronic illnesses is attracting foreign investment into specialized centers. Consequently, holistic healthcare encompassing Yoga, Unani, Siddha, and Homeopathy is rapidly gaining popularity worldwide. These systems focus on maintaining the body's metabolic balance naturally, fostering optimal health.

India holds the position of the world's second-largest exporter of Ayurvedic and alternative medicines, with approximately 8,000 medicinal plants found across diverse ecosystems. The government is emphasizing stricter quality standards in the AYUSH sector to address concerns related to alternative medicines.

AYUSH - Government's Wellness Initiative

India's wellness landscape has transitioned from an unstructured state to a well-regulated framework. The Government's AYUSH program promotes various alternative healthcare systems, including Ayurveda, Yoga, Unani, Siddha, Homeopathy, Naturopathy, and SO-WA-RIGPA. Offering 100% FDI under AYUSH and backed by the Make in India initiative, the government is positioning wellness as a unique offering from India.

Numerous investment opportunities exist, spanning sourcing, import-export of medicinal herbs, research, quality control, manufacturing, marketing, training healthcare professionals, and establishing treatment facilities. The government encourages knowledge exchange with other nations experienced in alternative medicine and promotes collaboration at regional and global levels.

India has engaged in international exchange programs, seminars, and workshops on AYUSH. Agreements for cooperation in traditional medicine have been signed with various countries, and more are in the pipeline. Es-

24. <https://indbiz.gov.in/expanding-global-market-makes-ayush-a-booming-business/>

established companies are diversifying their products and services to maximize revenue, exploring new global and domestic markets, with franchising emerging as a popular expansion avenue.

Modernizing an Ancient Science

India's AYUSH infrastructure includes a vast network of practitioners, dispensaries, hospitals, and educational institutions. The industry encompasses alternative medicine, nutrition, preventive health, workplace wellness, yoga, and fitness. Simultaneously, efforts to standardize Ayurveda, Siddha, and Unani medicines are ongoing, with hundreds of formulations standardized and published. These initiatives have bolstered India's tra-

ditional healthcare industry, attracting medical tourists. India boasts regulatory bodies and research councils dedicated to each AYUSH system, along with institutes and laboratories for research and standardization.

India As a Global Healthcare Provider

With Noncommunicable diseases (NCDs) causing a majority of global deaths, there is a growing interest in traditional medicines as a reliable solution. The Ministry of AYUSH, the Government of India, and the World Health Organization (WHO) have signed a Project Collaboration Agreement (PCA) to promote the quality, safety, and effectiveness of traditional and complementary medicine services globally.



Notable Achievements of the Ministry of Ayush²⁵

Yoga promotion by WHO

The World Health Organization (WHO), in partnership with the Ministry of Ayush (MoA), has launched the WHO mYoga app. This app is designed to promote wellness by demonstrating the Common Yoga Protocol (CYP) and ensuring the correct practice of yoga globally. This initiative falls under the 'Be He@lthy, Be Mobile' program.

Ayush in International Classification of Disease

The Ministry of Ayush has facilitated the inclusion of Ayush Morbidity and standardized codes in the second module of the Traditional Medicine chapter of ICD-11. A consensus on the Alpha draft has been reached among member countries in record time, and work on the Beta draft is currently underway. This initiative will enhance opportunities for the documentation, recording, and study of Traditional Medicine globally, while also promoting commerce and positioning Ayush practices in various regions around the world.

Leadership to India in AI Talking Group for Traditional Medicine at WHO/ITU-Focus Group on AI in Health

The Talking Group (TG) for AI in Traditional Medicine has been established under the Focus Group on Artificial Intelligence for Health (FG-AI4H) at the WHO/ITU Focus Group on AI in Health. This initiative will be led by the Ministry of Ayush in collaboration with other traditional medicine stakeholders.

Effective Documentation of Research in Ayush

A comprehensive online repository of extensive research works by various stakeholders in Ayush has been established on the Ayush Research Portal. This portal catalogues 37,639 research publications and is actively managed by the Central Council for Research in Ayurvedic Sciences (CCRAS), Ministry of Ayush. The portal is designed to be searchable and includes publications from indexed journals, offering a robust showcase of evidence-based Ayush systems. It serves as a valuable resource for researchers and academicians.

25. <https://fitm.ris.org.in/sites/fitm.ris.org.in/files/Publication/FITM-G20-Primer-on-Tradition-Medicine.pdf>

Advanced R&D through Ayush based fundamentals

Within the Center of Excellence of MoAyush at the Institute of Genomics and Integrative Biology (IGIB) CSIR, we have established a significant correlation between Ayurvedic Prakriti and Genome sequencing, marking a milestone in personalized preventive and predictive medicine. Additionally, promising results have been achieved in studying Gut Microbiota, along with advancements in metabolomics, proteomics, and other areas of advanced biology, all aimed at shaping the future of the healthcare sector.

Stronger presence in ISO of Ayush

A specialized Working Group (WG 10 – Traditional Medicine) has been established within ISO as part of ISO/TC 215 – Health Informatics, tasked with developing International Standards for Ayush Informatics.

Increased awareness and interest in formal Ayush education in different

At present for academic year 2022-23, 277 students from 32 countries are taking Ayush education in different institutes under Ayush fellowship scheme.

Ministry established Yoga Certification Board

In 2018, 71 institutions were accredited for certifying Yoga professionals, resulting in certifications for 25,081 Yoga teachers, 47,822 Yoga volunteers, and 69,053 Yoga professionals.

WHO on Ayush systems

A benchmark outlining standards for training and treatment in Ayurveda, Yoga, and Unani Systems of Medicine has been released.

Conclusion

The integration of Traditional Medicine, including Ayurveda, Yoga, Unani, Siddha, and Homeopathy (referred to collectively as AYUSH), with the Sustainable Development Goals (SDGs) offers a promising approach to holistic healthcare, societal well-being, and environmental sustainability. This Knowledge Paper explores how AYUSH systems can contribute to achieving the SDGs, aligning with global health initiatives in culturally sensitive and environmentally responsible ways.

Primarily, the integration of AYUSH into mainstream healthcare systems has the potential to enhance access to affordable and culturally appropriate healthcare services, thereby supporting the overarching goal of universal health coverage (SDG 3). By leveraging the rich knowledge and practices embedded within AYUSH traditions, nations can address a wide range of health challenges, from chronic diseases to mental health disorders, in a comprehensive and sustainable manner. Also, the promotion of AYUSH practices fosters community empowerment and resilience, aligning with SDG 1 (No Poverty) and SDG 2 (Zero Hunger) by empowering individuals to take control of their health and well-being. Through initiatives such as community herbal gardens, traditional medicine clinics, and skill-building programs, AYUSH systems not only provide healthcare solutions but also create economic opportunities and promote food security at the grassroots level.

Also, the emphasis on preventive healthcare and lifestyle interventions within AYUSH aligns closely with SDG 3 targets related to reducing mortality rates and promoting healthy lifestyles. By integrating traditional knowledge with modern science, AYUSH practitioners offer a holistic approach to health promotion and disease prevention, addressing the root causes of illness and promoting overall well-being. In addition to its health-related benefits, AYUSH also contributes to the achievement of several other SDGs, including SDG 4 (Quality Education), SDG 5 (Gender Equality), SDG 8 (Decent Work and Economic Growth), SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), SDG 13 (Climate Action), and SDG 15 (Life on Land). Whether through the preservation of biodiversity, the promotion of sustainable livelihoods, or the empowerment of marginalized communities, AYUSH systems have the potential to catalyze progress across multiple dimensions of sustainable development. However, realizing the full potential of AYUSH in contributing to the SDGs requires concerted efforts from policymakers, healthcare professionals, researchers, and civil society stakeholders. This necessitates investments in research and innovation, capacity-building initiatives, regulatory frameworks, and international collaborations to strengthen the evidence base, improve the quality and safety of traditional medicine practices, and facilitate their integration into national healthcare systems. Ayurveda demonstrates significant potential in advancing holistic well-being by amalgamating ancient knowledge with scientific methodologies. This paper aligns Ayurveda with the Sustainable Development Goals (SDGs), particularly emphasizing SDG 3 (Good Health and Well-being). Major publications in Ayurveda focus on SDG 3, underlining the efficacy of natural products and traditional medicine in addressing antibiotic resistance, improving health outcomes, and fostering holistic well-being through lifestyle adjustments and natural remedies. Furthermore, Ayurvedic research contributes to SDG 2 (Zero Hunger) by exploring nutritional supplements and SDG 4 (Quality Education) through educational initiatives, self-care methodologies, and Ayurvedic training.

Traditional Medicine, particularly AYUSH systems, offers a unique and valuable perspective on health and well-being that complements conventional biomedical approaches. By aligning AYUSH with the Sustainable Development Goals, countries can harness the full spectrum of traditional knowledge, practices, and resources to create a healthier, more equitable, and sustainable future for all.



About ASSOCHAM

The Associated Chambers of Commerce & Industry of India (ASSOCHAM) is the country's oldest apex chamber. It brings in actionable insights to strengthen the Indian ecosystem, leveraging its network of more than 4,50,000 members, of which MSMEs represent a large segment. With a strong presence in states, and key cities globally, ASSOCHAM also has more than 400 associations, federations and regional chambers in its fold.

Aligned with the vision of creating a New India, ASSOCHAM works as a conduit between the industry and the Government. The Chamber is an agile and forward looking institution, leading various initiatives to enhance the global competitiveness of the Indian industry, while strengthening the domestic ecosystem.

With more than 100 national and regional sector councils, ASSOCHAM is an impactful representative of the Indian industry. These Councils are led by well-known industry leaders, academicians, economists and independent professionals. The Chamber focuses on aligning critical needs and interests of the industry with the growth aspirations of the nation.

ASSOCHAM is driving four strategic priorities - Sustainability, Empowerment, Entrepreneurship and Digitisation. The Chamber believes that affirmative action in these areas would help drive an inclusive and sustainable socio-economic growth for the country.

ASSOCHAM is working hand in hand with the government, regulators and national and international think tanks to contribute to the policy making process and share vital feedback on implementation of decisions of far-reaching consequences. In line with its focus on being future-ready, the Chamber is building a strong network of knowledge architects. Thus, ASSOCHAM is all set to redefine the dynamics of growth and development in the technology-driven 'Knowledge-Based Economy'. The Chamber aims to empower stakeholders in the Indian economy by inculcating knowledge that will be the catalyst of growth in the dynamic global environment.

The Chamber also supports civil society through citizenship programmes, to drive inclusive development. ASSOCHAM's member network leads initiatives in various segments such as empowerment, healthcare, education and skilling, hygiene, affirmative action, road safety, livelihood, life skills, sustainability, to name a few.

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