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Concrete steps towards Globalization of Ayurveda

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INTRODUCTION

Ayurved is a holistic, ancient, *Shashwat* (That has no start or end)¹ life science that deals with physical, mental and spiritual health. It nurtures and maintains life hence renowned for health preservation and promotion with disease prevention in effective, efficient and affordable way. It has emerging potential of rejuvenation, nutraceuticals and pharmaceuticals, still it is included in Complimentary and Alternative Medicine-CAM. It is not in mainstream but it is considered under unconventional or substitute way owing to lack of evidences². There are so many reasons for this backlog due to ruling by other countries and vanish our science but now everyone should unite to do the best by means of using it to preserve this great cultural heritage of Indian system of medicine-Ayurved and take it to the globe. Ayurved has pivotal role in prevention of

all health issues. Ayurved has ability to cure the diseases with minimum to no adverse effects and without recurrence by doing Panchkarma procedures through detoxification and bio-purification in natural way. Many new diseases are emerging now a day due to acceptance of western lifestyle. Charak has categorically mentioned that nomenclature of all such diseases is not necessary³ rather Ayurved is efficient to prevent and cure them by adopting its principles in day today life⁴. If its principles are adopted properly then the person is in the state of comprehensive health⁵ To achieve the task of globalization of Ayurved principles, the challenge lies in developing the passionate disciples of Ayurved by adopting various methodologies of teaching Ayurved, proper use of technology and resources, preservation and promotion of Ayurved to entire mankind. Promotion of some herbal



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extract based medicines or spa like massage and hot fomentation is not Ayurved. Good health is a human right, so there is urgent need to popularize principles of this pioneer and holistic science. World is seeking such natural & traditional treatment modality to remain healthy⁶.

Scope & opportunities: The scope & opportunities lies in how we disseminate the knowledge residing within this science globally. Ayurved has been evolving since the time immemorial. It can provide greater access to markets of developed country, technology transfer, FDI, industrial growth, export, GDP rise, international information and cultural exchange. Ayurved tourism has been emerging a new horizon. As India have skilled human resources like medical and Ayurvedic specialists, paramedical staff, plenty of flora and fauna which decreases the cost on health care. As we have all pre-requisites availability, there is a need to set up of Ayurved institutes, hospitals, training programs & research centers across the globe. It requires the affiliation and support of government and society from countries all over the world. There must have been requiring enormous revolution in context to investigations by inclusion of latest technology like use of different software for easy diagnosis, use of nano technology diagnostic or therapeutically⁷, search of other routes of

administration of medicines having quick action, palatable, sustainable long term action or quick, dispersible in a sub-lingual route, skin patch, spray, pessary etc as compared to ancient drug doses forms such as *Churna*(powder), *Swaras* (juice), *Kwath* (decoction) etc⁸.

Challenges and solutions: We are progressing towards a diseased society rather than a healthier one. If we see the Indian GDP-gross domestic products and health expenses, the crises is more noticeable^{9,10} Before globalization, Ayurved should be in mainstream, it is very much needed as developing countries like India could not afford to spend much on health. Therefore AYUSH systems should not considered as CAM or TCM- traditional complimentary medicine or alternative system but as a complete system of health by using no or minimal medicines which are available naturally in environment than using toxic chemicals creating side effects in body as well as indirectly pollute environment. Thus, Ayurved is an environment friendly and natural way to remain healthy.

Ayurved medicines need to be standardized uniformly, ensuring quality control, quality assurance, FDA & GMP certified. There are so many hurdles in the way of globalization such as adequate availability of standardized, proprietary & raw



medicines using organic fertilizers, ensuring no heavy metals, passing all safety markers. Its Authentication should be thorough regarding adulteration, microbial contamination. Plants conservation and cultivation management is a tedious task. There is an urgent need to save biodiversity, flora and fauna with search of various alternatives of extinct, rare plants and trees. With the help of research and technology, there is need to establish and facilitate the quick action, at micro/bio-cellular, nano and genetic level of Ayurvedic medicines¹¹.

About Research: To motivate the research tasks, government should facilitate all pre-requisites timely with release of funding, sponsorship or scholarship. Strict vigilance and well planning of policies and strategies with disciplinary action should be there to uplift this pioneer and holistic science. It's time to start time bound futuristic plans with new vision and mission to publicize Ayurved. It should initiate moral, legal and financial support to start quality research, publication and education. To facilitate fundamental, pre-clinical as well as clinical Ayurved research with infrastructural and financial support along with trained manpower. There should be conduction of acute and sub-acute toxicity studies of all herbo-mineral or metallic formulations to carry out further research on genetic or cellular level. To perform quality research

in diseases in which modern science is somehow lacking behind like prevention of lifestyle/non-communicable disorders. It is well known that randomized clinical trial-RCT and systematic review are gold standard category of research. To start such good quality research on the areas where modern science has low potential, and then publishes them in foreign journals that have more acceptance worldwide than Indian journals, which is necessary to upgrade Ayurved. To encourage good quality, collaborative and interdisciplinary research projects, AYUSH should sponsor and conduct paper presentation, research ideas competition globally and time to time which could facilitate research in full fledge. Quality research of all post graduate and PhD research work conducted in India should make online for everyone's access otherwise it is a common allegation that research in Ayurved is at minimal level.

What Government can do?

Government can keep continue scholarship for Young Ayurved researcher and best Ayurved academicians to motivate and propagate Good Clinical Practice & evidence based practice with documentation. To spread Ayurved tourism, the first pre-requisite is dedicated, passionate and well trained staff with expertise in English or different languages, techno-savvy, hygiene oriented, having



thorough knowledge and facilitated with good infrastructure. Therefore focus should be on development of quality academicians. There is need to understand the regional differences in the practice all over the India, it should be standardized first as SOP-standard operative procedures by setting standard treatment protocol or guidelines uniformly used everywhere. Government should ban on mal-practices like dispensation without prescription or compulsion of labeled formulations, detail prescription to public as it is the right of the patient to know about the medicine which he/she is taking. Government should spread awareness through multi-specialty camps, encourage sticking to Ayurved practice only and *Panchkarma* set-up to practice *Shodhan* (elimination of vitiated humors-detoxification) also, later compulsion can be initiated. Society including Ayurved physicians must be motivated towards search of interested avenues as specialization in Ayurved like *Rasayan* (rejuvenation therapy), *Manas Chikitsa* (Treatment for mental ailments) etc. There is need to focus on various basic principles of Ayurved such as *Pragnyaparadh* (intellectual blasphemy), *Nidan Parivarjan* (prevention of causative factors), *Pathyapathya* (proper diet) etc¹². There is necessity to change the mindset of public

regarding Ayurveda miss beliefs & perceptions.

It is evident and also difficult to create positivity, trust on Ayurved by all people of India as well as all over the globe. It should be a continue process of creation of new revolution by evolving Ayurved thoroughly in positive, evidence based, in scientific reappraisal and natural way towards globalization¹³. There should be bridges between Ayurved and modern science. It is the need of the hour to use latest technology to explore Ayurved in the light of modern science to serve health care magnificently.



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