



AYUSH SYSTEM IN INDIA - HEALTH

News: The Union Minister of Ayush announced the theme for the 9th Ayurveda Day, “Ayurveda Innovation for Global Health” and emphasized the importance of AYUSH.

What’s in the news?

Ayush (Ayurveda, Yoga, Naturopathy, Unani, Siddha and Homoeopathy)

- The key aim of the AYUSH Department is to provide **health services under the AYUSH stream to the people.**
- The AYUSH stream includes Ayurveda, Yoga and Naturopathy, Unani, Siddha, and Homoeopathy systems of healthcare and treatment.
- The Government promotes these systems through various initiatives aimed at **integrating traditional medicine with modern healthcare.**



Key Features of the Ayush System:

- **Ayurveda:** Focuses on holistic healing using herbs, diet, and lifestyle changes. It emphasizes balance in body, mind, and spirit.
- **Yoga and Naturopathy:** Yoga promotes physical and mental well-being through postures, breathing exercises, and meditation. Naturopathy emphasizes natural treatments and lifestyle changes.



- **Unani:** Originating from Greek medicine, it uses herbal remedies and emphasizes balance among the body's elements.
- **Siddha:** A traditional healing system from South India, focusing on alchemy and herbal medicine.
- **Homoeopathy:** Based on the principle of "like cures like," it uses highly diluted substances to treat various ailments.

Growth of the Ayush Sector

- India's Ayush market size is **43.4 billion USD** (₹ 1931 Billion – Manufacturing, ₹1667 Billion- Services).
- **Total Ayush export of India:** US\$1.54 billion (₹114 billion).
 - Ayush and Herbal products / medicines are exported to **more than 150 countries**.
- Presently, Ayurveda is recognized as a system of **Traditional Medicine in more than 30 countries**.
- **Ayush Export Promotion Council (AYUSHEXCIL):** It has been established to promote Ayush products and services globally by the Ministry of Ayush and supported by the Ministry of Commerce, GOI.
- **Ayush Visa:** The Ministry of Home Affairs incorporated a new visa category, "Ayush Visa" for foreign nationals seeking medical treatment like therapeutic care, wellness and yoga in India.
- So far, **more than 50 products (Unani and Ayurveda)** have been **registered in 08 countries** namely Kenya, USA, Russia, Latvia, Canada, Oman, Tajikistan and Sri Lanka under the IC scheme of the Ministry.
- **Global Recognition:** The Ministry of Ayush and the World Health Organization has established the **World's first and the only Global Traditional Medicine Centre (WHO GTMC)** in Jamnagar, India.
 - The UN General Assembly in 2014, unanimously adopted a resolution for observing **21st June every year as the International Day of Yoga**.

Government Initiatives

- **Ministry of Ayush:** Established in **2014**, this ministry is dedicated to promoting traditional medicine, ensuring quality control, and regulating practices.
- **NAM:** Government is implementing the Centrally Sponsored Scheme of National AYUSH Mission (NAM) in the country through State and UT governments for promotion and development of AYUSH systems.
 - Under the concept of AYUSH Gram, AYUSH based lifestyles are promoted through behavioral change communication, training of village health workers towards



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identification and use of local medicinal herbs and provision of AYUSH health services.

- **Ayurswasthya Yojana:** The Ministry of Ayush implemented a Central Sector Scheme of Ayurswasthya Yojana since FY 2021-22.
 - The Scheme has 02 components viz.- AYUSH and public Health and Centre of Excellence (CoE).
 - Under the AYUSH and public Health Component there is provision of distribution of AYUSH medicines and organize free medical camps.
- **Information, Education and Communication (IEC) in AYUSH:** Under the scheme, the Ministry undertakes promotional activities like organization of AROGYA fairs at State and National level; multimedia campaigns; preparation and distribution of publicity material including audio visual material, etc.
- **Promotion of International Cooperation:** The Ministry deputed AYUSH experts to foreign countries to participate in international meetings, conferences, training programmes, for promotion and propagation of AYUSH Systems.
- **Incentives** are provided to AYUSH drug manufacturers, entrepreneurs, AYUSH institutions, etc. for participating in International exhibitions for generating awareness amongst the public about the AYUSH systems of medicine and; registration of AYUSH products with regulatory authorities of the foreign countries.

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