

## A DECADE OF TRANSFORMATIVE GROWTH IN AYUSH

TOWARDS HOLISTIC HEALTH FOR ALL

2014-2024



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## Introduction to Ministry of Ayush

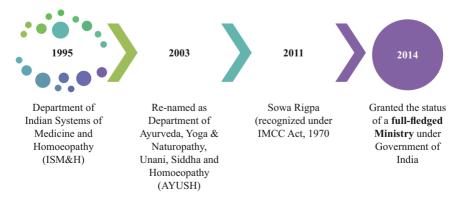
n the span of a decade, the Ministry of Ayush has spearheaded transformative advancements in the Ayush sector, redefining the landscape of traditional Indian medicine. Since its inception in 2014, under the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi ji, the Ministry of Ayush has not merely thrived but has become a beacon of holistic healthcare. The journey of the past ten years stands as a testament to the Ministry's dedication in integrating Ayush systems into mainstream healthcare, fostering research and innovation, and ensuring the quality and global relevance of traditional Indian medicine.

The strategic approach adopted by the Ministry encompasses a wide spectrum, addressing crucial facets such as public health, research, technology, education, globalization, and quality control. This comprehensive strategy aims at ensuring access to safe, high-quality Ayush products and services, aligning seamlessly with Universal health and Sustainability goals. This has not only promoted the benefits of Ayush healthcare systems but has also resulted in increased demand and substantial growth within the sector, fostering increased awareness and interest among the public.



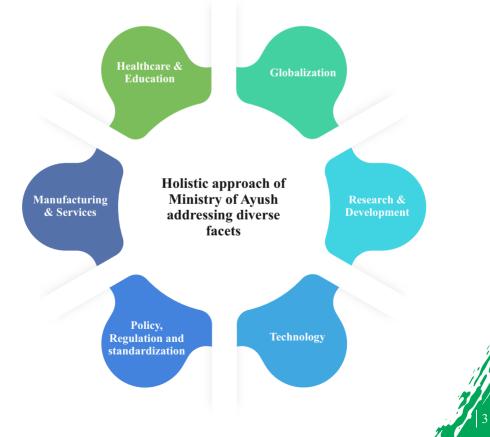
### Timeline

The Ministry of Ayush underwent significant growth and development, culminating in its elevation to a full-fledged ministry in 2014. This pivotal moment marked a crucial juncture in the Ministry's history, signifying a heightened focus on traditional Indian systems of healthcare highlighting the government's commitment to promoting holistic healthcare practices.



#### **Functional Areas**

"The Ministry of Ayush operates within a multifaceted framework, spanning diverse functional areas aimed at advancing traditional Indian healthcare systems. From healthcare delivery to research, education, technology, industrial growth, and international collaboration, each functional domain plays a vital role in promoting and propagating Ayush practices. Through these varied avenues, the Ministry endeavors to integrate, expand access to, and foster acceptance of traditional medicinal systems, both domestically and on the global stage, thereby enriching the health and well-being of individuals and communities."



## **Ayush Network**

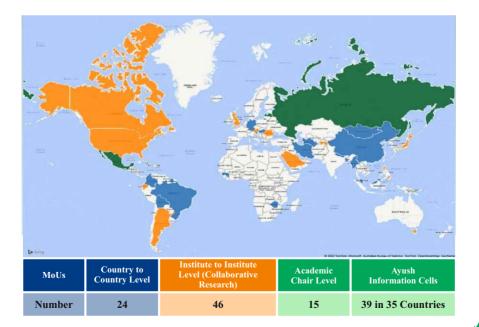
The Ministry has established an extensive nationwide network with global connections, demonstrating its commitment to fostering global wellbeing.

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Registered Practitioners	755780
Total UG Colleges	886
Total PG Colleges	251
Annual Intake in Degree Courses	59643
Annual Intake in PG Courses	7450
Total Ayush Hospitals	3844
Total Ayush Dispensaries	36848
Hospital in Government Sector	3403
Dispensaries in Government Sector	27118
Drug Manufacturing Units	8648

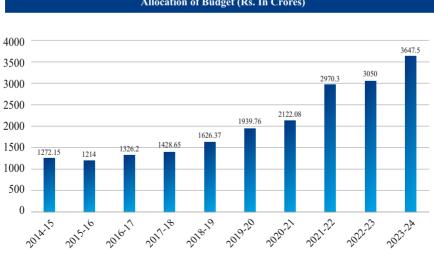
### **Global Network**

The Ministry's commitment to promoting Ayush on the global stage is evident from numerous bilateral agreements and collaborative research efforts, with country-to-country MoUs, collaborative research agreements, and Ayush information cells established globally. The presence of Ayurveda in over 50 countries around the world further underscores the global acceptance and recognition of traditional Indian medicine. Moreover, Ayurveda is acknowledged as a system of Traditional Medicine in more than 30 countries, showcasing its widespread adoption and credibility internationally. With Ayush products exported to over 150 nations, the global footprint of Ayush continues to expand, reflecting its growing importance in the global healthcare landscape.



### **BUDGET ALLOCATION**

Over the years, there has been a consistent trend of increased budget allocation, reflecting a growing recognition of the importance of the sector and a commitment to bolstering its initiatives and programs.



Allocation of Budget (Rs. In Crores)

Budget Estimate

## **Initiatives and Achievements of Ministry of Ayush under different functional areas**



### RESEARCH & DEVELOPMENT

Hon'ble PM always called attention to the importance of evidencebased research and innovation to play a key role in the 21st century. Recognizing the global shift towards chronic and non-communicable diseases, the Ministry emphasizes integrating traditional systems with conventional medicine to promote a holistic and patient-centric healthcare approach. **Ministry has developed General Guidelines for Research and Development in Ayush to echo the efforts of developing good research practices.** 

#### General Guidelines for Research and Development in Ayurveda & other systems under Ayush



- GCP guidelines for ASU drugs
- Three comprehensive guidelines for Ayurvedic Formulations / Interventions focusing on
  - Drug development (Standardization and quality assurance)
  - Safety/Toxicity
  - Clinical evaluation

(Available at ccras.nic.in)

### **Research Initiatives & Achievements**

- 1. Established Centre of Excellence :Considering the increasing acceptance of Ayush in both domestic and global healthcare systems, the Government of India has initiated efforts to identify and support renowned Ayush institutions involved in education, drug development, and research to upgrade their functions and facilities to levels of excellence.
- CSIR-Institute of Genomics & Integrative Biology (IGIB) Ayurgenomics: Relation of Ayurveda Prakriti is made with the Genome sequence, making it a landmark study toward personalized preventive and predictive medicine,
- Centre for Integrative Medicine and Research (CIMR) AIIMS on cutting edge research activities in Ayurveda and Yoga with notable research outcomes eg:-Yoga as an adjunctive therapy in migraine and recurrent vasovagal syncope
- Institute of Liver and Biliary Sciences in New Delhi : Study on the Effect of Virechana on Gut Microbiota
- Ayurtech IIT Jodhpur: To establish AI-driven integrative framework for population and individual risk stratification and early health interventions.
- NIMHANS, Bengaluru: Yoga and Ayurveda-based integrative treatment for various neuropsychiatric disorders.

Savitribai Phule Pune University: Patent on Ashwagandha as vaccine adjuvant.

## Ayush Traditional Medicine Is Evidence Based, Not Just Tradition



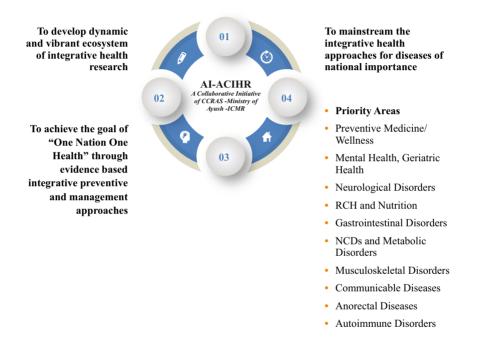
While millions rely on Traditional Medicine (TM) for centuries, scientific proof of its safety & effectiveness is crucial

Ministry of Ayush collaborates on integrative research models for scientific evidence on Ayush medicines at top institutions like CSIR-IGIB, CIMR-AIIMS, etc.

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

2. Schemes: The Ayurgyan Scheme has a component of Ayurveda Biology Integrated Health Research and Research & Innovation component to prioritize research areas in Ayush sector. The Ayurswasthya Scheme has a Public health Component (PHI) with focus on research in the Public Health sector. **3. Integrative Health Research with ICMR**-establishment of Ayush-ICMR Advanced Center for Integrative Research at all AIIMS across the country

#### AYUSH-ICMR -ADVANCED CENTRE FOR INTEGRATIVE HEALTH RESEARCH



4. The Ministry is actively engaged in initiatives aimed at enabling scientific researchers to take ownership of Ayush research and protecting traditional knowledge through robust IPR mechanisms. 'National Ayush Research Consortium,' a collaborative effort involving the Ministry of Ayush, DSIR, DBT, and DST, aims to establish a structured system for conducting

high-quality research in Ayush Systems that meets global standards. The consortium's objective is to strategize, plan, and execute R&D endeavours geared towards achieving the overarching goal of ensuring health for all.

Additionally, recognizing the importance of safeguarding traditional knowledge, the Cabinet Secretariat has established a Committee for Enabling **Intellectual Property Rights (IPRs)** protection for traditional systems of Indian Medicines.

- 5. Collaboration with DBT: Leveraging expertise in evidencebased biotechnological interventions, these efforts aim to enhance quality of life, extend lifespan, and mitigate morbidity associated with chronic ailments such as diabetes, obesity, cardiovascular disease, osteoarthritis, cachexia, pain management, and infectious diseases like Tuberculosis. Emphasis is given to mechanistic studies of Ayurveda Therapeutics using animal models of disease and other advanced analytical methods along with data analytical tools. It will offer insights into the biological mechanisms of Ayush therapies, fostering the development of integrated novel treatment strategies and enhancing patient outcomes in integrative medicine.
- 6. Established two Central Research Institutes of Yoga and Naturopathy (CRIYN) at Jhajjar, Haryana and Nagamangala, Karnataka with an aim to establish benchmark standards in education, Preventive healthcare and research in the field of Yoga and Naturopathy. These state-of-the-art institutes focus on

fundamental aspects, scientific validation of traditional systems of medicine and practices through evidence-based research, apart from functioning as an international collaboration centre for global promotion and research in Yoga and Naturopathy. It will also serve as incubation centers in startups in the field of Yoga and wellness sector.

#### 7. Public Health Research Initiatives

Several public health research initiatives are underway in collaboration with government agencies, research institutions, and healthcare providers to address specific health challenges through innovative approaches and interdisciplinary collaboration which includes Tribal Study in Ekalavya Model Residential Schools (EMRSs) under MoTA in collaboration with ICMR-NIRTH (National Institute of Research in Tribal Health) seeks to understand and address the unique health needs of tribal communities, Mission Utkarsh which targets anemia control among adolescent girls, pregnant women, and lactating mothers through adjuvant Ayurveda interventions. By integrating Ayurvedic approaches into existing healthcare strategies, Mission Utkarsh aims to improve the nutritional status and overall health outcomes of vulnerable groups. Further, the Ministry is collaborating with the Ministry of Women and Child Development (WCD) for Poshan 2.0, targeting malnutrition in public health research.

Over the past five years, the Central Council for Research in Ayurvedic Sciences (CCRAS) has achieved significant milestones in research-oriented public health activities:

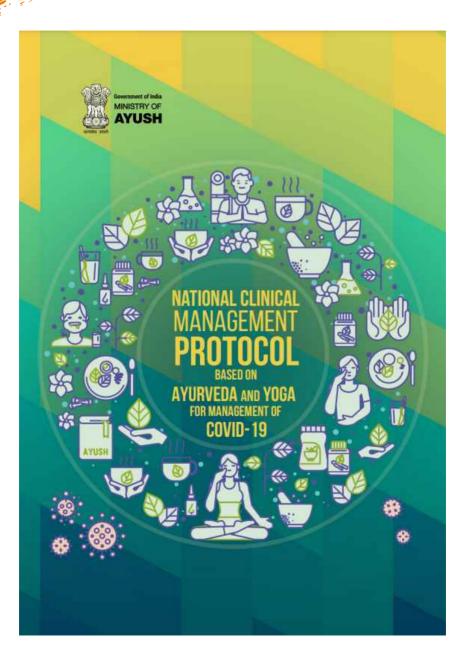
Tribal health care research programme under tribal sub plan (TSP)	Mobile healthcare research program under scheduled castes sub plan (SCSP)	Women and child health care (WCH programme under scheduled castes su plan (SCSP)
<ul> <li>Executed through CCRAS and CCRUM institutes in various states</li> <li>Population Covered: 544865 tribal population</li> <li>Incidental medical aid : 256784 tribal patients</li> <li>Documented 878 folk claims/LHTs</li> </ul>	<ul> <li>Executed through CCRAS and CCRUM institutes in states.</li> <li>Population surveyed : 831349</li> <li>Medical aid provided : 482944 patients.</li> </ul>	<ul> <li>Executed through 10 CCRAS institutes in 10 states.</li> <li>Population Surveyed: 323700</li> <li>Medical aid provided : 195104 patients.</li> </ul>
Swasthya rakshan programme	Integration of ayush (Ayurveda) with npcdcs in 3 districts surendra nagar (Gujarat), Bhilwada (Rajasthan) & Gaya (Bihar)	Ayurvedic health centres under nort east plan
Executed through 21 CCRAS Institutes in 19 states. Medical aid provided :	• 11182 patients enrolled	<ul> <li>19 centres in 4 States.</li> <li>Total no. of beneficiarie :5,14,395</li> </ul>

#### 8. Response to COVID-19

COVID has proved to be a tough time for humanity. India, too, suffered a lot but it was during COVID times that the world realized the efficacy of Indian traditional medicine systems in fighting COVID, responding to it with effective Ayush based treatment protocols and preventive measures.



 The Ministry released the National Clinical Management Protocol based on Ayurveda and Yoga for the management of COVID-19.



#### Ayush Guidelines related to COVID-19



#### **Ayush Products Developed for COVID-19**



Ministry of Ayush recommends Ayuraksha Kit (based on research evidences) for prophylactic care against COVID 19

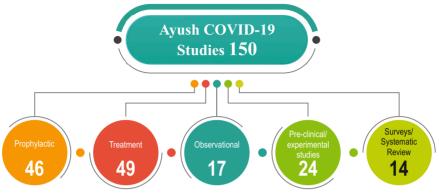
#### **Public Health Advisories**

Covernment of India Ministry of Ayush

Ayush recommendations for the public on holistic health and well-being

Preventive measures and care during COVID-19 & LONG COVID-19

#### **Ayush Research on COVID-19**



Study Sites - Approx. 160(including pre-clinical study centres)

• 118 Studies completed

National Repository on AYUSH COVID-19 Research & Development Initiatives, 612 Articles till date, Clinical research-150, Pre-Clinical 35, Drug research-124, Fundamental Research-303,

More than 150 research studies were undertaken during the pandemic, the Central Council for Research in Ayurvedic Sciences (CCRAS)'s patented drug, Ayush-64 and Kabasura Kudineer (Siddha medicine) were distributed in the country and were very well received by the masses.

- Ayush Sanjivani mobile app study was undertaken during the pandemic where 1.35 crores respondents and analysis of 7.24 lakh public data revealed that 85.1% of the respondents used Ayush measures for prevention of COVID-19, among which 89.8% respondents agreed to have benefitted from the practice of Ayush advisory which is published in PubMed indexed JMIRx Med. 2021 Journal.
- AYURAKSHA "Corona Se Jung- Delhi Police Ke Sang" a public health study by All Institute of Ayurveda [AIIA] was undertaken on a large scale. AIIA provided Ayurveda care through AYURAKSHA kits to 80,000 Delhi Police personnel which is published in Frontiers in Public Health journal.

- **Successfully repurposed Ayush 64 for management of COVID 19:** Total 10 preclinical and clinical studies were undertaken in collaboration with CSIR, DBT, ICMR and reputed medical institutions. Ayush-64 established its notable antiviral, immunemodulator and antipyretic properties and the different aspects are published in PubMed-indexed journals.
- India reached a significant milestone in COVID-19 research through the collaborative efforts of the National Medicinal Plants Board (NMPB) under Ministry of Ayush and the Department of Biotechnology (DBT). This collaboration resulted in the nation's first in-vivo anti-SARS-CoV-2 virus study using oral interventions. Pre-clinical evaluations of select Ayush herbal extracts for mitigating SARS-CoV-2 and associated pathologies were conducted through Ayush Network Research Projects. These studies, undertaken at the Translational Health Science and Technology Institute, aimed to assess the anti-viral activity and immune-modulatory potential of various herbal interventions. Notably, Anu taila demonstrated promising results in combating SAR-CoV2 infection, evidenced by reduced viral load in the lungs of Golden Syrian hamsters challenged with the virus.

#### 9. Initiatives in Clinical Research

#### **Recent Initiatives in Clinical Research**

Further, CCRAS has validated 170 Ayurveda

formulations in

36 disease

conditions

- Ashwagandha vaccine study (at seven study sites)
- · Multicentric study on Rheumatoid arthritis (AMRA Study)
- · Ayurveda intervention in ADHD NIMHANS
- Gut microbiome & Virechana ILBS
- · Ayush-PTKadd-on to ATT for hepatoprotection -JNMC Belgavi
- · Sickle-cell disease AIIMS Bhopal and DMIMS Wardha
- · Coronary Artery Disease Safdarjung Hospital and Madhavbaug
- · Post-CABG Rehabilitation AIIMS Delhi
- Community study on Geriatric care AIIMS New Delhi (Ballabhgarh centre)
- · Swarnaprashan in Malnutrition in children SGIMS, Lucknow

**10. New molecular biology lab for advanced research**, Manuscript Unit and Center of Excellence Dakshya launched in 2023 at AIIA, New Delhi



Integrated Translational Molecular Biology Unit inaugurated by Shri Sarbananda Sonowal, Union Minister for Ports, Shipping and Waterways & Ministry of Ayush.



Integrated Translational Molecular Biology Unit

#### 11. Ayush Research Portal:

For disseminating evidence based research data of Ayush Systems. Overall, 42105 research publications are available till date.

	AYUSH RESEARCH PORTAL Evidence Based Research Data of AYUSH Systems at Global Level Ministry of AYUSH, Government of India						
Hon	ne Search	Login Ab	out Us Contact Us	Feedback\Suggestio	ns CCRAS-JDRAS-e-Joi	urnal CRAS-JRAS-e-Journal Select Language	
Catalogu	e and Status of Ayur	vedic Manuscri	pts EMR Project Reports	Panchagavya Most Viewed	and Downloads Recent Uplo	ads Users Online : 25   Article Views : 1208117   Downloads : 182431	
Compendium of select research publications on Ayush Interventios for COVID-19 (24/07/2023)  Research and Development Initiatives of Ministry of Ayush for COVID-19 (24/07/2023)  (24/07/							
						Search with AYUSH Terminology	
elect edical stem	O Ayurveda (30032)	O Yoga and Naturopathy		◯ Siddha ◯ Homoeopat (5456) (2488)	hy O Sowa O All Rigpa (11) (42105)	Rational Repository on AYU5H COVID-19 Clinical and Other R&D Initiatives	
С	LINICAL RES	EARCH	PRE-CLINI RESEARC	DRI	JG RESEARCH	FUNDAMENTAL RESEARCH	
	7073		16804		10334	7895	

## TECHNOLOGY

2

#### Ayush Grid as IT backbone of Ayush sector

The Ministry of Ayush has embarked on a revolutionary journey into the digital realm, showcasing an unwavering commitment to technology integration in healthcare. The introduction of the Ayush Grid, a robust digital healthcare system, along with 22 key digital initiatives, exemplifies the Ministry's dedication to leveraging cutting-edge technology.

Ayush Telemedicine services have become easily accessible through the e-sanjeevani portal, providing a seamless connection between healthcare providers and patients. This initiative has not only enhanced accessibility but has also paved the way for further technological advancements in the realm of traditional medicine.

In the emerging focus area of Artificial Intelligence (AI), India, led by the Ministry of Ayush, has taken a leadership role in the Talking Group for AI in Traditional Medicine. It positions India at the forefront of harnessing AI for the betterment of traditional medicine.





Ayush Grid-IT backbone of Ayush Sector

## **AYUSH GRID**

#### DIGITAL INTERVENTIONS FOR EFFECTIVE AND BETTER HEALTHCARE





Ayush Grid has also developed the Y-break app for Yoga.

25

Launch of eLMS, Comprehensive AHMIS portals: During the National Ayush Mission (NAM) conclave held on 18th, 19th May 2023, two ICT initiatives of the Ministry of Ayush viz., e-Learning Management System (eLMS) and Comprehensive Ayush Hospital Management Information System (AHMIS), an upgraded Electronic Health Records (EHR) system were launched.



## **3** EDUCATION AND POLICY SUPPORT

#### **Restructuring of Ayush Education**

The Ministry has facilitated the restructuring of the Ayush education sector in a big way. Ayush education has undergone a remarkable transformation, aligning with the National Education Policy of 2020. These reforms aim to establish a medical education system that ensures access to quality and affordable education, availability of high-quality skilled Ayush professionals, and promotes equitable and universal healthcare fostering a more inclusive and integrated approach.

#### 1. Policy Initiatives

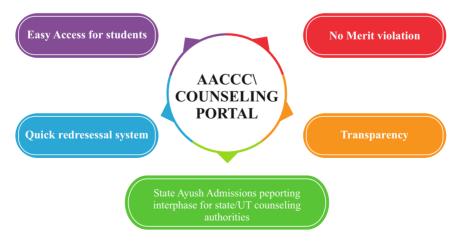
National Commission for Indian System of Medicine (NCISM) Act 2020 and National Commission for Homoeopathy (NCH) Act 2020 were enacted in September 2020. These acts replaced the old Indian Medicine Central Council Act 1970 and Homoeopathy Central Council Act 1973 respectively.

Aligning the Ayush education with NEP 2020, these commissions are bringing in transparency, efficiency and student centric education of a scale and dimensions that is unprecedented in the Ayush sector thus ensuring regulation and standardisation of Ayush education in a very robust manner.

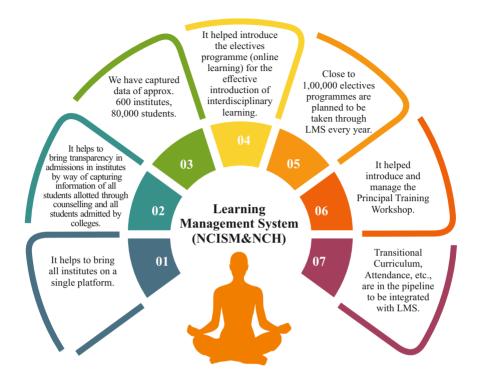
#### Ayush Admissions Central Counseling Committee (AACCC)-UG/PG Counseling

🍘 आयुष मंत्रालय 🌆 Ministry of Ayush		हंद्रीय आयुष प्रवेश परामर्श र yush Admissions Centra	मिति I Counseling Committee		Centre Centre
tene Abarth Causaing &	कादी का मादी का	मव			2
Introduction	UG Course	_	PG Counse	lng	
Ayush Admissions Central Counseling Com	nmitter (AACCC) of Ministry of Ayush, Gole, of India, N (100%), Central Universities/National Institutes, and ab				st Graduate (MDMMS) courses under Gant/Goxt.
Counciling Services	Constanting Space	Dente Inder nd Conditions Hypertink Palicy P	data.gov	gokin	NICE.
Aesion 1.0	This site is designed, developed and hosted by eCou		provided by AACCC. Ministry of Ayush. Government o		se Last updated on 9th November 2021

Site of Ayush Admissions Central Counseling Committee-UG/PG Counseling



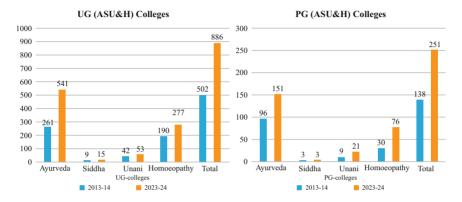
Key features of Ayush Admissions Central Counseling Committee(AACCC)



#### 2. Educational Institutions

• The number of Ayush colleges imparting quality medical education has substantially increased over the past decade.

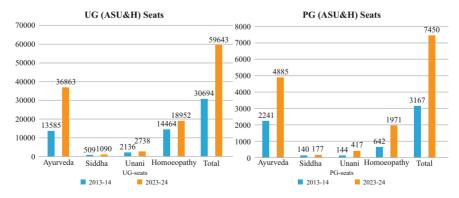
Number of ASU&H UG&PG colleges during the A.Y 2013-14 and 2023-24



Graphical comparison of data of the number of ASU&H UG colleges during the A.Y 2013-14 and 2023-24.

Graphical comparison of data of the number of ASU&H PG colleges during the A.Y 2013-14 and 2023-24

## Number of ASU&H UG&PG seats during the A.Y 2013-14 and 2023-24



Graphical comparison of data of the number of ASU&H UG seats during the A.Y 2013-14 and 2023-24 Graphical comparison of data of the number of ASU&H PG seats during the A.Y 2013-14 and 2023-24

# • First and only Institute of National Importance (INI) in Ayush Sector

The Institute of Teaching and Research in Ayurveda (ITRA) in Jamnagar, Gujarat has been conferred the status of Institute of National Importance (INI).



Institute of Teaching and Research in Ayurveda (ITRA) in Jamnagar, Gujarat

# • National Institute of Ayurveda(NIA), Jaipur was conferred the deemed to be university status under the de-novo category

The National Institute of Ayurveda in Jaipur, Rajasthan has been recognised as Deemed to be University (De Novo). These institutes are not only imparting quality education but are progressing as premier institutes of research in Ayurveda.



NIA has received A grade by the National Assessment and Accreditation Council (NAAC).

#### **PhD Dual Degree Program**

Cotutelle PhD program

NIA has entered an MoU with AcSIR for dual PhD Degree program. This is Integrated program and the scholar will get two PhD Degrees under two guides (One from each organisation).



**Guinness World Record** 



Guinness World Record for most people receiving Nasya Panchakarma treatment at NIA, Jaipur

#### Simulation lab for skillful learning



# Virtual anatomy dissection table for enhanced learning experience



#### All India Institute of Ayurveda

The first ever All India institute of Ayurveda (AIIA) was set up in Delhi along the lines of All India institute of Medical Sciences (AIIMS) in 2017. This is the first Ayush educational institution to secure the highest A++ grade in its first assessment cycle by the National Assessment and Accreditation Council.



Site of All India Institute of Ayurveda (AIIA).)



- Apart from NIA and AIIA there are 9 more National Institutes working as autonomous organizations under the Ministry of Ayush. These are
- 1. North Eastern Institute of Ayurveda and Folk Medicine Research (NEIAFMR), Pasighat Arunachal Pradesh
- 2. North Eastern Institute of Ayurveda and Homoeopathy (NEIAH), Shillong, Meghalaya
- 3. Rashtriya Ayurveda Vidyapeeth (RAV), New Delhi
- 4. Morarji Desai National Institute of Yoga, New Delhi
- 5. National Institute of Naturopathy (NIN), Pune, Maharashtra
- 6. National Institute of Unani Medicine (NIUM), Bengaluru, Karnataka
- 7. National Institute of Siddha (NIS), Chennai, Tamil Nadu
- 8. National Institute of Sowa Rigpa (NISR), Leh, Ladakh and
- 9. National Institute of Homoeopathy (NIH), Kolkata, West Bengal
- Three State-of-the-Art satellite centers of National Institutes of Ayush

## 1. AIIA, Goa



## 2. NIUM, Ghaziabad



## 3. NIH, Narela



Continuous efforts by the Ministry and support by the Government of India have resulted in the growing reputation of these National Institutes.  The National Research Institute of Sowa-Rigpa was upgraded to "National Institute of Sowa Rigpa" in Leh, UT of Ladakh with the approval of Cabinet on 20th November 2019 with provision for Research, Education and Public Health in Sowa-Rigpa.



 Cabinet approval for change of nomenclature & mandate of North Eastern Institute of Folk Medicine (NEIFM) as North Eastern Institute of Ayurveda & Folk Medicine Research (NEIAFMR) situated at Pasighat, Arunachal Pradesh.



### 3. Other initiatives under education sector:

- Separate Academic Department of Ayush in AIIMS: Decided in the 7th meeting of Central Institute Body (CIB) of AIIMS held on 29.07.2023 under the Chairpersonship of the Hon'ble Cabinet Minister of Health and Family Welfare. This initiative aims to integrate education in modern and traditional medicine, fostering collaboration and synergy between the two disciplines.
- 2. Ayurgyan Scheme to support Education, Research & Innovation in Ayush
- 3. Certifications and Accreditations



### **Certifications and Accreditations**

Ayurveda Training Accreditation Board (ATAB) under Rashtriya Ayurveda Vidyapeeth, New Delhi





Yoga Certification Board (YCB) (2018) 10 different levels of Yoga Courses Certified more than 5.6 lakhs Yoga Professionals

## 4. Capacity Building Initiatives:

Program	Eligible candidates/Name of Institutes	No. of seats
SPARK	Ayurveda UG Students	200
PG-STAR	Ayurveda PG Students	100
PDF	MD (Ay)/PhD (Life sciences)	10
Ph.D. Fellowship	Research/Academic institutions	27 awarded till date
Panchakarma Technician Course	NARIP Cheruthuruthy, CARI Delhi, CARI Guwahati, RARI Jammu	65 per year
Certificate course in Panchkarma	NARIP Cheruthuruthy	60 per year (in 2 batches)
Certificate course in Marma Chikitsa	NARIP Cheruthuruthy	40 per year (in 2 batches)

5. **FITM-AYUSH Fellowships for Doctoral and Post-Doctoral Research at RIS:** The Forum on Indian Traditional Medicine (FITM), established at Research and Information System for Developing Countries (RIS) in collaboration with the Ministry of Ayush, contribute to pragmatic policy making on Indian

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Traditional Medicines (ITMs). Under the Research Fellowship Scheme, FITM aims to encourage and promote research in economic, sociological, politico-economic, trade, management and technology related aspects of ITM health systems.

#### 6. Skill Development Program

#### HEALTHCARE SECTOR SKILL COUNCIL (HSSC)



The Sub-Council on Ayush was constituted in 2018 under the ambit of Healthcare Sector Skill Council (HSSC) under the Directives of MoAyush and Ministry of Skill Development and Entrepreneurship (MSDE).



### Launch of HSSC-AIIA CoE, New Delhi



Hon'bleShriShripadNaikMinisterofState(I/C),MinistryofAYUSHlaunched1stCenterofExcellenceforSkillDevelopmentinAYUSH.

Vaidya Rajesh Kotecha, Secretary, AYUSH Ministry, Dr Tanuja Nesari, Director, and other senior officials from AYUSH Ministry were also present during the launch



अखिल भारतीय आयुर्वेद संस्थान ALL INDIA INSTITUTE OF AYURVEDA (आयुर्गग्रेवर, प्रारत संवतं त्यावाहत्यान) (Indertenanty Organistic Maring 1971)(1986, cont. et ability)



### Launch of Ayush Skills Qualification



Shri Sarbananda Sonowal, Minister of Ayush and Ports, Shipping and Waterways launched Ayush qualifications on the occasion of AYUR-UDYAMAH) event held on 29th Oct 2021. Dr. Munjpara Mahendrabhai Kalubhai, MoS for Ayush and Women & Child Development was also present in the event.

States	Candidates under Training	Courses ongoing under Skill Development Program		
Bihar	1550	Courses	Awarded	
Chhattisgarh	210	🚸 🛛 Panchakarma Technician Course	46	
Haryana	510	🔹 Ayurveda Dietician	07	
Jammu & Kashmir	2250	• Emergency Management Course	22	
Madhya Pradesh	1879	• Foundation in Yoga for Wellness	44	
Punjab	3350	• Ksharakarma Technician	03	
Uttar Pradesh	240	<ul> <li>Sensitization on identification</li> </ul>		
Uttarakhand	300	and propagation of <u>Guduchi</u> and skill development program for	50	
TOTAL	10289	<u>Guduchi</u> Sattva preparation <b>TOTAL</b>	172	

State-wise statistics depicting the number of candidates undergoing training under the Ayush Sub Sector Skill Council.)

## **PUBLIC HEALTH**

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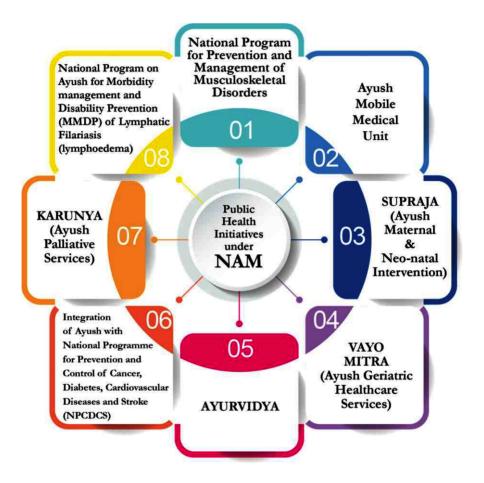
The strategic integration of Ayush within the Indian healthcare system has catalyzed a transformative shift, prioritizing traditional medicine for widespread public benefit. Initiatives like the National AYUSH Mission, Ayushman Arogya Mandir (Ayush) and successful integrations into renowned healthcare institutions signify a commitment to cost-effective traditional healthcare with universal access. This has led to a remarkable increase in beneficiaries, with Ayush playing a vital role in tertiary healthcare setups, premier institutions, and even in defense services. The establishment of a dedicated Ayush vertical within DGHS further solidifies its importance. Ayush's active contribution to Poshan Abhiyaan, growth in in-patient admissions, NABH accreditation for Ayush hospitals, and the provision of Sowa-Rigpa treatment showcase its holistic impact. The ongoing integration into AIIMS for broader accessibility highlights the transformative role Ayush has played in shaping a more inclusive and comprehensive healthcare system in India.

 National Ayush Mission: With a view to strengthen Ayush services through increased accessibility and availability in the States, Centrally Sponsored Scheme, focusing on Preventive and Promotive aspects of healthcare, known as National AYUSH Mission (NAM) was launched on Sept. 2014

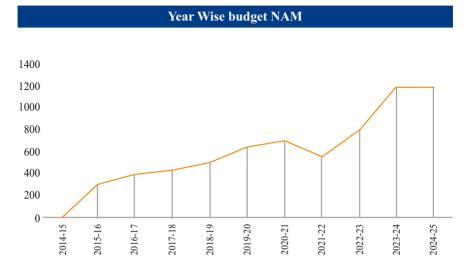
#### Main components of the scheme:

- Ayush Services
- Support of Ayush Educational Institutions
- Quality control of Drugs

#### New Initiatives under NAM

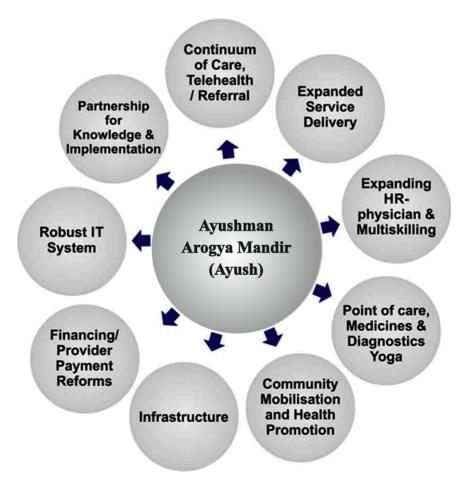


## **Budget Allocation for NAM**

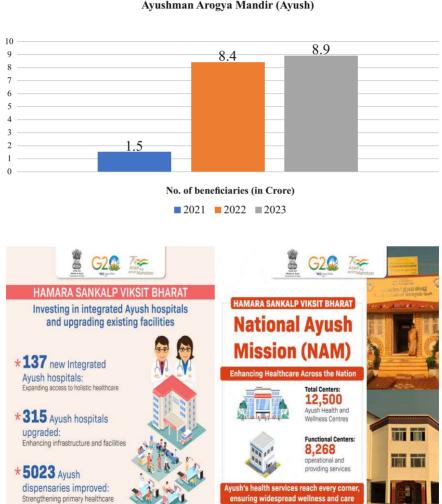


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**Ayushman Arogya Mandir (Ayush) :** The Union Cabinet on 20.03.2020 approved the proposal of Ministry of Ayush to operationalise 12,500 Ayushman Arogya Mandir (Ayush) under Ayushman Bharat. The vision is to establish a holistic wellness model to reduce the disease burden, out of pocket expenditure and to provide informed choice to the needy public.



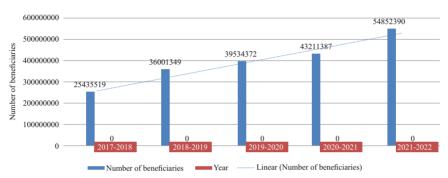
**The number of beneficiaries under Ayushman Arogya Mandir** (Ayush) has witnessed an exponential rise from 1.5 Cr in 2021 to 8.4 Cr in 2022 and 8.9 Crore in 2023.



Exponential rise in number of beneficiaries visiting Ayushman Arogya Mandir (Ayush)

As on 8.12.2023

No. of Ayush beneficiaries in government hospitals and dispensaries has risen from 2.5 Crores (FY 2017-18) to 5.4 Crores (FY 2021-22).

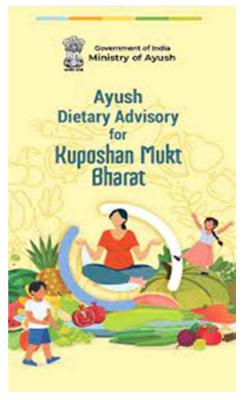


Number of Ayush beneficiaries in Government Hospitals and Dispensaries

#### Integrative approach in National Health care programmes:



Ministry of Ayush is promoting Ayush-based diet and lifestyle and is working in convergence with the Ministry of Women and Child Development to realize the ultimate goal of "Suposhit Bharat" (nourished India). The Ministry of Ayush has launched a composite nutritional guideline as "Ayush Dietary Advisory for Kuposhan Mukt Bharat" to improve nutritional outcomes in children, pregnant women and lactating mothers with Ayush practices and principles.



**Integration of Ayush in NPCDCS:** Ayush facilities and methodologies have been effectively integrated and implemented in six districts alongside NPCDCS services to prevent and manage common NCDs as part of a pilot study. Promising outcomes have been observed from both stand-alone Ayurveda therapies and their additional benefits as complementary therapies. This functional integration involves delivering integrative healthcare services for the management of Non-Communicable Diseases (NAM-NPCDCS). Currently, this initiative is being extended to six states, with plans for nationwide expansion post the Mid Term.

### Public Health care delivery through central Ayush Institutes:

 All India Institute of Ayurveda (AIIA) stands out as an exemplar in integrative healthcare. In the year 2020-21, AIIA provided care to 11,841 patients, and this number surged to 29,986 in 2021-22. From 2017-18 to 2022-2, 7 times growth was witnessed in inpatient admissions. 44 speciality OPDs are functional and the hospitals have served about 24,00,000 individuals by February 2024.



Integrative AYUSH Clinics Integrated Clinical Service Unit Centre for Integrative Oncology (CIO) Center for Integrative Dentistry Integrative Orthopedic Clinic Center for Integrative Critical Care & Emergency Medicine Center for Integrative Dietetics & Nutrition

- 2. Integrative approach adopted by ITRA, Jamnagar in patient care which has resulted in 6.8 lakh OPD and 9278 IPD in the past 3 years.
- 3. The National Institute of Siddha, treating around 2000 patients daily, has achieved the prestigious NABH accreditation, marking it as the foremost Siddha hospital in the nation.

## Ayurveda Wellness Centers have been established at LBSNAA, Mussoorie and at Ekta Nagar, Kevadia

	LBSNAA, Mussoorie, Uttarakhand (Aug, 2020	to 31 <sup>st</sup> Jan 2024)
	No. of OPD patients	11,247
	No. of Panchakarma patients	4,566
SA MA	No. of Panchakarma Procedures performed	7,770
	No. of Panchakarma patients	6,016
	No. of OPD patients	20,263
	No. of Panchakarma Procedures performed	16,184
Rest	No. of Fallchakarma Frocedures performed	10,104
	Ayurveda Wellness Centre, Kevadia, Gujara	t (Oct, 2023 to 31 <sup>st</sup> Jar

**Insurance Coverage for Ayush Health Care services-** Under IRDAI regulations, about 27 insurance companies are offering more than 140 policy products covering one or more systems of Ayush treatments since 2016. Inclusion of 172 Ayush packages in AB-PMJAY is in process.



# **5 GLOBALIZATION**

The proactive initiatives taken by the Ministry of Ayush to position India as a global leader in Traditional Medicine, while simultaneously generating evidence on the health benefits and safety of these systems, have greatly bolstered the demand for Ayurveda, Yoga, and other Indian traditional systems of medicine worldwide.

- The Ministry developed a Central Sector Scheme for promotion of International Cooperation (IC Scheme) with the mandate to promote and strengthen awareness about Ayush Systems of Medicine; to facilitate international promotion, development and recognition of Ayush Systems in foreign countries; to foster interaction of stakeholders and market development of Ayush at international level; to support international exchange of experts and information; to give boost to Ayush products in Inter national market and to establish Ayush Academic Chairs in foreign countries
- Collaborations with WHO
- 1. WHO's Collaborative Center for Traditional Medicines at ITRA, Jamnagar and MDNIY, New Delhi
- 2. Deputation of an Ayush expert on secondment basis at P-5 Level at WHO Hq. Geneva and Technical officer at P-4 at WHO's South-East Asian Regional Office (SEARO).
- 3. Informal group of countries called as Friends of TM created in Geneva to establish India as a leader in Traditional Medicine
- 4. The Ministry of Ayush has Signed 3 Project Collaboration Agreements (PCA) with WHO since 2016 as a commitment towards promotion and propagation of scientific Traditional systems of healthcare enhancing its quality and safety, and fostering international collaboration in this field.

5. Developed WHO-m-yoga app.



6. WHO has Published Benchmarks for training and treatment in Ayurveda, Yoga and Unani System of Medicine.



#### 7. Launch of ICD-11 Module 2

With the recently launched ICD-11 Module 2 by WHO in Delhi on January 10, 2024, the morbidity codes of Ayurveda, Siddha and Unani have now been included in the international classification of diseases, thereby facilitating the communication with the world community of physicians and health researchers in the technical terms of their own. This will also significantly help Insurance companies the world over to ingrain Ayush systems in their policy packages.



"I am now sharing with you an achievement of India which will make the life of patients easier and their problems will be mitigated to an extent. I am happy to share that the Ministry of Ayush has categorized the data and terminology related to Ayurveda, Siddha and Unani medicine, with the help of the World Health Organization as well. Through the efforts of both, the terminology related to disease and treatment in Ayurveda, Unani and Siddha medicine has been codified."



Narendra Modi, PM (On ICD-11, TM Module 2 launch in "Maan Ki Baat" 109th episode)

## 8. WHO-Global Traditional Medicine Centre (WHO GTMC)

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.



Prime Minster Shri Narendra Modi, Prime Minster of Mauritius Shri Pravind Jugnauth and, Director-General WHO Dr. Tedros Adhanom Ghebreyesus during the foundation stone laying ceremony of WHO GCTM in Jamnagar, Gujarat on April 19, 2022)

You are witnessing the biggest step in history towards healing and wellness - the WHO Global Centre for Traditional Medicine. This isn't just the establishment of a centre, it is the start of a traditional medicine era for the next 25 years, and will make India the hub for traditional medicine and ancestral remedies.

Shri Narendra Modi Hon'ble Prime Minister, India Global Recognition: Ayush's Dynamic Role in International Summits and Forums

• First WHO Traditional Medicine Global Summit, "Towards health and well-being for all," was held in Gandhinagar, Gujarat, India, on 17-18 August 2023 and the Gujarat Declaration as outcome document.



Inaugural Lamp Lighting by dignitaries at WHO Traditional Medicine Global Summit.

# **TRADITIONAL MEDICINE** GLOBAL SUMMIT

Towards health and well-being for all

## **Gujarat Declaration**

**Reaffirms global commitments** related to indigenous knowledges, biodiversity and traditional, complementary and integrative medicine



Underlines the **application of rigorous scientific methods** to better understand, assess and, where appropriate, apply more holistic, context-specific, complex and personalized approaches for health and well-being for all

### Global Ayush Investment and Innovation Summit (GAIIS) 2022

"India is celebrating the festival of 75 years of its independence i.e. Azadi Ka Amrit Mahotsav. I am sure that our 'Amrit Kaal' of next 25 years will be the golden period for traditional medicine in every nook and corner of the world. Today, in a way, a new era of traditional medicine has started all over the world."

- Hon'ble PM at GAIIS



Over 25,000 participants, including 70+ foreign delegates attended, signed over 70 MoUs and featured the participation of renowned FMCG companies

### World Ayurveda Congress (WAC)

The World Ayurveda Congress (WAC) serves as a vital platform established by the World Ayurveda Foundation to promote Ayurveda on a global scale. Since its inception in 2002, it has become the largest gathering in the field of medicine, aiming to explore new frontiers and advancements in Ayurveda. The 9th World Ayurveda Congress & Arogya Expo 2022 was held in Goa from 8th to 11th December. The event's objective was to provide a global platform for all

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stakeholders, including industry leaders, practitioners, traditional healers, educationists, students, medicine manufacturers, growers of medicinal plants, and marketing strategists. It aimed to facilitate networking and intellectual exchange, strengthening the Ayurveda sector, envisioning its future, and fostering interaction between professionals and consumers to enhance Ayurveda commerce.



#### India's G-20 Presidency

Active Participation of Ayush in health working group and engagements groups of Traditional Medicine in G-20 summit-Inclusion of "**Traditional Medicine**" in the G-20 New Delhi Leaders Declaration



• Ministry is also a part of SCO-Expert working Group on Traditional Medicine

## SCO WORKING GROUP ON TRADITIONAL MEDICINE



#### (BACKGROUND)

- At the SCO summit at Samarkand on 16th September, 2022 Prime Minister Shri Narendra Modi had proposed to take initiative for a new SCO Working Group on Traditional Medicine.
- In the Joint communiqué of the 21st meeting of the SCO Heads of Government (Prime Ministers) Council, it was considered to start an Expert Working Group on Traditional Medicine.
- Being a part of **BIMSTEC Forum**, the Ministry aim for fostering policies and strategies related to the Traditional Medicine



**BRICS TM vertical**-Ayush in BRICS High-level Forum on Traditional Medicine.



 Ayush Scholarship Scheme: There has been an increased awareness and interest in formal Ayush education in different countries. At present for academic year 2022-23, 277 students from 32 countries are taking Ayush education in different institutes under Ayush fellowship scheme.



 International Day of Yoga for Global Promotion of Yoga and its remarkable health benefits:



PM Modi addressing UNGA on 27.9.2014 proposing IDY on 21st June

The UN General Assembly, on 11th December 2014, unanimously adopted a resolution for observing 21st June every year as the International Day of Yoga.

The first IDY-2015 set two Guinness Book records; IDY-2022 introduced the innovative concept of 'The Guardian Ring of Yoga With a massive participation of around 22.13 Crore individuals andIDY-2023 expanded its reach to 192 countries with 23.44 Cr participation. The IDY-2023 witnessed the concepts of 'Ocean Ring of Yoga', 'Yoga for Arctic to Antarctic', 'Yoga at North and South poles', 'Yoga Bharatmala' and 'Yoga Sagarmala'.



## International Day of Yoga: Infusing Yoga into Mainstream



Highlights of International Day of Yoga 2023 100 DAYS 1.53 lakh 113+ CRORES 135 Nations Countdown individuals practiced participation through the global outreach of participated Yoga Celebration Organizations began promoting Yoga in Yoga in single day Yoga event at Surat created IDY 2023 in New York Created Guinness World lead up to main event of IDY 2023 Guinness World Record Record

## Landmark outcomes of randomized controlled (RCTs) in Yoga





**49** Clinical Trials in Yoga & Heart Disease





**245** Clinical Trials in Yoga & Depression





**52** Clinical Trials in Yoga & Low Back Pain



# 6 AYUSH INDUSTRY

The development of Ayush as a sector, including the growth in Ayush manufacturing, exports, and the rise of MSMEs and startups, contributes to economic development. The economic significance of the Ayush sector, with a thriving manufacturing industry and burgeoning exports, further strengthens its status as a powerhouse in the global market.



## 1. Industrial Growth and Facilitation

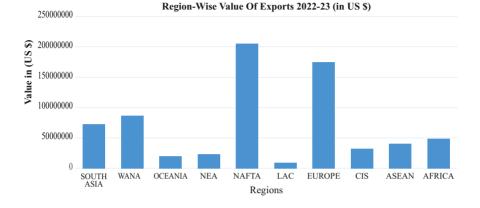
#### AYUSH INDUSTRY

53,023 MSMEs in Ayush@		
India's Ayush market size 43.4 billion USD (₹ 3599 Billion) (₹ 1931 Billion - Manufacturing, ₹1667 Billion- Services)*		
Manufacturing sector- 6 times rise (2014-20); ~8 times rise (2014-22; basis projections)	The expansion of the	
Total Ayush export of India: US\$1.54 billion (₹114 billion)	Ayush sector is giving wings to various avenues of investment. Many large entrepreneurs, tech	
Presently, Ayurveda is <b>recognized as system of Traditional</b> <b>Medicine in more than 30 countries.</b>		
Ayush and Herbal products / medicines are exported to more than 150 countries.	companies, and medical centers across the globe are	
@MSME's Udyam Portal (November 2022)	increasingly attracted to it. Director-General World Health	
*RIS Ayush market study 2021 (for manufacturing) and RIS service sector interim report (for services)	Organization (WHO) at GAIIS 2022	

#### Exponential Growth in Ayush market size

The Ayush industry has witnessed considerable growth in market size since the upgradation of the Department of Ayush to the Ministry of Ayush in the year 2014. Ayush manufacturing industry was Rs. 21,697 crores (USD 2.85 Bn) in 2014-15 and in the latest study of RIS of 2020, the Ayush manufacturing industry size has been estimated at Rs.1,37,800 crores (USD 18.1 Bn) that is 6 times rise in 7 years.

Similarly, preliminary study of RIS shows Rs 1,66,797 Crore Revenue in Ayush Service sector.



#### The global region-wise trade of Ayush products for year 2022-2023;

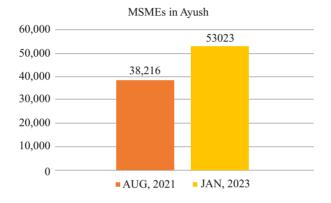
#### Promotion of Entrepreneurship in Ayush

A conducive ecosystem for entrepreneurship is emerging in Ayush sector, spurring innovation at a massive scale in the currently developing Ayush sector. In line with this, the Ministry of Ayush had developed a Central Sector Scheme namely Champion Services Sector Scheme for Medical Value Travel for implementation on Pan India basis. Under this scheme, financial assistance in the form of Interest Subsidy is provided to private investors for the establishment of Super Specialty Hospitals/Day Care Centres of the systems recognized under The National Commission for Indian System of Medicine (NCISM) Act, 2020 or The National Commission for Homeopathy (NCH) Act, 2020. "Startups are new types of wealth creators in our country", Hon'ble Prime Minister Shri Narendra Modi said in his Independence Day speech on 15 August, 2021, underscoring the need of the government to relentlessly work towards making India's Startups and the Startup Ecosystem, the best in the world.

 To promote entrepreneurship leveraging the academic knowledge, the All India Institute of Ayurveda (AIIA) an autonomous body under Ministry of Ayush has set up an incubation centre i.e. AIIA-ICAINE (Incubation Centre for Innovation and Entrepreneurship) to nucleate a cluster of new age ventures.



 Ministry of Ayush signed a MoU with the Ministry of Micro, Small & Medium Enterprises (MSME) for the promotion of Ayush enterprises. As per latest data from the Ministry of MSME, Udyam Portal,



Parallelly, the Startup ecosystem has also gained momentum in the Ayush sector. There are 900 DPIIT-recognized startups (as of December 2022) in this rapidly growing sector. These startups are not only coming from Metro cities, but also from Tier2 & 3 cities (52% of these recognized startups are from Tier 2/Tier 3 cities), representing the penetration of Ayush and its deep-rooted cultural heritage, combined with modern entrepreneurial opportunities available in the sector. In addition to capitalizing on the immense potential of this sector domestically and across the world, these startups have also helped in the creation close to 8500 jobs. • Ayush Startup grand challenge launched as an initiative to encourage and empower Ayush start-ups.



- Central Council for Research in Siddha (CCRS) have set-up the incubatory cell namely Academia-industry Research Incubation for Value-chain Up-gradation (ARIVU) to promote innovation and entrepreneurship by translating novel ideas and innovation in various disciplines of Siddha Research, into products, processes and services for commercial exploitation and the benefit of society.
- CCRS has an MoU with Accelerating Growth of New India Innovation (AGNIi) for the commercialization of R&D technologies and products.



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. It was officially launched at Global Ayush Investment and Innovation Summit held in Gandhinagar, Gujarat on April 20, 2022 by Hon'ble Prime Minister Sh. Narendra Modi. It is aimed to oversee exports of products of Ayurveda, Homoeopathy, Siddha, Sowa / Rigpa and Unani systems and address trade issues pertaining to these sectors.





### Ayush Visa



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, Aayush announced on Wednesday. Ayush Visa aims to fulfill the need for introduction of a special visa scheme for foreigners visiting India for treatment under Ayush systems or Indian systems of medicine per say.

A Special Visa Category (Ayush Visa) has been notified by MHA for foreign nationals seeking Ayush medical treatment in India

#### Ease of doing business and reduced compliance burden

- 1. 100% FDI in Ayush Sector is permitted through an automatic route.
- 2. Drug license for setting up manufacturing for ASU drugs is made swift, paperless and more transparent by bringing the application system online through E-Aushadhi, significantly improving Ease of Doing Business.
- 3. The license of the ASU drugs has been made perpetual i.e. with one-time registration fee the license of the product will be valid lifetime subject to online submission of self-compliance declaration every year- significantly improving Ease of Doing Business.

- 4. Leading Ayush manufacturing states have successfully completed the "Ease of Doing Business" (EoDB) reforms. These include Uttar Pradesh, Himachal Pradesh, Karnataka, Kerala, Madhya Pradesh, Uttarakhand, Gujarat Punjab, Rajasthan, Tamil Nadu and Telangana. With investment facilitation through industrial/ investment policies and location of industrial hubs, states have created a strong ecosystem for product manufacturing. Several states also enjoy the strategic advantage of location of allied industries of Ayush services and raw materials (as mentioned in RIS report for "Ayush Sector in India: Prospects and Challenges").
- 5. In order to reduce compliance burden w.r.t. Drugs & Cosmetics Act 1940 & Rules, 1945, Ministry of Ayush did thorough analysis of the Rules, Forms and Schedules under Drugs & Cosmetics Rules, 1945. After analysis, 35 compliances were identified as reviewable/possible to be eased out. Out of these 35 compliances, 23 such identified compliance pertaining to ASU drugs were eased out and have already been published in the official gazette on 1.10.2021 and the same has been updated on the regulatory compliance portal of DPIIT.

# QUALITY CONTROL AND STANDARDIZATION

The Ministry of Ayush has taken several measures to implement 'quality' as a crucial criterion while developing Ayush-based products which abide by the GMP guidelines to generate trust and increase awareness regarding the application of various ancient knowledgebased approaches that promote health and well-being across different parts of India. The Ayush ministry also collaborated with the World Health Organization (WHO) to deliver the same globally. The Ministry has prioritized quality control and standardization through initiatives like Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY), pharmacovigilance program (Ayushsuraksha), and dedicated working groups in international standards organizations like BIS, ISO etc.

- Ayush Vertical in CDSCO: Ayush vertical has been created in the Central Drugs Standard Control Organization since 05.02.2018 to oversee the regulation of Ayurvedic, Siddha, Unani and Homeopathy (ASU&H) drugs from Central level
- A Central Sector Scheme namely Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY) has been launched for augmenting the quality of Ayush products.Under the 3rd component of AOGUSY Scheme, i.e., "Strengthening of central and state regulatory frameworks including technical human resource & capacity building programs for Ayush drugs", Ministry of Ayush has initiated a comprehensive program for development of human resources for the ASU&H industry and regulatory personnel in the states.

## Pharmacovigilance Initiatives

Pharmacovigilance Program for Ayurveda, Siddha, Unani, and Homoeopathy (ASU&H) Drugs has been established under the AOGUSY Scheme.

#### PHARMACOVIGILANCE PROGRAM FOR ASU & H DRUGS

Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana (AOGUSY)



 Under Pharmacovigilance initiative for ASU&H drugs, One National Centre, 5 Intermediary Centers, 99 Peripheral Pharmacovigilance Centers have been established.

AIIA is the National Pharmacovigilance Co-ordination Centre (NPvCC) for implementation of the pharmacovigilance program for ASU&HDrugs.

The vision of the program is to improve patient safety in the Indian population by monitoring the drug safety in ASU & H drugs and thereby reducing the risk associated with use of these drugs. Further, the program focuses on generating awareness among various stakeholders, inculcating reporting culture of suspected adverse effects and surveillance of misleading advertisements appearing in the print and electronic media.

 Ayush vertical in BIS: Ayush products are currently traded in over 150 countries, either as medicine or food supplements. To enhance the safety, quality, and effectiveness of Ayush systems, International standards are being established in collaboration with BIS through this vertical. This initiative aims not only to bolster international trade but also foster consumer confidence in Ayush products. This vertical has so far notified 91 Indian standards on Ayush.

- A dedicated Working Group (WG 10 Traditional Medicine) created in ISO under ISO/TC 215 - Health Informatics to formulate International Standards on Ayush Informatics.
- Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H) has been established as a Subordinate Office of the Ministry of Ayush for developing pharmacopeia standards of ASU&H drugs and to function as the Central Drug Testing cum Appellate Laboratory for these systems of medicine. PCIM&H has so far developed 2259 ASU&H Monographs of Single drugs quality standards (Pharmacopoeia) and 405 Monographs of Multi ingredient Formulations quality standards (Pharmacopoeia)

Ayush system	Monographs of Single drugs quality standards (Pharmacopoeia)		Monographs of Multi ingredient Formulations quality standards (Pharmacopoeia)		THE AYURVEDIC PHARMACOPOE OF INDIA	A THE SIDDHA PHARMACOPOEIA OF INDIA INDIA
Ayurveda	665		203		Volume - 1 rectance	
Unani	338		201			3
Siddha	139		01		3.00	Berley C. M. Ward, T. H. Hanna, M. Karana, and K. K
Homoeopathy	1117				A definition of the state	THE UNANI PHARMACOPOEIA
Ayurvedic Formulary of India	National Formulary of Unani Medicine	Sidd Formu of Inc	ilary	Homoe Pharmacopo		OF INDIA
985 (3) including 280 mineral- based formulations	1229 (in 6 volumes)	399	(2)	10 Volumes c 1117 mor		Experimental and the second se

# **Pharmacopoeia and Formularies**

Harmonization of Herbal drug standards "One Herb, One Standard": The collaboration between PCIM&H and Indian Pharmacopoeia Commission (IPC) marks a significant milestone with the signing of a Memorandum of Understanding (MoU) aimed at developing "One Herb-One Standard". Each monograph produced through this partnership will feature Indian Standards alongside international quality requirements, aligning Indian standards with global benchmarks. This initiative not only enhances ease of doing business in India but also improves overall trade of Indian botanicals. It represents a pivotal stride towards Atmanirbhar Bharat, emphasizing self-reliance and bolstering India's position in the global marketplace.



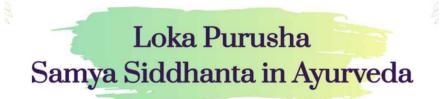
SIGNING OF MOU BETWEEN PCIM&H AND IPC

Food Safety and Standards (Ayurveda Aahara) Regulations, 2022, notified in May 2022: This will promote traditional food practices, ensure food safety standards, and potentially enhance consumer trust in Ayurvedic foods. Additionally, it may encourage innovation and preservation of traditional recipes while contributing to the overall health and wellness of consumers.

# **OTHER INITIATIVES & ACHIEVEMENTS**

# 1. Effort towards Sustainable Development Goals (SDG)

Ayurveda embodies the principle of "Loka - Purusha Samya Siddhant," illustrating that entities present in the universe are also present within the individual. Emphasizing disease prevention and health promotion, Ayurveda fosters sustainability by nurturing the connection between people and nature. Rooted in this ethos, Ayurveda, as an ancient holistic healthcare system, prioritizes the conservation of natural resources and the harmonious coexistence of ecology with human well-being.





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Ayurveda teaches us that the key to understanding human health lies in recognizing our profound connection to the universe.

In other words, Purusha (human) epitomizes the Loka (Universe).

We humans should not be seen or studied in an isolated manner but in harmony between man and the environment.





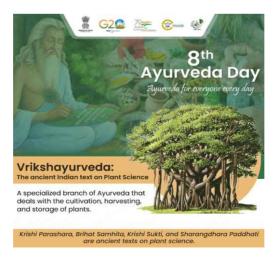
SDG-3 emphasizes the importance of ensuring healthy lives and well-being for all ages, supported by nine targets covering major health priorities. These include maternal, newborn, and child health, epidemics, communicable diseases, non-communicable diseases (NCDs), and substance abuse. Ayush promotes good health by strengthening the body through preventive, promotive, curative, palliative and rehabilitative care.



• **SDG-2 Zero hunger:** Ayush offers simple, affordable, yet effective solutions to address the crisis of malnutrition.



- The growing global environmental consciousness is evident in the conduct of various organizations and leaderships worldwide. Unique eco-friendly practices were adopted during the foundation of the world's first WHO Global Centre for Traditional Medicine (GCTM) and at the Global Ayush investment and Innovation Summit (GAIIS), 2022 receiving praise from diverse stakeholders. The mega event echoed the resolve of the country to curb single use plastic with dedicated efforts to minimize carbon footprints. An estimated use of more than 1 lakh plastic bottles, 15000 plastic tags and 50 thousand plastic cutleries was avoided during the events leading to an estimated reduction of 119437.5 kg of carbon dioxide equivalent (CO2e).
- "Vriksha Ayurveda," a dedicated branch for the health of the plant kingdom, is one of the most ancient agricultural and forestry practices based on the principles of nature and organic farming, which includes strategies to enhance nutritional properties, seed preservation, pretreatment, nutrition of seedlings, plant maintenance, postharvest processing, and storage.



The National Medicinal Plants Board (NMPB) has been established by Government of India to coordinate with all matters relating to Medicinal Plants and Support Policies and Programs for growth of trade, export, conservation and cultivation. The primary mandate of NMPB is to develop an appropriate mechanism for coordination between various ministries/ departments/ organizations in India and implements support policies/programs for overall (conservation, cultivation, trade and export) growth of medicinal plants sector both at the Central /State and International level. NMPB have undertaken various activities to augment the medicinal plants resources in the wild and promote their large scale cultivation in the farmers' fields.

The efforts of the National Medicinal Plants Board (NMPB) contribute significantly to SDG by

- Conservation and Sustainable Use of Resources: By promoting in-situ and ex-situ conservation efforts and augmenting local medicinal plants and aromatic species, NMPB contributes to the sustainable management of natural resources. Educating communities on sustainable cultivation techniques can lead to more efficient resource utilization
- Quality Assurance and Standardization: NMPB's focus on developing Good Agricultural and Collection Practices (GACPs), quality standards, and certification mechanisms ensures that medicinal plants are grown, harvested, and processed in a manner that minimizes environmental impact

• Under 'Medicinal Plants' component of the erst. while NAM scheme, supporting market driven cultivation of prioritized medicinal plants in identified cluster/zones with in selected districts of States and implemented in a mission mode.

Ministry of Ayush is supporting cultivation of medicinal plants on farmer's land throughout the country by providing subsidy for 140 medicinal plants @30%, 50% and 75% of cost of its cultivation, depending upon the status of availability and market demand as per operational guidelines of the Scheme.

The efforts of the Ministry of Ayush in supporting the cultivation of medicinal plants under 'Medicinal Plants' component of the NAM scheme contribute to several Sustainable Development Goals (SDGs), including:

- **SDG 1: No Poverty** By supporting farmers in cultivating medicinal plants, the initiative provides them with additional income opportunities, thereby reducing poverty and promoting economic growth in rural areas.
- **SDG 2: Zero Hunger** Cultivating medicinal plants diversifies agricultural activities, potentially increasing food security by providing alternative income and nutrition sources.
- **SDG 3: Good Health and Well-being** Promoting medicinal plant cultivation supports access to traditional medicines, enhancing holistic health and well-being.
- **SDG 8: Decent Work and Economic Growth** Market-driven cultivation creates rural employment opportunities, fostering economic growth and inclusive development.
- SDG 12: Responsible Consumption and Production -Supporting prioritized plant cultivation promotes sustainable supply chains, responsible resource management, and waste reduction.

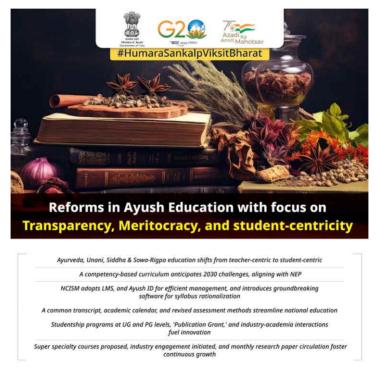


The Ministry of Ayush has signed a tripartite Memorandum of Understanding (MoU) with the Council of Scientific and Industrial Research (CSIR) and the Indian Council of Agricultural Research (ICAR) to promote and facilitate R&D, validation, and deployment of agri-technologies related to medicinal plants and their value-added products (Ayur Aahar). This initiative aligns with sustainability ideals, utilizes modern S&T tools to raise awareness of traditional agricultural practices, and supports socioeconomic growth, benefiting humans, plants, and animals alike.



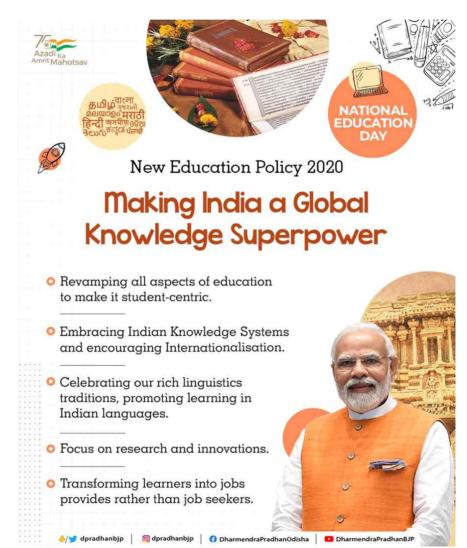
• Regulatory reforms in the Ayush Medical Education sector, such as the enactment of the NCISM Act, 2020 and NCH Act, 2020, have improved quality standards and transparency, aligning with SDG

# **Quality Education**



These acts also aid in achieving **SDG 3**, particularly targets 3.c.1, which focuses on increasing health worker density and distribution, and 3.b.2, which emphasizes increasing official development assistance to medical research and basic health sectors.

Efforts to integrate Ayurveda and Yoga into school curriculums are underway, with the Department of Higher Education establishing an Implementation Committee for the National Education Policy 2020. This will promote holistic health education, contributing to SDGs 3 (Good Health and Well-being) and 4 (Quality Education).



# **Developing Eco-friendly campuses in Ayush Institutions:**

The Ministry of Ayush is committed to fostering environmentally sustainable campuses through eco-friendly initiatives and practices.

**Environment Friendly campus** 



Sewerage treatment plants





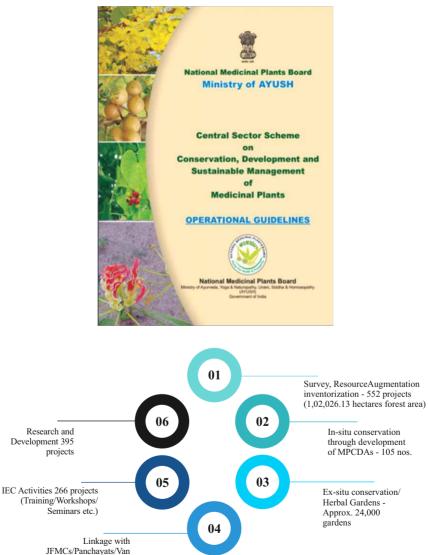
# 2. National Medicinal Plant Board (NMPB)

"e-CHARAK", Bhuvan e-Herbs launched for farmers and public an initiative by NMPB



### Schemes of NMPB

### **Central Sector Scheme**

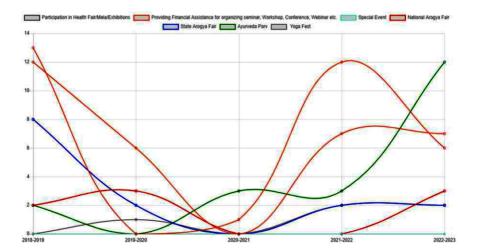


Panchayats/BMCs/SHGs- 1175 nos.

# Centrally Sponsored Scheme (erst. Scheme)

- cultivation of medicinal plants in 2,35,273 Ha.
- establishment of nurseries for supply of planting materials 1278
- Post-harvest management 629
- Processing units 33
- Marketing infrastructure like RCC/DCC etc. 42
- Seed Germ Plasm Centre -10
- 3 IEC Information Education and Communication activities

Yearly trends of events



# International Trade Fair 2023



3rd November 2023. Ministry of Ayush at the World Food India 2023.



27th November 2023. Ministry of Ayush won a Gold Medal for Excellence in Display in the 42nd India International Trade Fair 2023

# Arogya Mela



Participation in Arogya Fair at Ujjain, Madhya Pradesh

# Prof. Ayushman Comic Book released by Hon'ble PM at GAIIS



As we stand at the threshold of a new era, contemplating on the transformative journey of the Ministry of Ayush over the past decade is both enlightening and awe-inspiring. These remarkable achievements serve as a testament to the transformative power of visionary leadership, strategic excellence, and an unwavering commitment to global well-being. The next phase holds the promise of even greater heights as India aspires to lead in traditional medicine, guided by the profound principle of "Vasudhaiva Kutumbakam - The world is one family." The journey of the past decade is not just a celebration of achievements but a herald of a future where Ayush takes center stage in shaping a healthier, harmonious world.

# **ABBREVIATIONS**

AB-PMJAY	- Ayushman Bharat Pradhan Mantri Jan Arogya Yojana
AGNIi	- Accelerating Growth of New India Innovation
AHMIS	- AYUSH Hospital Management Information System
AI	- Artificial Intelligence
AI	- ACIHR - Ayush – ICMR Advanced Centre for Integrative Research
AIIA	- All India Institute of Ayurveda
AIIMS	- All India Institute of Medical Sciences
AMAR	- AYUSH Manuscripts Advanced Repository
AMRA	- Ayurveda versus Methotrexate in active Rheumatoid Arthritis
AOGUSY	- Ayush Oushadhi Gunvatta evam Uttpadan Samvardhan Yojana
ARIVU	- Academia- Industry Research Incubation for Value-chain Up- gradation
ASU & H	- Ayurveda, Siddha, Unani and Homoeopathy
ATAB	- Ayurveda Training Accreditation Board
AyuCaRe	- Journal of Ayurveda Case Reports
Ayushexcil	- Ayush Export Promotion Council
BIMSTEC	- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation

BIS	- Bureau of Indian Standards
BRICS	- Brazil, Russia, India, China, South Africa, Egypt, Ethiopia, Iran, The United Arab Emirates and Saudi Arabia
CARI	- Central Ayurveda Research Institute
CCRAS	- Central Council for Research in Ayurvedic Sciences
CCRH	- Central Council for Research in Homoeopathy
CCRS	- Central Council for Research in Siddha
CCRUM	- Central Council for Research in Unani Medicine
CCRYN	- Central Council for Research in Yoga and Naturopathy
CGHS	- Central Government Health Scheme
СНС	- Community Health Centre
CIB	- Central Institute Body
CoE	- Centers of Excellence
COVID 19	- Corona Virus Disease 19
CSIR	- Council of Scientific and Industrial Research
CTRI	- Central Training and Research Institute
DBT	- Department of Biotechnology
DoC	- Department of Commerce
DGHS	- Directorate General of Health Services
DPIIT	- Department for Promotion of Industry and Internal Trade
DSIR	- Department of Scientific and Industrial Research
DST	- Department of Science and Technology

e-CHARAK	-	e-Channel for Herbs, Aromatic, Raw Material & Knowledge
ECHS	-	Ex-Servicemen Contributory Health Scheme
EMRS	-	Ekalavya Model Residential Schools
FITM	-	Forum for Indian Traditional Medicine
FITZ	-	Frankfurter Innovationszentrum Biotechnologie GmbH
FMCG	-	Fast-Moving Consumer Goods
FY	-	Financial Year
GAIIS	-	Global AYUSH Investment and Innovation Summit
GTMC	-	Global Traditional Medicine Centre
GMP	-	Good Manufacturing Practices
G20	-	Group of Twenty
HR	-	Human Resource
IBIG	-	Institute of Genomics and Integrative Biology
iCAINE	-	Incubation Centre for Ayurveda Innovation and Entrepreneurship
ICD	-	International Classification of Disease
ICMR	-	Indian Council of Medical Research
IDY	-	International Day of Yoga
IEC	-	Information Education and Communication
IIT	-	Indian Institute of Technology
IJAR	-	Indian Journal of Ayurveda Research
ILBS	-	Institute of Liver and Biliary Sciences



and the second second	
IMPCL	- Indian Medicine Pharmaceutical Corporation Limited
INI	- Institution of National Importance
IPC	- Indian Pharmacopoeia Commission
IPD	- In Patient Department
IPR	- Intellectual Property Right
IRDAI	- Insurance Regulatory and Development Authority of India
ISO	- International Standards Organization
IT	- Information Technology
ITRA	- Institute of Training and Research in Ayurveda
JDRAS	- Journal of Drug Research in Ayurvedic Sciences
JRAS	- Journal of Research in Ayurvedic Sciences
LBSNAA	- Lal Bahadur Shastri National Academy of Administration
LSHTM	- London School of Hygiene and Tropical Medicine
MDNIY	- Morarji Desai National Institute of Yoga
MHA	- Ministry of Home Affairs
MMDP	- Morbidity Management and Disability Prevention
MSME	- Micro Small and Medium Enterprises
MoA	- Ministry of AYUSH
MoD	- Ministry of Defence
MoH&FW	- Ministry of Health and Family Welfare
MoEFCCI	- Ministry of Environment, Forest and Climate Change of India

MoU	-	Memorandum of Understanding	
NAAC	-	National Assessment and Accreditation Council	
NABH	-	National Accreditation Board for Hospitals and Healthcare Providers	
NAM	-	National AYUSH Mission	
NAMASTE	-	National Ayush Morbidity and Standardized Terminologies Electronic	
NARIP	-	National Ayurveda Research Institute for Panchakarma	
NCH	-	National Commission for Homeopathy	
NCI	-	National Cancer Institute	
NCISM	-	National Commission for Indian Systems of Medicine	
NEIAFMR	-	North Eastern Institute of Ayurveda and Folk Medicine Research	
NEIAH	-	North Eastern Institute of Ayurveda and Homoeopathy	
NEP	-	National Education Policy	
NI	-	National Institute	
NIA	-	National Institute of Ayurveda	
NIH	-	National Institute of Homoeopathy	
NIMHANS	-	National Institute of Mental Health and Neuro Sciences	
NIN	-	National Institute of Naturopathy	
NIRTH	-	National Institute of Research in Tribal Health	
NIS	-	National Institute of Siddha	
NISR	-	National Institute of Sowa Rigpa	1

NITI	- National Institute for Transformation of India
NIUM	- National Institute of Unani Medicine
NMPB	- National Medicinal Plants Board
NPCDCS	- National Programme for Prevention and Control of Cancer, Diabetes, Cardiovascular Diseases and Stroke
NRHM	- Natonalk Rural Health Mission
NSS	- National Sample Survey
OPD	- Out Patient Department
PCA	- Project Collaboration Agreements
PCIM&H	- Pharmacopoeia Commission for Indian Medicine and Homeopathy
PDF	- Post Doctoral Fellowship
PG	- Post Graduate
PHI	- Public Health Initiative
Ph.D	- Doctor of Philosophy
PSU	- Public Sector Unit
QoL	- Quality of Life
RARI	- Regional Ayurveda Research Institute
RAV	- Rashtriya Ayurved Vidyapeeth
R&D	- Research and Development
RIS	- Research and Information Systems for Developing Countries
RMIS	- Research Management Information Systems

RML	-	Dr. Ram Manohar Lohia Institute of Medical Sciences
SAHI	-	Showcase of Ayurvedic Historical Imprints
SCO	-	Shanghai Cooperation Organisation
SPARK	-	Studentship Program for Ayurveda Research Ken
STAR	-	Scheme for Training in Ayurveda Research
ТМ	-	Traditional Medicine
TRISUTRA	-	Translational Research and Innovative Science through Ayurgenomics
UG	-	Under Graduate
USD	-	United States Dollar
UT	-	Union Territory
WHO	-	World Health Organization
YCB	_	Yoga Certification Board





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