

POLICY BRIEF

No.: 2022/AYUSH/05



Message from Director General, EDII

India is known for its traditional medicinal systems. We already perceive extraordinary growth in producing AYUSH medicines, supplements, and cosmetics in our country and globally. Sustained by the growing global and domestic demand and enabled by strong support to regulatory, research and development, and infrastructure by the Government, the market size of AYUSH has grown. This will give people all over the world confidence in quality AYUSH products. The focus on AYUSH and related interventions has not only been particularly instrumental in addressing several pressing issues related to the health system but also played a major role in streamlining the economic structures.

Further, this paves the way for StartUp initiatives that will encourage Ayush entrepreneurs to translate innovations into products and services that are commercially viable.

I am happy to present this Policy Brief, which focuses on understanding the AYUSH Ecosystem in the country. Against the backdrop that AYUSH is the call of the day, the document assesses and makes suggestions for strengthening the policy environment. My heartiest congratulations to EDII's Department of Policy Advocacy, Knowledge, and Research for this effort.

- Dr. Sunil Shukla
Director General - EDII



Entrepreneurship Development Institute of India Ahmedabad



AYUSH for Atmanirbhar Bharat

1. AYUSH

AYUSH is an abridged term for Ayurveda, Yoga and Naturopathy, Unani, Siddha, Sowa-Rigpa, and Homeopathy, the Indian systems of medicine mostly prevalent and practiced in India and some of the neighbouring countries. AYUSH, the holistic healing system, has been an integral part of Indian culture and tradition. These systems are based on traditional medical philosophies and denote a way of healthy living with established concepts on the prevention of diseases and promotion of health.

The department of the Indian system of medicine was created in March 1995 and renamed AYUSH in November 2003. AYUSH offers a wide range of holistic treatments covering preventive, curative, rehabilitative, and rejuvenating needs. The National Rural Health Mission (NRHM) was introduced in 2005 to integrate AYUSH practitioners into national health programmes, mainly in primary health care. The Ministry of Ayush was formed on the 9th of November 2014 with a vision of reviving the profound knowledge of the ancient systems of medicine and ensuring the optimal development and propagation of the AYUSH systems of healthcare to carve a golden period of traditional medicines in India. The salient objectives of the Ministry of Ayush are:

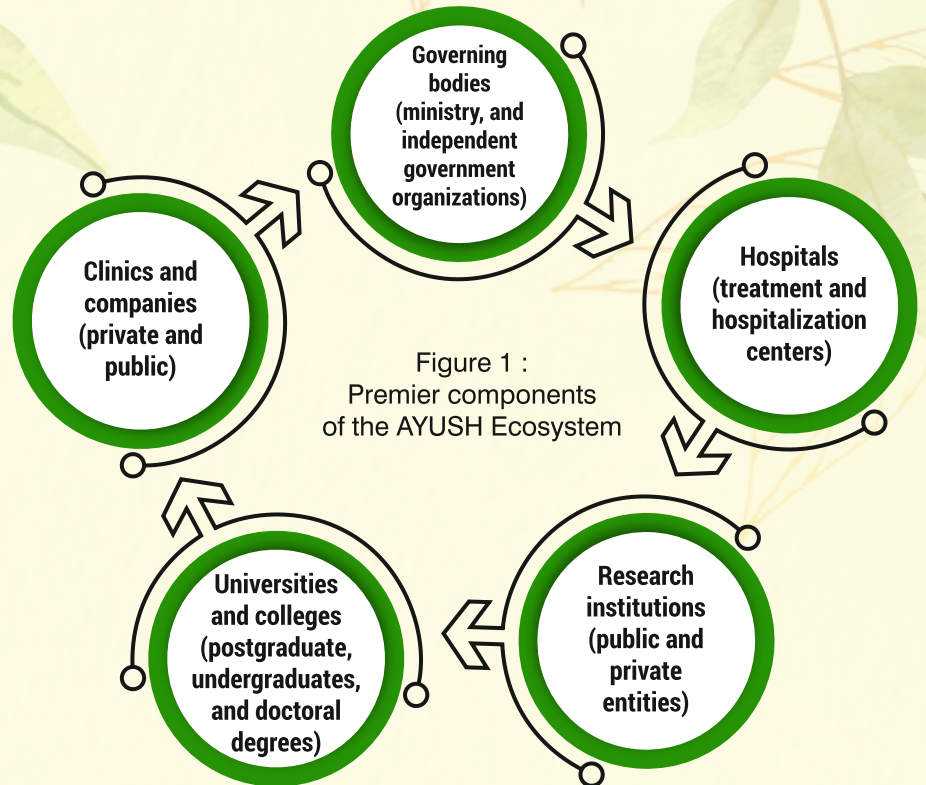
- Upgrade the educational standard of the Indian Systems of AYUSH Medicine.
- Strengthen existing research institutions and ensure time-bound research programmes.
- Draw up schemes for cultivating, and regenerating medicinal plants.
- Evolve Pharmacopoeia standards of Indian Systems of AYUSH Medicine.

Milestone Highlight :

- The WHO estimates that 80% of the world's population uses traditional medicine.
- AYUSH sector has increased to more than 18 billion dollars from less than 3 billion dollars in the last 8 years.
- As per the Research and Information System for Developing Countries (RIS) report, despite a slump in economic activity in 2020 due to the pandemic, AYUSH industry is projected to reach US\$ 20.6 billion in 2021 and U.S. \$23.3 billion in 2022.
- India is going to introduce a special AYUSH visa category to facilitate people to travel to India for AYUSH therapy.
- Special 'AYUSH Mark' and 'AYUSH Park' will be set up to give global recognition to herbal nutritional supplements.
- FSSAI (The Food Safety and Standards Authority of India) has announced a new category named 'AYUSH Aahar' in its regulations. This will greatly facilitate the producers of herbal nutritional supplements.

2. The AYUSH Ecosystem :

The Ministry of Ayush is determined to revive and promote the traditional Indian medicine system. In a bid to reach out to the masses, industries and the AYUSH fraternity, Ministry has taken various initiatives and steps.



- To mark 75 years of Independence, Ayush Ministry initiated a series of programmes under the Azadi Ka Amrit Mahotsav campaign. It was a bouquet of interesting events such as the launch of the Y-break app, distribution of medicinal plants, medicinal plants to be Cultivated on 75 thousands-hectares of land in the country, a national campaign to distribute Prophylactic Medicines to 75 lakh people in one year, Hamara Ayush, Hamara Swasthya: A Series of Lectures for Students of over 75,000 schools and colleges, and popularising AYUSH System among the youth.
- In a major step taken by the Ministry of Ayush and Ministry of Women and Child Development, a collaborative campaign on Nutrition was initiated. A drive to plant herbal plants in Anganwadis, schools, and kitchen gardens is also underway to ensure the easy availability of nutritious food and medicinal plants for pregnant and lactating women and children.
- In convergence with the National Health Mission (NHM) on mainstreaming of AYUSH, financial and technical support is provided by the Ministry of Health and Family Welfare. A total of 27495 AYUSH doctors have been deployed under NHM as of 30.06.2020, and the number is increasing.
- AYUSH Ministry has set up around 4035 AYUSH Hospitals all around the Country. In these hospitals, more than 566670 registered medical staff is currently working. (2021)



- Establishment of two future-ready Ayurveda institutions - the Institute of Teaching and Research in Ayurveda (ITRA), Jamnagar, and the National Institute of Ayurveda (NIA), Jaipur echoes the fact that Ayurveda is not just an alternative but a key basis of the country's health.
- Ayush Ministry has received LOI (Letter of Intent) from 28 companies to the tune of Rs. 6000 crores. This will help create over 5.5 lakh jobs and positively impact over 76 lakh lives. (2021)
- 12,500 Health and Wellness Centres are planned to be operationalised under Ayushman Bharat in a phased manner from the years 2019-20 and will continue till 2023-24.
- Union Minister for AYUSH announced major initiatives to promote the traditional medicinal practice and boost the medical tourism sector in Northeast India. These include the setting up of an International Yoga & Naturopathy College and a 30-bedded Sowa Rigpa Hospital in the state of Sikkim.
- The foundation stone of the new complex of the National Institute of Sowa Rigpa (NISR) was laid in the

- The Ministry of AYUSH, Government of India has set up five autonomous Research Councils, namely (i) Central Council for Research in Ayurvedic Sciences (CCRAS), (ii) Central Council for Research in Unani Medicine (CCRUM), (iii) Central Council for Research in Homoeopathy (CCRH), (iv) Central Council for Research in Siddha (CCRS), (v) Central Council for Research in Yoga & Naturopathy (CCRYN) which serve as apex bodies for the formulation, coordination, development, and promotion of research activities in traditional medicine systems for various diseases.
- The Ministry of Ayush has set up an Inter-disciplinary Ayush R&D Task Force having representation from the Department of Biotechnology (DBT), Council of Scientific and Industrial Research (CSIR), Indian Council of Medical Research (ICMR), All India Institute of Medical Sciences (AIIMS) and Ayush Institutions.
- The Central Council for Research in Ayurvedic Sciences (CCRAS) has started a new initiative to encourage innovative research in Ayurveda. It has introduced the Studentship Program for Ayurveda Research Ken (SPARK) to support the research efforts of Ayurveda students studying in Ayurveda colleges in the country.
- In a historical development, the Government Unani Medical College & Hospital (GUMC&H), Ganderbal, Jammu, and Kashmir welcomed its 1st batch of BUMS (Bachelor of Unani Medicine & Surgery) course. The Hospital of the college is expected to provide services to around three lakh people of 136 villages and will also cater population adjoining districts of Srinagar, Baramulla, and Bandipora.

3. Programmes and Policies:

To execute its mandate, the Ministry of Ayush works with a multipronged strategy encompassing Effective Human Resource Development, Provision of Quality AYUSH Services to the public, Dissemination activities emphasizing Information, Education, and Communication (IEC), Quality Research in AYUSH, Effective Drug Administration for ensuring the development of AYUSH drugs, Ensuring Growth of the Medicinal Plants Sector and expanding AYUSH horizons. For these purposes, the Ministry has come up with various schemes. Further, the Government of India has taken various policy initiatives to promote AYUSH systems of medicine.

a) AYUSH Education Policy

The policy involves education, capacity building, and training encompassing the field of Ayurveda, Siddha, Unani, and Sowa-Rigpa. The two prominent tests are the National Eligibility cum Entrance Test (NEET-UG), and the All India AYUSH Post Graduate Entrance Test (AIAPGET).

The list of National Institutes is:

1. National Institute of Ayurveda (NIA), Deemed-to-be-University, Jaipur, Rajasthan
2. National Institute of Naturopathy, (NIN), Pune, Maharashtra
3. National Institute of Unani Medicine, (NIUM), Bangalore, Karnataka
4. National Institute of Siddha (NIS), Chennai, Tamil Nadu



Saboo Thang area in Leh. It will be developed by the Ladakh Autonomous Hill Development Council (LAHDC). Spread across an area of 120 Kanal, the complex will act as the premier centre of Sowa Rigpa in the country. The aim is to develop NISR as a Centre of Excellence to promote Sowa Rigpa locally, nationally, and globally.

- The involvement of Indian missions abroad saw over 50,000 people participating in various activities, and Yoga left its footprints in iconic places such as Times Square in New York, the Eiffel Tower in Paris, and inside the Tokyo Skytree, where people observed the 7th International Day of Yoga with enthusiasm.

Important Dates :

The national and global acclamation

- **International Day of Yoga :**
June 21st, 2022
- **National Ayurveda Day :**
Dhanvantari Jayanti [and this year it will be celebrated on October 23, 2022]
- **World Unani Day :**
February 11th, 2022
- **Siddha Day :**
January 2nd, 2022
- **World Homoeopathy Day :**
April 10th, 2022



5. National Institute of Homoeopathy (NIH), Kolkata, West Bengal.
6. Institute of Teaching and Research in Ayurveda (ITRA), Institute of National Importance (INI), Jamnagar, Gujarat.
7. Rashtriya Ayurved Vidyapeeth (RAV), New Delhi.
8. Morarji Desai National Institute of Yoga (MDNIY), New Delhi.
9. North Eastern Institute of Ayurveda and Folk Medicine Research (NEIAFMR), Arunachal Pradesh.
10. North Eastern Institute of Ayurveda and Homoeopathy (NEIAH), Shillong, Meghalaya.
11. All India Institute of Ayurveda (AIIA), New Delhi.

b) AYURSWASTHYA YOJANA

Ayurswasthya Yojana is a new umbrella scheme that has been developed to roll out authentic classical AYUSH interventions for promoting community health care and to provide support for the establishment of AYUSH medical health units in reputed AYUSH and allopathy institutions. The main components of the Ayurswasthya Yojana are i) AYUSH and Public Health, ii) AYUSH for Sports medicine, and iii) Up-gradation of facilities to the Centre of Excellence. Applicants/organizations (Other than AYUSH teaching institute registered under IMCC Act, 1970 and HCC Act 1973) with a track record of a minimum of 5 years of working in the field of community health are eligible for the scheme benefits.

c) AYURGYAN

AYURGYAN is a Scheme to support Education, Research & Innovation in AYUSH by providing academic activities, training, Capacity Building, etc. The main components of AYURGYAN Scheme are :

- Capacity Building and Continuing Medical Education (CME) in AYUSH, and Research and Innovation in AYUSH

d) Central Sector Scheme of Yoga Training for Police Personnel

The aim of the scheme is to introduce yoga training to the police personnel to promote their positive health.

e) AOGUSY (AYUSH Oushadhi Gunvatta Evam Utpadan Samvardhan Yojana)

The scheme intends to promote and project quality, acceptability, and visibility of AYUSH products to enhance people's confidence in their healthcare use and improve trade. The approved grant is released in the name of the Head of the Institution in yearly installments through PFMS (The Public Financial Management System). All the units / institutes have to register/ open accounts in PFMS to avail of funds.

- **National Naturopathy Day :**

November 8th, 2022

- **Sowa-Rigpa Day :**

September 11th, 2022

Measures during the COVID-19 Pandemic :

During the COVID -19 Pandemic, Ayush Ministry recommended measures for the public on holistic health and well-being. The ministry brought out a well-thought-out document that put forth the concept of holistic health, which emphasizes individuals' self-care by addressing various dimensions of life and health. These recommendations on "holistic health and well-being" are for the public and are formulated stressing the need for a healthy lifestyle with Ayush preventive measures and care in respect of Covid-19.

Under various research organizations and National Research Institutes, 126 studies were initiated in 152 centers in the country to identify effective medicine for managing patients with Covid 19 symptoms. It included 40 interventional studies, 42 prophylactic studies, 22 pre-clinical/experimental studies, 11 observational studies, 01 systematic review, 08 survey studies, and 02 monograph preparation. A total of 90 studies were completed, and 10 manuscripts were published by 2021.



f) NATIONAL AYUSH MISSION

Department of AYUSH, Ministry of Health and Family Welfare, Government of India has launched National AYUSH Mission (NAM) during the 12th Plan for implementation through States/U.T.s. The major focus here is providing cost-effective and equitable healthcare. The Government has decided to maintain the National AYUSH Mission (NAM) as a centrally sponsored program until 2026. The total cost of the project is Rs 4,603 crore, of which the central Government will pay 3,000 crores and the rest by the state governments.

g) Quality Control of AYUSH DRUGS

Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H), a subordinate office under the Ministry of Ayush, lays down Pharmacopoeial Standards and Formulary specifications for Ayurveda, Siddha, Unani and Homoeopathy (ASU&H) drugs within the ambit of Drugs & Cosmetics Act, 1940, which serve as official compendia for ascertaining the quality of the drugs included therein. During 2021-22 a total number of 1008 drugs are tested by PCIM&H. Delhi, Rajasthan, Odisha, and Uttarakhand are the top states in this aspect.

h) Award Scheme of CCRUM

Under the Award Scheme Best Research Paper Award, Young Scientist Award, Life Time Achievement Award, and Best Teacher Award are given related to the field of AYUSH. The eligibility of these awards is based on specific relevance of the field, authenticity, and originality.

i) Ayush Centre of Excellence (ACE) Programme

AYUSH Centre of Excellence (ACE) programme is implemented by the Ministry of AYUSH to recognise the organisations which have demonstrated excellence in a wide range of areas including Research and Drug Development in Ayurveda, Yoga & Naturopathy, Unani, Siddha, and Homoeopathy. The different areas of consideration for the Centre of Excellence are Centre of Excellence in AYUSH Research, AYUSH Health Services, AYUSH multispecialty services, in AYUSH Pharmacology / Pharmacognosy, AYUSH Pharmaceuticals, Ayurved Biology, and Medicinal Plant Produce.

j) AYUSHMAN BHARAT-National Health Protection Mission

Ayushman Bharat (AB) is an attempt to move from a selective approach to health care to deliver comprehensive range of services spanning preventive, promotive, curative, rehabilitative and palliative care. It has two components which are complementary to each other. Under its first component, 1,50,000 Health & Wellness Centres (HWCs) will be created to deliver Comprehensive Primary Health Care, that is universal and free to users, with a focus on wellness and the delivery of an expanded range of services closer to the community. The second component is the Pradhan Mantri Jan Arogya Yojana (PM-JAY) which provides health insurance cover of Rs. 5 lakhs per year to over 10 crore poor and vulnerable families for seeking secondary and tertiary care.

The pandemic created panic and fear among the public, and in response, a dedicated community support helpline was operationalised by the Union Ministry of Ayush to provide solutions for the challenges raised by Covid-19.

AYUSH Digital Initiatives :

- The Ministry of AYUSH made various online resources available on its digital platforms. The main motto is harnessing the power of digital technology for India's traditional medical systems. Following are a few web portals / digital support created for promoting and sustaining AYUSH:
- **Ayush Hospital Management Information System (A-HMIS)**
- **National Ayush Morbidity and Standardized Terminologies Electronic Portal (NAMASTE)**
- **e-Aushadhi Portal**
- **Traditional Knowledge Digital Library (TKDL)**
- **Ayush Research Portal**
- **Digital Helpline for Ayurveda Research Articles (DHARA)**



k) STARTUP Initiatives

The Ministry of AYUSH has taken major steps to encourage startup culture in the field of Traditional Medicines. An incubation centre is developed by the All India Institute of Ayurveda. The Ministry of AYUSH as well as the Ministry of Micro, Small, and Medium Enterprises (MSMEs) are developing entrepreneurship among the professionals of Ayurveda and other traditional medicines. These include degree holders, drug manufacturers, and cultivators. All India Institute of Ayurveda launches 'Ayush Start-up Challenge' to encourage start-ups and individuals working on innovations in the field of Ayurveda and alternative healing. AYUSH UDYAMAHA was inaugurated to relentlessly work towards making India's Start-ups and the Start-up Ecosystem, the best in the world. This will contribute to the long-term vision of Aatma Nirbhar Bharat.

Student's Ayurveda startup got Rs. 2.5 crore funding in Ayush Ministry Summit

A student's Ayurvedic Startup, *Green Forest Wellness* got a funding offer worth Rs. 2.50 crore from a private company during a three-day Global Ayush Investment and Innovation.

4. Global Interventions

- ✓ Emphasis has been laid on mutual recognition of AYUSH drugs with other countries. For this more than 50 MoUs have been entered with different countries in the last few years. AYUSH experts are developing ISO standards in collaboration with the Bureau of Indian Standards. This will open a huge export market for AYUSH in more than 150 countries. India exports 10.45 million kg of herbal and AYUSH products to about 150 countries globally.
- ✓ There is a Central Sector Scheme for Promotion of International Co-operation in AYUSH. The aim of this scheme is to promote and strengthen awareness and interest about AYUSH Systems of Medicine and to facilitate International promotion, development and recognition of Ayurveda, Yoga, Naturopathy, Unani, Siddha, Sowa-Rigpa and Homoeopathy. There are 6 components of the scheme:
- ✓ International exchange of experts & officers
- ✓ Incentive to drug manufacturers, entrepreneurs, AYUSH institutions etc. for international propagation of AYUSH by participating in international exhibitions, trade fairs, road shows etc. and registration of AYUSH products at regulatory bodies of different countries such as USFDA / EMEA / UK-MHRA / NHPD / TGA etc. for exports.

- **e-Current Health Literature Awareness (e-CHLAS)**
- **Research Management Information System (RMIS)**
- **Ayurveda Grantha Samuccayah**
- **Ayush Sanjivani Application**
- **Ayurveda E-learning**
- **Y-break Application**
- **Ayush Clinical Case Repository (ACCR) Portal**
- **National Ayush Mission (NAM) Portal**
- **AyushDashboards**
- **Siddha –NIS Application**
- **Yoga Locator Application**
- **NIN Naturopathy Application**
- **Triskandha Kosha**
- **SiddAR Application**
- **e-Charak Portal**

- ✓ Support for international market development and AYUSH promotion-related activities.
- ✓ Translation and publication of AYUSH literature / books in foreign languages.
- ✓ Establishment of AYUSH Information Cells and strengthening of Health Centre / Institution in foreign countries with AYUSH equipments, etc.
- ✓ International Fellowship/ scholarship Programme for foreign nationals for undertaking AYUSH courses in premier institutions in India.
- ✓ Ministry of AYUSH under its Fellowship Scheme extends financial support to eligible foreign nationals for undertaking UG, PG and Ph.D courses in various premier AYUSH Institutes in India.
- ✓ With no restrictions on Foreign Direct Investments, AYUSH Sector has tremendous growth potential
- ✓ AYUSH Pharmaceuticals (Generic, Proprietary) And Dietary Supplements are the fastest growing category and are exported all over the world.

5. Way Forward

- ✓ Impressive progress is perceived in mainstreaming AYUSH. The continued endeavours will bring the desired change.
- ✓ It is important to gather scientific evidence for the safety and efficacy of AYUSH medicines and practices.
- ✓ Work towards capacity building and developing a critical mass of competent professionals in the AYUSH sector through quality education and training at national and international levels is needed.
- ✓ True integration of traditional and modern systems is the need of the hour. This would require a concerted strategy for facilitating meaningful cross-learning and collaboration between the modern and traditional systems on equal terms.
- ✓ Standardizing and regulating AYUSH practices and qualifications is required.
- ✓ There is a requirement for negotiating the philosophical and conceptual divergences between systems.
- ✓ Cost effective percolation is required for inclusivity and sustainability.
- ✓ Medical Pluralism is to be comprehended effectively to bring alignment amount all streams.





EDII



About EDII...

Entrepreneurship Development Institute of India (EDII), an autonomous and not-for-profit institute, set up in 1983, is an acknowledged National Resource Institute for Entrepreneurship Education, Research, Training & Institution Building. It is sponsored by apex financial institutions - the IDBI Bank Ltd., IFCI Ltd., ICICI Bank Ltd. and the State Bank of India (SBI). The Government of Gujarat pledged twenty-three acres of land on which stands the majestic and sprawling EDII campus. To pursue its mission, EDII has helped set up twelve state-level exclusive entrepreneurship development centres and institutes. In view of EDII's expertise in Entrepreneurship, the University Grants Commission had also assigned EDII the task of developing curriculum on Entrepreneurship, and the Gujarat Textbook Board assigned it the task of developing textbooks on Entrepreneurship for 11th & 12th standards. In order to broaden the frontiers of Entrepreneurship Research, EDII has established a Centre for Research in Entrepreneurship Education and Development (CREED) to investigate a range of issues surrounding small and medium enterprise sector through its publication, "The Journal of Entrepreneurship". CREED also establishes a network of researchers and trainers by conducting a biennial seminar on entrepreneurship education and research. In the international arena, efforts to develop entrepreneurship by way of sharing resources and organising training programmes, have helped EDII earn accolades and support from the World Bank, Commonwealth Secretariat, UNIDO, ILO, FNSI, British Council, Ford Foundation, European Union, ASEAN Secretariat, and several other renowned agencies. EDII has also set up Entrepreneurship Development Centre in Cambodia, Lao P.D.R., Myanmar and Vietnam, Uzbekistan, and Rwanda.

EDII has been recognised as a 'Centre of Excellence (CoE)' by the Government of India in the field of skilling ecosystem in the country. As the CoE, EDII provides leadership, best practices, research and development support, training of trainers, and skill training for Entrepreneurship, Innovation, and Start-up with a specific focus on emerging technologies. Also, EDII has been ranked Number 1 under the Atal Ranking of Institutions on Innovation Achievements (ARIIA) – 2021 in the General (Non-Technical) Category.



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