



Ministry of  
**Ayush**

# A DECADE OF TRANSFORMATIVE GROWTH IN AYUSH

TOWARDS HOLISTIC  
HEALTH FOR ALL

2014-2024





# INDEX

	Page No.
<b>Introduction to Ministry of Ayush</b>	<b>1</b>
• Timeline	2
• Functional Areas	3
• Ayush Network	4
• Global Network	5
• Budget Allocation	6
<b>Initiatives and Achievements of Ministry of Ayush under different functional areas</b>	<b>7</b>
<b>Research and Development</b>	<b>8</b>
• <u>Research Initiatives and Achievements</u>	<u>9</u>
<b>Technology</b>	<b>23</b>
• Ayush Grid	23
• Key Digital Initiatives	25
<b>Education and Policy Support</b>	<b>27</b>
• Policy Initiatives	27
• Educational Institutions	29
• Other Initiatives Under Education Sector	38
<b>Public Health</b>	<b>43</b>
• National Ayush Mission	43
• Ayushman Arogya Mandir (Ayush)	46

# INDEX

 Integrative approach in National Health Care Programmes	48
 Public Health care delivery through Central Ayush Institutes	50
 Ayurveda Wellness Centres	51
 Insurance Coverage for Ayush Health Care Services	51
<b>Collaboration</b>	<b>52</b>
 Central Sector Scheme for Promotion of International Cooperation (IC Scheme)	52
 Collaborations with WHO	52
 Global Recognition: Ayush's Dynamic Role in International Summits and Forums	56
 Ayush Scholarship Scheme	60
 International Day of Yoga	61
<b>Ayush Industry</b>	<b>64</b>
<b>Industrial Growth and Facilitation</b>	<b>65</b>
 Exponential Growth in Ayush Market Size	65
 Promotion of Entrepreneurship in Ayush	66
 Ayush Export Promotion Council (Ayushexcof)	70
 Ayush Visa	71
 Ease of doing business and reduced compliance burden	71

# INDEX

Content	Page No.
<b>Quality Control and Standardization</b>	<b>73</b>
• Ayush Vertical in CDSCO	73
• AOGUSY Scheme	73
• Pharmacovigilance Initiatives	73
• Ayush Vertical in BIS	74
• Pharmacopoeia Commission for Indian Medicine & Homoeopathy (PCIM&H)	75
• Food Safety and Standards (Ayurveda Ashana) Regulations, 2022	76
<b>Other Initiatives and Achievements</b>	<b>77</b>
• Effort towards Sustainable Development Goals	77
• National Medicinal Plant Board (NMPB)	80
• Information Education and Communication (IEC) Activities	87
<b>Abbreviations</b>	<b>91</b>






## *Introduction to*

# Ministry of Ayush

---

**I**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

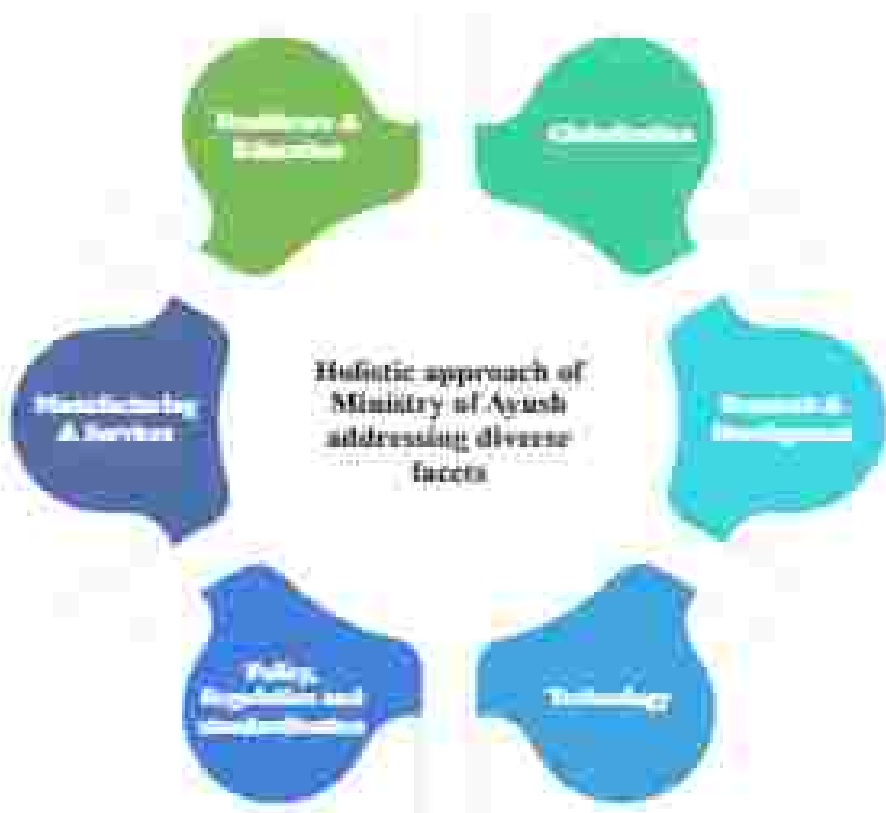
The Ministry of Ayush underwent significant growth and development, culminating in its elevation to a full-fledged ministry in 2014. This pivotal moment marked a crucial juncture in the Ministry's history, signifying a heightened focus on traditional Indian systems of healthcare highlighting the government's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

Registered Practitioners	5500
Total UG Colleges	1006
Total PG Colleges	257
Annual Intake in Degree Courses	59613
Annual Intake in PG Courses	7456
Total Ayush Hospitals	3848
Total Ayush Dispensaries	36818
Hospital in Government Sector	3403
Dispensaries in Government Sector	27119
Drug Manufacturing Units	1608

## Global Network

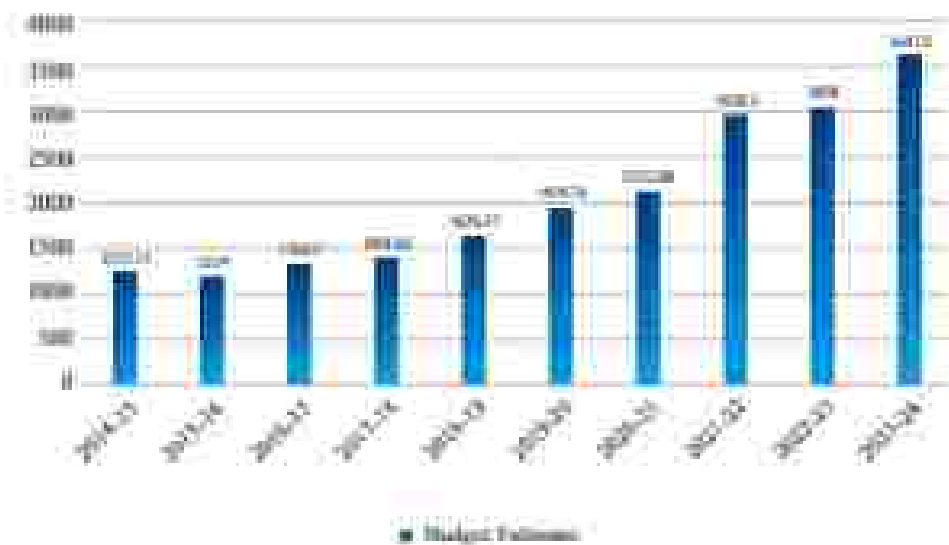
The Ministry's commitment to promoting Ayush on the global stage is evident from numerous bilateral agreements and collaborative research efforts, with country-to-country MoUs, collaborative research agreements, and Ayush information cells established globally. The presence of Ayurveda in over 50 countries 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 (in Crores)



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



## 1 RESEARCH & DEVELOPMENT

Hon'ble PM always called attention to the importance of evidence-based research and innovation to play a key role in the 21st century. Recognizing the global shift towards chronic and non-communicable diseases, the Ministry emphasises 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 AYUSH drugs
- These comprehensive guidelines for Ayurvedic Formulations / Interventions focusing on:

- Drug development (Standardisation and quality assurance)
- Safety / Toxicity
- Clinical evaluation

(Available at [crs.nic.in](http://crs.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



With millions rely on Traditional Medicine (TbM) for cures, 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 CDR-IOB, CMM-APMS, etc.

[Ayush Medicines: A Comprehensive Guide to Their Use and Benefits](#)

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 Ayurwanthya Scheme has a Public health Component (PHC) 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 CENTER 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, DSR, DIT, 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 evidence-based 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 Jhajar, 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 Ekulavya Model Residential Schools (EMRSs) under MoTA in collaboration with KIMR-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 Research Councils have achieved significant milestones in research-oriented public health activities.

**Tribal health care research programme under tribal sub plan (TSP)**

- Funded through CCRAI and CCRIIM Institutes in India alone
- Population (Tribal) 14,000 tribal population
- Estimated medical cost: CCRIIM tribal people
- Government cost: 10% about 20%

**Mobile health care research program under scheduled caste sub plan (SCSP)**

- Funded through CCRAI and CCRIIM Institutes in India
- Population covered: 10,000
- Medical cost provided: 10,000 people

**Women and child health care (WCH) programmes under scheduled caste sub plan (SCSP)**

- Funded through 14 CCRAI Institutes in India
- Population Covered: 10,000
- Medical cost provided: 10,000 people

**Newlyyx vakhan programme**

- Funded through 24 CCRAI Institutes in India
- Medical cost provided: 10,000 people

**Integration of ayush (Ayurveda) with ayudha in 3 districts: Mandla (Madhya Pradesh), Bilaspur (Jharkhand) & Gaya (Bihar)**

- 10,000 people covered

**Ayurvedic health centres under north east plan**

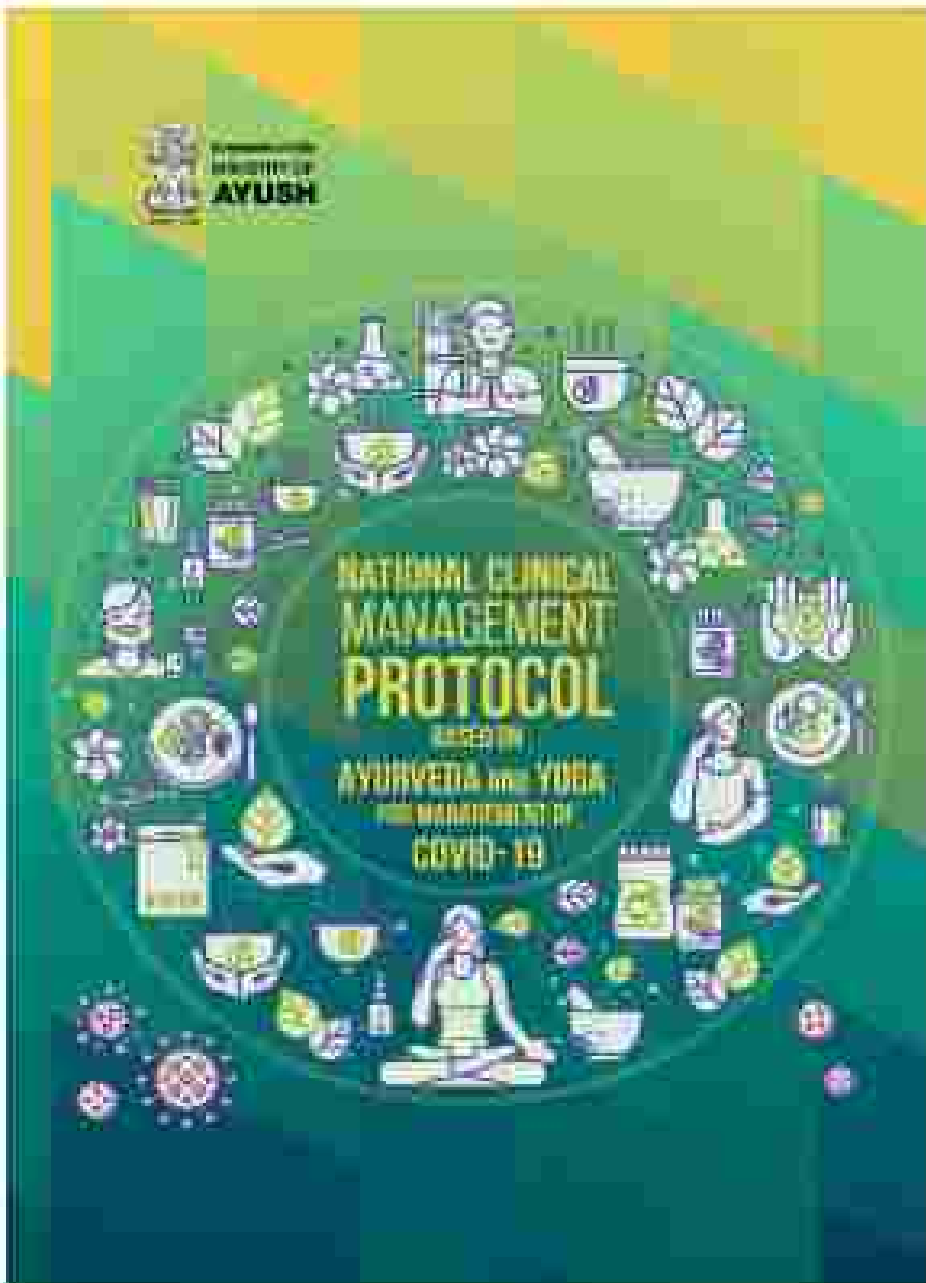
- 10,000 people covered
- Medical cost provided: 10,000 people

## 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

### Ayu-Raksha Kit



Ministry of Health and Family Welfare, Government of India  
 Ministry of Health and Family Welfare, Government of India





Ministry of Ayush  
GOVERNMENT OF INDIA



**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)

• 110 studies completed

National Repository on AYUSH COVID-19 Research & Development Initiatives, 642 Ayushs all over, Clinical research-150, Pre-Clinical- 26, Drug research-124, Fundamental Research-105

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 Kahzura 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 benefited 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 [AIA] was undertaken on a large scale. AIA provided Ayurvedic care through AYURAKSHA kts 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, immune-modulator 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 trials 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



### Current Initiatives in Clinical Research

- *Adenovirus vaccine study (at home study sites)*
- *Multicentric study on Rheumatoid arthritis (AMRA Study)*
- *Apurvaksha intervention in Atrial Fibrillation (AFIB)*
- *Gut microbiome & Visceritis - IITB*
- *Ayush PTKadd-on to AZT for Hepatocarcinoma - JMMC Hyderabad*
- *Sickle cell disease - AITMMS Bhopal and DMMS Wardha*
- *Germany Active Disease - Sahlgrenska Hospital and Malmköping*
- *Post-COVID Rehabilitation - AITMMS Delhi*
- *Community study on Diabetes care - AITMMS New Delhi (Bafalabagach centre)*
- *Swampyashan in Malnutrition in children - IITMMS, Lucknow*



**Ayush PTKAY has validated 17 Ayurvedic formulations in COVID-19 studies**

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



*Imperial Transnational Molecular Biology (ITM)* inaugurated by Dr. E. Laemmle, Cornell, Ithaca  
 Museum for Paris, Germany and Milwaukee & Museum of Art



**Integrated Translational Molecular Biology Unit**



### ● 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.

### Key Digital Initiatives



AIMTM



e-Sanjeevani



Vaidika



Naturopathy App



e-Charak



e-Sanjeevani mobile app



Ayush New



Ayush COVID Tele consultation at 14403



*Ayushman Bharat IT Architecture of Ayushman Sector*

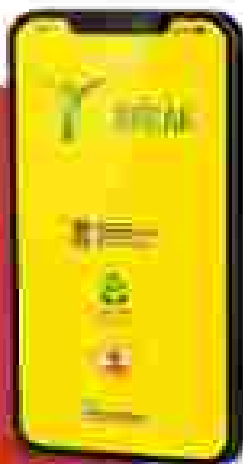
## AYUSH GRID

DIGITAL INTERVENTIONS FOR EFFECTIVE AND BETTER HEALTHCARE



**'Y-Break'**  
Yoga protocol App

- 4. Differences between the two studies**
- 2007's *International Journal of Environmental Research and Public Health* study was a cross-sectional study, while the 2012's *Journal of Environmental Health* study was a longitudinal study.
- 2007's *International Journal of Environmental Research and Public Health* study was a cross-sectional study, while the 2012's *Journal of Environmental Health* study was a longitudinal study.
- 2007's *International Journal of Environmental Research and Public Health* study was a cross-sectional study, while the 2012's *Journal of Environmental Health* study was a longitudinal study.
- 2007's *International Journal of Environmental Research and Public Health* study was a cross-sectional study, while the 2012's *Journal of Environmental Health* study was a longitudinal study.



Ayushi Ghosh has also developed the Y-brush app for Yoga.

**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.





### 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



*Site of Ayush Admissions Central Counseling Committee (UG/PG Counseling)*



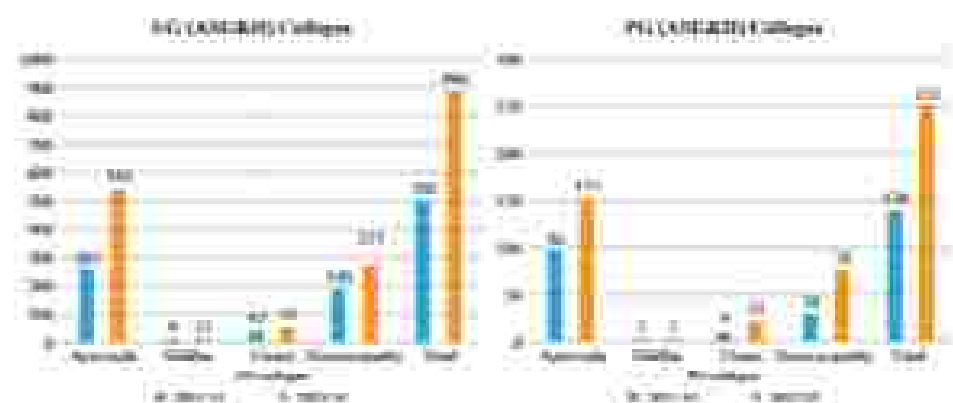
*Key features of Ayush Admissions Central Counseling Committee (AACCC)*



## 2. Educational Institutions

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

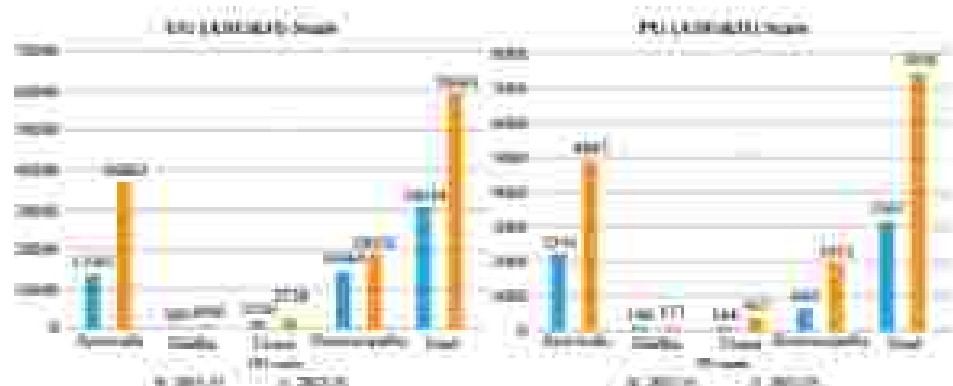
## Number of ASU&H UG&PG colleges during the A.Y 2013-14 and 2023-24



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 been conferred status by the National Government and Accreditation Council (NGAC)*

## PhD Dual Degree Program

### *Condule 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 NIA Fellowship awarded at NIA, Jodhpur*

### 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.



*View of All India Institute of Ayurveda (AIIA)*

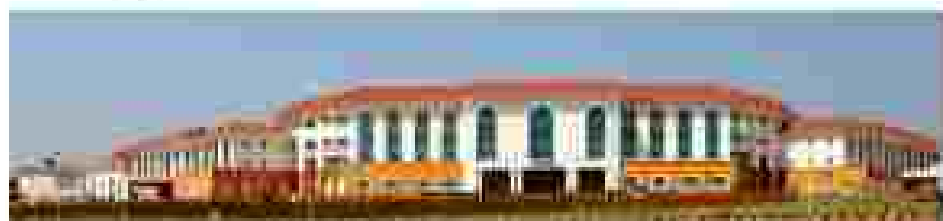




- Apart from NIA and AIA there are 9 more National Institutes working as autonomous organizations under the Ministry of Ayush. These are
  1. North Eastern Institute of Ayurveda and Folk Medicine Research (NEIAFMR), Paoghat, Arunachal Pradesh
  2. North Eastern Institute of Ayurveda and Homoeopathy (NEIAH), Shillong, Meghalaya
  3. Rashtriya Ayurveda Vidyapeeth (RAV), New Delhi
  4. Motarji 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. All India Institute of Health Sciences, Gauhati



2. National Institute of Unani Medicine, Ghazniabad



3. National Institute of Health, 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 29th November 2019 with provision for Research, Education and Public Health in Sowa-Rigpa.

**Reviving the rich tradition of Sowa-Rigpa system of medicine.**

National Institute of Sowa-Rigpa (NISR) is coming up under the aegis of the Ministry of AYUSH in Leh. This will:

-  Promote interdisciplinary research and education of graduate, post graduate and Medical levels
-  Provide more opportunities to learn and explore Sowa-Rigpa in globally not only in India but also from abroad
-  Provide better health services to the people

The infographic includes a group photograph of nine individuals, including men and women in traditional Ladakhi clothing and modern attire, standing in front of a building. A circular logo with a stylized 'S' and 'R' is visible in the bottom right corner of the image.

- 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 Parjihat, Arunachal Pradesh.



### 3. Other initiatives under education sector:

1. 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 Ministry Ayurveda, Yoga & Naturopathy,  
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 institutions/Phase of Training	No. of seats
ATAB	Ayurveda TTY students	100
Fit-ATAB	Ayurveda PTL students	100
PGP	MS (Ayurveda) (Heteromedical)	10
Ph.D. Fellowship	Research/Teacher/Postgraduate	25 awarded 100 date
Postgraduate Technical Course	ICARIP (Chennai) (ICARIP Delhi, ICARIP Coimbatore, ICARIP Jaipur)	60 per year
Certificate course in Postgraduate	ICARIP (Chennai) (ICARIP)	60 per year (in 2 batches)
Certificate course in Master's Degree	ICARIP (Chennai) (ICARIP)	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 Systems for Developing Countries (RIS) in collaboration with the Ministry of Ayush, contribute to pragmatic policy making on Indian







## Launch of Ayush Skills Qualification



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

State	Candidates under Training	Course	Recruited
Assam	1133	1) Health Service Training Course	99
Bihar	208	2) Ayurveda Technician	60
Chhattisgarh	570	3) Emergency Management Course	22
Goa & India	2222	4) Healthcare Management Course	44
Haryana Pradesh	2079	5) Healthcare Technician	80
Kerala	2222		
Madhya Pradesh	208	6) Healthcare Management Course	90
Odisha	88		
<b>Total</b>	<b>10000</b>	<b>Total</b>	<b>372</b>

Note:- The statistics depicting the number of candidates undergoing training under the Ayush Skill Sector Skill Council.



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 Abhiyan, 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.

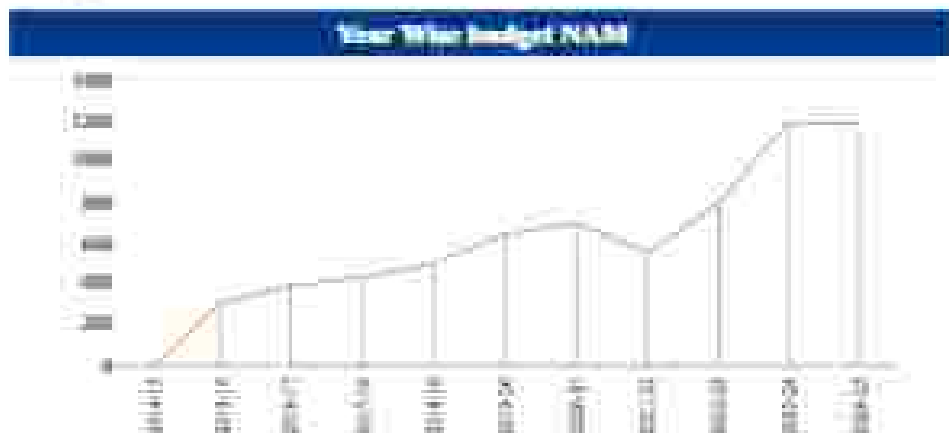
#### **Main components of the scheme:**

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

## New Initiatives under NAM



## Budget Allocation for NAM



## Launch of the Indian Public Health Standards for Ayush



The launch of the Indian Public Health Standards for Ayush healthcare facilities on 4th March 2024 at Bhim Hall, Dr. Ambedkar International Centre, New Delhi, will mark a significant step towards ensuring uniform quality in Ayush infrastructure, human resources and medicines. This has been prepared in consultation with NITI Aayog and DGHS.

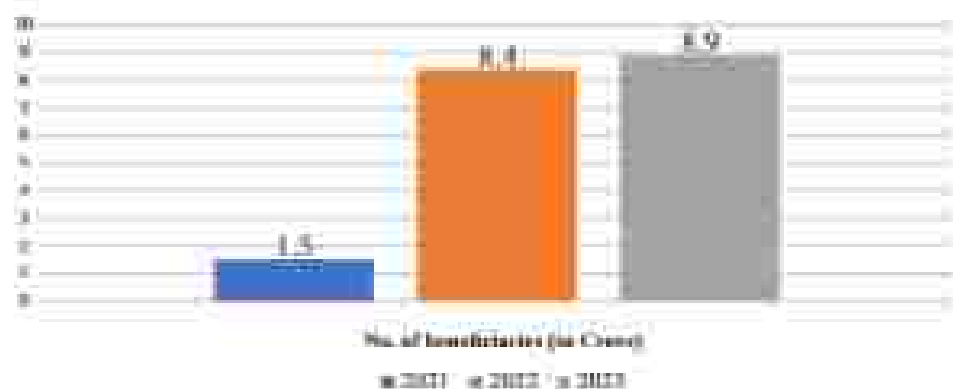
These standards aim to enhance Ayush healthcare services nationwide by establishing consistent benchmarks for facilities across the country ensuring better access and quality of care for the population.

**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.

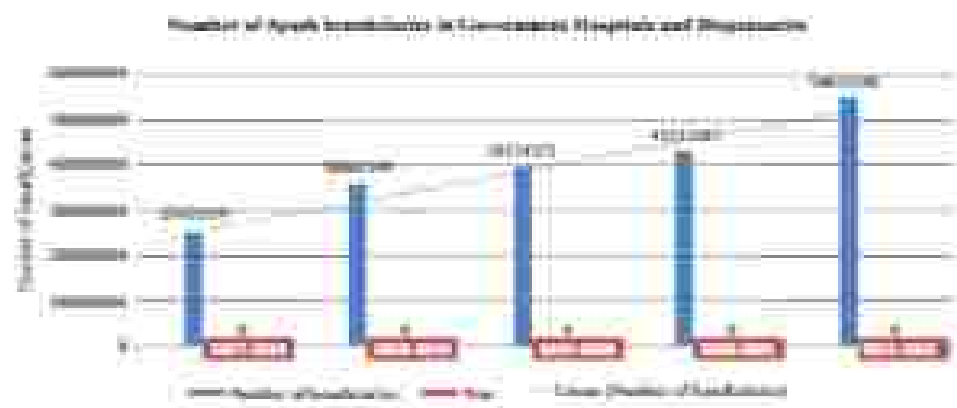


**The number of beneficiaries under Ayushman Arogya Mandir (Ayush) has witnessed an exponential rise from 1.5 Cr in 2021 to 8.4 Cr in 2022 and 8.9 Crore in 2023.**

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



- No. of Ayush beneficiaries in government hospitals and dispensaries has risen from 2.3 Crores (FY 2017-18) to 5.4 Crores (FY 2021-22).



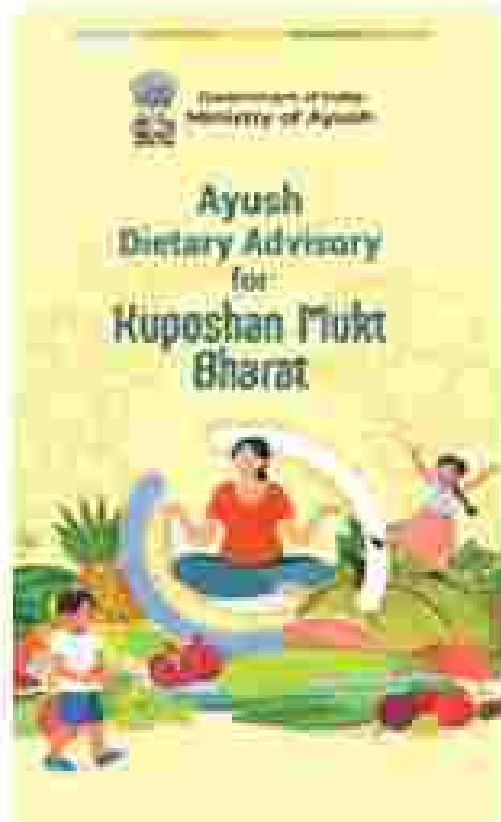
- Integrative approach in National Health care programmes:

### Ways in which Ayush is contributing to **Poshan 2.0**

- Setting up nutri-gardens
- Promoting self-help food hubs
- Using Ayush solutions for feeding programs & improving dietetic value of approved formulations
- Encouraging consumption of Ayush foods containing iron and vitamins along with their benefits as cultural or religious



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 Mukti 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 Ayurvedic 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:

1. 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 29,006 in 2021-22. From 2017-18 to 2022-2, 7 times growth was witnessed in in-patient admissions. 44 speciality OPDs are functional and the hospitals have served about 24,00,000 individuals by February 2024.



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 IBSNAA, Missouri and at Ekta Nagar, Kevadia



### Extending Activities at IBSNAA, YNMHC & Sahakarjung Hospital and AMC, Kevadia

#### IBSNAA, Muscatillo, Mississippi (Aug. 2019 to April 2020)

No. of OPD patients	11,303
No. of Prescriptions written	9,000
No. of Prescriptions Prescribed/verified	2,773



#### YNMHC & Sahakarjung Hospital, New Delhi (June 2019 to April 2020)






No. of OPD patients	22,152
No. of Prescriptions written	6,000
No. of Prescriptions Prescribed/verified	22,100



#### Ayurveda Wellness Centre, Kevadia, Gujarat (Jan. 2020 to April 2020)

No. of OPD patients	203
No. of Prescriptions written	100
No. of Prescriptions Prescribed/verified	100

**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.

REVISED GUIDELINES ON STANDARDIZATION IN HEALTH INSURANCE BUSINESS		
Guidelines/Parameters	Insurance Companies	Insurance Policy Types
 Health Insurance Policy	✓	
 Health Insurance Policy: Minimum Coverage Period	✓	✓
 Health Insurance Policy: Minimum Coverage Period	✓	✓
 Health Insurance Policy: Minimum Coverage Period	✓	✓
 Health Insurance Policy: Minimum Coverage Period	✓	✓

## 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 international market and to establish Ayush Academic Chairs in foreign countries

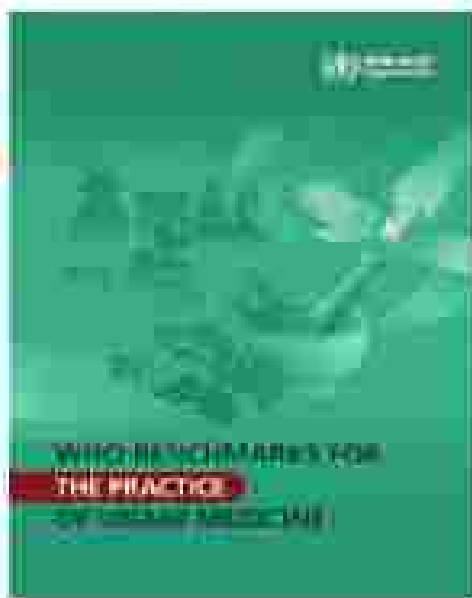
### ■ Collaborations with WHO

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 incorporated the data and terminology related to Ayurveda, Siddha and Unani medicine with the help of the World Health Organisation as well. Through the efforts of both, the terminology related to disease and treatment in Ayurveda, Unani and Siddha medicine will soon crystallise."*



**Narendra Modi, PM**  
On ICD-11 TM  
March 7 launch in  
"Mann Ki Baat"  
(9th 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 Minister Shri Narendra Modi, Prime Minister of Mauritius Shri Pravind Jugnauth and Director General WHO Dr Tedros Adhanom Ghebreyesus during the Foundation Stone Laying ceremony of WHO GTMC in Jamnagar (Inauguration April 18, 2023)



## 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.



*Summit Opening: Lighting by dignitaries at WHO Traditional Medicine Global Summit*

# WHO

## 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 (GAIS) 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 GAIS*



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)**

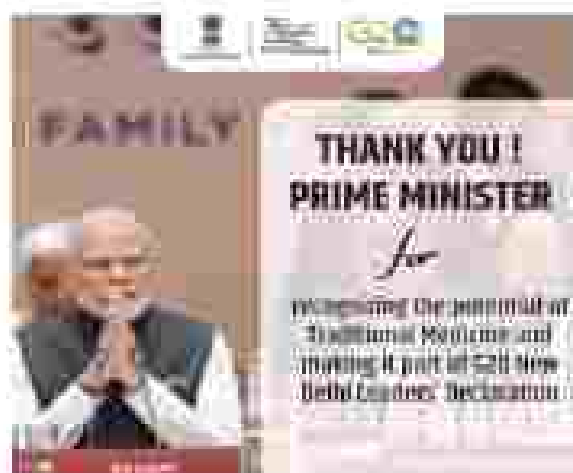
The World Ayurveda Congress (WAC) serves as a vital platform established by the World Ayurveda Foundation to promote Ayurveda on a global scale. Since its inception in 2002, it has become the largest gathering in the field of medicine, aiming to explore new frontiers and advancements in Ayurveda. The 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

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 1st September, 2022 Prime Minister Shri Narendra Modi had proposed to take initiative for a new SCO Working Group on Traditional Medicine.
- In the 3rd session of the 2nd Meeting of the SCO Heads of Government (Prime Ministers Council), it was decided 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:**



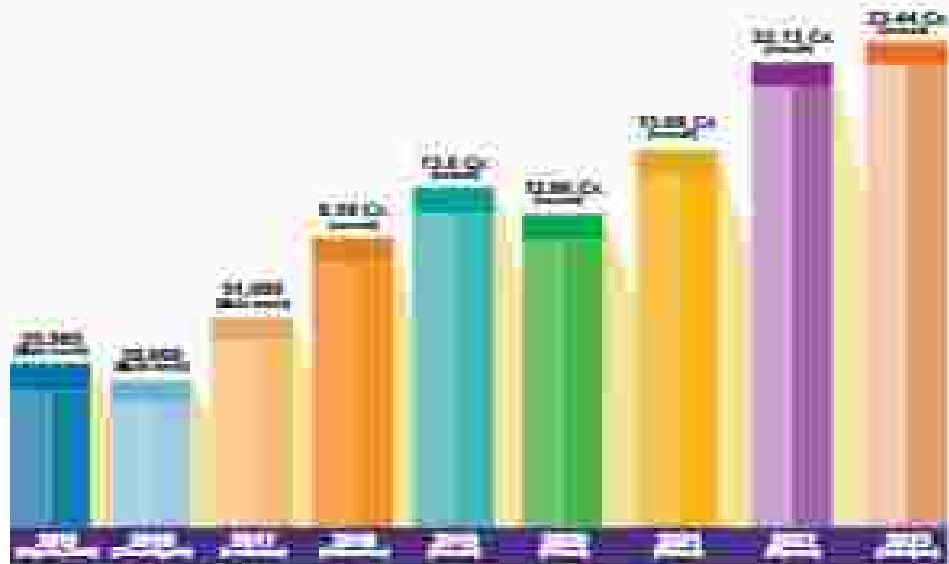
**PM Modi addressing UNGA in 27.9.2014 proposing IDY on 21st June**

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 and IDY-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



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



## 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

SELECT MOMENTS in Ayush

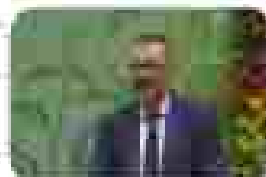
India's Ayush market size: 43.4 billion (USD) (₹ 3,398 billion)  
(₹ 1,001 billion - Manufacturing, ₹1,447 billion- Services)\*

Manufacturing sector: 8 billion (₹) (2014-20), ~8 times rise  
(2014-22, base projection)

Total Ayush export of India: USD 1.54 billion (₹114 billion)

Presently, Ayurveda is recognised as system of Traditional  
Medicine in more than 30 countries.

Ayush and Herbal products / medicines are exported to more  
than 150 countries.



The expansion of the  
Ayush sector is giving wings  
to nation's dream of  
becoming a super  
power. Many large  
corporates, tech  
companies, and medical  
centres across the globe are  
increasingly attracted to it.  
Director-General  
World Health  
Organisation (WHO)  
at GAHS 2021

Source: Ministry of Health, Government of India

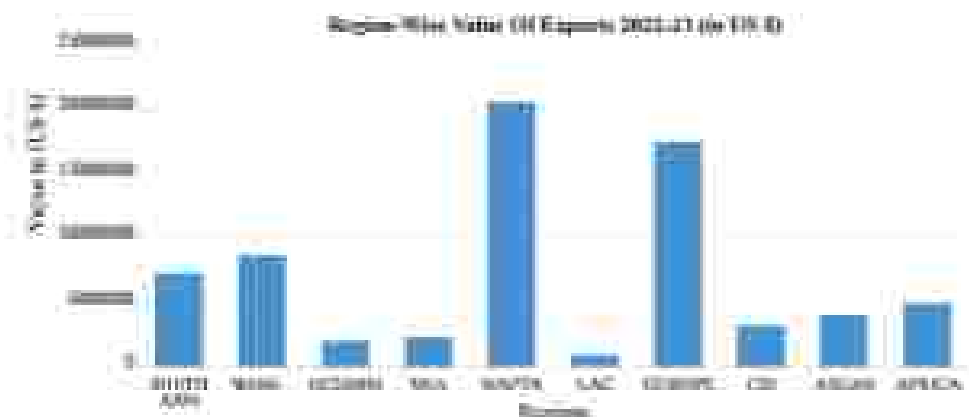
\*The figures are based on the 2014-15 base manufacturing and service sector value added in the economy

### 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.

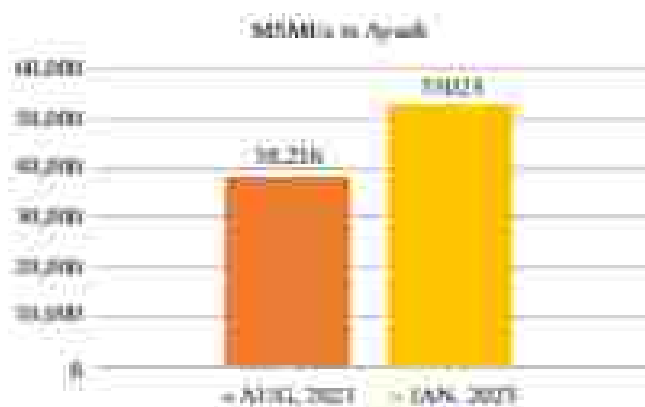


*"Startups are new types of wealth creators in our country".  
Hon'ble Prime Minister Shri Narendra Modi said in his  
Independence Day speech on 15 August, 2022, underscoring the  
need of the government to relentlessly work towards making  
India's Startups and the Startup Ecosystem, the best in the 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-ICAINII (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 3500 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 (AGNI) 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 30, 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. Ayush announced on Wednesday, Ayush Visa aims to fulfil the need for introduction of a special visa scheme for foreigners visiting India for treatment under Ayush systems of Indian systems of medicine per se.

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 ASI 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 ASI 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 DPHIT.

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 knowledge-based 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 Guvatta evam Utpadan Samvardhan Yojana (AOGUSY), pharmacovigilance program (Ayushraksha), 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 Homoeopathy (ASU&H) drugs from Central level.
- A Central Sector Scheme namely **Ayush Oushadhi Guvatta evam Utpadan 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 Quesada, Gaurav Singh, Umashankar Singh, Rajiv Kumar (ASU&H)



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

AJIA is the National Pharmacovigilance Co-ordination Centre (NPVCC) for implementation of the pharmacovigilance program for ASU & H Drugs.

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 pharmacopoeia 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 drug quality standards (Pharmacopoeia) and 405 Monographs of Multi ingredient Formulations quality standards (Pharmacopoeia)

## Pharmacopoeia and Formularies

System	Pharmacopoeia (Single drug quality standards)	Pharmacopoeia (Multi ingredient Formulations quality standards)
Ayurveda	668	140
Yoga	14	06
Unani	177	11
Homeopathy	007	-



System (Number of drugs)	Pharmacopoeia (Single drug quality standards)	Pharmacopoeia (Multi ingredient Formulations quality standards)	Pharmacopoeia (Multi ingredient Formulations quality standards)
AYU (11 volumes) 288 Ayurveda-based Formulations	1229 (668 single drug)	177 (11)	10 Volumes (comprising of 2111 Formulations)



**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 *Aatmanirbhar 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.

### 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.

## Loka Purusha Samya Siddhanta in Ayurveda



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



In other words, Purusha (human) encompasses 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 (GAIS), 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 (CO<sub>2</sub>e).
- “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 crtl. 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 (at 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



Reforms in Ayush Education with focus on Transparency, Meritocracy, and student-centricity

• Ensuring quality of Ayush Education and its delivery through a robust regulatory framework

• Ensuring transparency and meritocracy in the recruitment and selection process of Ayush Education

• Ensuring student-centricity in the delivery of Ayush Education

• Ensuring quality of Ayush Education and its delivery through a robust regulatory framework

• Ensuring transparency and meritocracy in the recruitment and selection process of Ayush Education

• Ensuring student-centricity in the delivery of Ayush 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).



## National Education Policy 2020

# Making India a Global Knowledge Superpower

- ❑ Revamping all aspects of education to make it student-centre.
- ❑ Enhancing Indian Knowledge Systems and embracing internationalisation.
- ❑ Celebrating our rich linguistic traditions, promoting learning in Indian languages.
- ❑ Focus on research and innovation.
- ❑ Transforming learners into job providers rather than job seekers.



- **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**

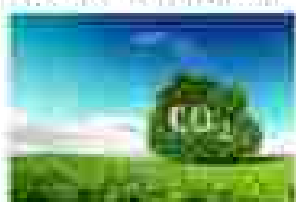
No use of plastics



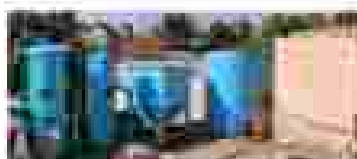
One student one plant



No Carbon Generation



Sewage treatment plants



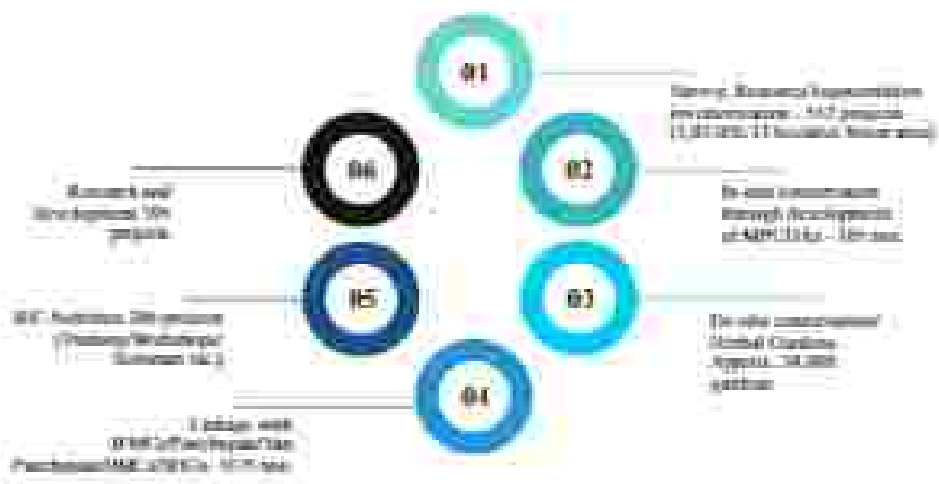
### **2. National Medicinal Plant Board (NMPB)**

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



## Schemes of NMPB

### Central Sector Scheme

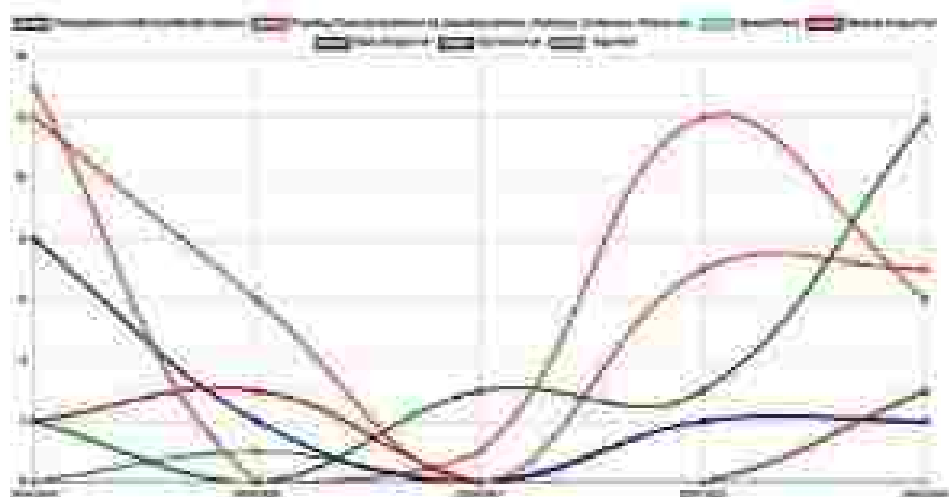


### Centrally Sponsored Scheme (erst. Scheme)

- 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/TCC etc. - 42
- Seed Germ Plasma Centre - 10

### 3. TEC - Information Education and Communication activities

Yearly trends of events:



## International Trade Fair 2023



*2nd November 2023: Ministry of Ayush at the World Food India 2023.*



*23rd November 2023: Ministry of Ayush won a Gold Medal for Excellence in Display at the Food 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 GAHS**





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

AD-PMAY	- Ayushman Bharat Pradhan Mantri Jan Arogya Yojana
ACINIE	- Accelerating Growth of New India Innovation
AHMIS	- AYUSH Hospital Management Information System
AI	- Artificial Intelligence
AI	- ACHIR - Ayush - IITM Advanced Centre for Integrative Research
AILA	- All India Institute of Ayurveda
AIIMS	- All India Institute of Medical Sciences
AMAR	- AYUSH Manuscripts Advanced Repository
AMRA	- Ayurveda versus Medication in active Rheumatoid Arthritis
AOGLSY	- Ayush Oordindhi Gauravati evam Utpadan Samvardhan Yojana
ARIJIT	- 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
Ayushcell	- Ayush Export Promotion Council
BIMSTEC	- Bay of Bengal Initiative for Multi-Sectoral Technical and Economic Cooperation

DIS	- Bureau of Indian Standards
HRCS	- Brazil, Russia, India, China, South Africa, Egypt, Ethiopia, Iran, The United Arab Emirates, and Saudi Arabia
CARI	- Central Ayurveda Research Institute
OCRAS	- Central Council for Research in Ayurvedic Sciences
CCRI	- Central Council for Research in Homoeopathy
CCRS	- Central Council for Research in Siddha
CCRM	- Central Council for Research in Unani Medicine
CCRYN	- Central Council for Research in Yoga and Naturopathy
CGHS	- Central Government Health Scheme
CHC	- Community Health Centre
CIB	- Central Institute Body
CuE	- Council of Excellence
COVID-19	- Corona Virus Disease 19
CSIR	- Council of Scientific and Industrial Research
CTRI	- Central Training and Research Institute
DIT	- Department of Biotechnology
DoC	- Department of Commerce
DGHS	- Directorate General of Health Services
DPIT	- 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 the Herbs, Aromatic, Raw Material & Knowledge
ECIS	= E-Servicemen Community Health Scheme
ENARS	= Itkalavya Model Residential Schools
FITM	= Forum for Indian Traditional Medicine
FITZ	= Frankfurter Institutionen für Biotechnologie GmbH
FMEG	= Fast-Moving Consumer Goods
FY	= Financial Year
GAIS	= 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 Vedic and Integrative Biology
ICAINE	= Incubation Centre for Ayurveda Innovation and Entrepreneurship
ICD	= International Classification of Disease
IJMR	= Indian Journal of Medical Research
IDY	= International Day of Yoga
IEC	= Information Education and Communication
IIT	= Indian Institute of Technology
IJAR	= Indian Journal of Ayurveda Research
IJBS	= Institute of Text and Binary Sciences

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
MINSY	= Ministry of National Institute of Yoga
MHA	= Ministry of Home Affairs
MMMP	= Morbidity Management and Disability Prevention
MSME	= Micro Small and Medium Enterprises
MoA	= Ministry of AYUSH
MoD	= Ministry of Defence
MoHFW	= Ministry of Health and Family Welfare
MoEFCC	= Ministry of Environmental, Forest and Climate Change of India

MUT	→ Meritisation of Understanding
NAAC	→ National Assessment and Accreditation Council
NABH	→ National Accreditation Board for Hospitals and Healthcare Providers
NAM	→ National AYUSH Mission
NAMASTE	→ National Ayush Mantra and Standardized Terminologies Electronic
NARIP	→ National Ayurveda Research Institute for Panchakarma
NCH	→ National Commission for Homoeopathy
NCI	→ National Cancer Institute
NCTSM	→ National Commission for Indian Systems of Medicine
NEIAPAR	→ North Eastern Institute of Ayurveda and Paha Medicine Research
NEHAU	→ 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
NIRTI	→ National Institute of Research in Tribal Health
NIS	→ National Institute of Siddha
NISE	→ National Institute of Sowa Rigpa

NITI	= National Institute for Transformation of India
NIIM	= 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	= National Rural Health Mission
NSS	= National Sample Survey
OPD	= Out Patient Department
PCA	= Project Collaboration Agreements
PCIM&T	= Pharmacopoeia Commission for Indian Medicine and Therapeutics
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
RAY	= Rashtriya Ayurved Vidyapeeth
R & D	= Research and Development
RIS	= Research and Information Systems for Developing Countries
RMIS	= Research Management Information Systems

IMI	- Institute of Medical Sciences
SAH	- Showcase of Ayurvedic Historical Heritage
SCO	- Shanghai Cooperation Organisation
SPARK	- Scholarship Program for Ayurveda Research Kari
STAR	- Scheme for Training in Ayurveda Research
TM	- Traditional Medicine
THIS/ITRA	- Translational Research and Innovative Science through Ayurvedics
DG	- Under Graduate
USD	- United States Dollar
UT	- Union Territory
WHO	- World Health Organization
YCB	- Yoga Certification Board





Prepared by  
Ministry of Ayush

**Shri Satyajit Paul, Deputy Director General, Chairman**

**Dr. Galib, Associate Professor, AHA**

**Mr. Sanjay Dey, Media Advisor**

**Dr. Sumit Goel, Officer on Special Duty (Technical)**

**Dr. Ravinder Chopra, (Assistant Advisor, Ayurveda)**

**Dr. Tripta Dixit, Senior Assistant Director, AYUSH EXCH.**

**Dr. Rushmi Rajan, Project Manager**

**Dr. Shreya Galkwad, Young Professional**

**Dr. Smriti Patil, Young Professional**

**Ministry of Ayush**  
**Ayush Museum**  
CPO Complex, INA New Delhi