

GLOBALISATION OF AYURVEDA A GLOBAL VISION FOR THE NEXT DECADE

By

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Introduction

Of all the people sitting on the dais and in the audience, I am perhaps the last person who can have any say about the science of Ayurveda, its boons and blessing to humanity. My technical knowledge about this age-old science of life is totally zero. To me, Ayurveda was nothing more than a traditional health system which offers rejuvenative and to some extent, curative oil therapies. From my childhood I recall that my parents used to give us Ayurveda medicines, and they did wonders. My recent acquaintance with Ayurveda was quite an accident. On my first visit to Kerala, I had an opportunity to meet Dr. Mrs. Hemalatha Ramesh of Arya Vaidya Pharmacy, who is the Senior Physician in the Taj Malabar Ayurveda Centre. She treated my knee pain and I felt much better. I was realizing the magic effects of the so-called massage system. My physician and my teacher in Ayurveda became a friend also and she casually told me about the commercial potential of Ayurveda and how this science has been commoditised in the West.

Our idea of opening a traditional Kerala classical Ayurvedic Centre in London landed me up here amidst the most eminent group of Ayurvedic experts! I was just trying to set up an Ayurveda Centre-cum-Clinic with my friend Dr. Vishal Gulati and now I find myself totally immersed in this with my whole weight, might and spirit into it! For what? Well, we have to find an answer to this question in this conference today.

Once I started getting involved in it, I could closely interact with most prominent experts and dignitaries and slowly I could gather the complete picture of the history, growth, development and fall of this mighty health science through ages. Here I am trying to analyze the history to understand the reasons for the present crisis and figure out the need to go global in a bigger way. It is very important to chart out a clear strategy for attaining the goal – a new vision for the next one decade.

Before opening up, I would like to express my gratitude to a few eminent people who have supported me and stood with me in this Herculean exercise of lobbying and campaigning and gave me lots of background materials and inspiration. First name to remember is Dr.V.N.Pandey the eminent Ayurveda scholar and the ex-Director of CCRAS. When I asked his help to collect information about the global status of Ayurveda, he handed over to me a brilliant paper he prepared for my use, and I felt it my duty to attach it as it is to my presentation today to this august assembly. Dr. Pandey has permitted me to reproduce the paper as it is. I am grateful to him and I respect him even more for his selfless devotion to the cause of Ayurveda. His paper has formed the foundation of my paper and I am obliged to him for the technical information that is presented here.

Dr. P.N.V Kurup, the Vice Chancellor of the renowned Gujarat Ayurved University, Dr.M.S. Baghel of the Post Graduate Institute of Ayurveda who is the director of the International Division, Dr. A.J. Baxi, Dean, Institute of Ayurvedic Pharmaceutical Sciences and other colleagues have also helped me a lot with valuable information which helped me to gather data from around the world. I also want to acknowledge the tremendous input I have received from Vaidya Balendu Prakash, Dr. D. Ramanathan, Dr. Ramkumar of AVP, Mr. Uday Pasricha, Dr. Hemalatha Ramesh

and Vaidya Tapankumar. I must also express my heartfelt thanks to my friend and colleague in London, Dr. Vishal Gulati, who has also written an excellent paper and given me his permission to present it to the Congress. I was asked to present a paper on Globalisation of Ayurveda outlining a Global Vision for the next decade. This august Assembly should feel happy that there are two more papers attached to mine: they are from eminent scientists and professionals in the field of medicine, one is from Dr. Vishal Gulati, whose paper outlines the challenges and the potential resolutions and the second one is from Dr. V.N. Pandey, which is both a historical paper, as well as make special references to Ayurveda from a man who has experience of this field for many decades. Of course, I am now in contact with and involved in correspondence with many scientists, professionals in India, all over the world, including many medical agencies of Western European countries and World Health Organisation. I use this opportunity to express my heartfelt gratitude to them for all the help rendered to me.

Brief history upto India's independence

The origin of Ayurveda traces back to Vedas: the oldest existing body of knowledge. Through all these 5000 years, in spite of all the negative attitude and rather killer instinct of the foreign invasions and equally worse neglect from our own government in the recent past, this very old traditional medical system of India has survived through ages fulfilling the mission of helping the ailing population through the ways of nature.

The history of Ayurveda lies spread over 50 centuries and can be categorized into 4 periods.

1. The Vedic Period
2. The Samhitha Period
3. The Revival Period
4. The Present Period

Ayurveda is believed to be the Upveda of Atharva Veda. There are about 160 hymns about medicines in the Atharva Veda. The knowledge of life scattered in these Vedas were collected and comprehended in the form of principles by great Acharyas like Charak, Susruth and Vagbhata during the Samhitha period, and these are still considered to be the bible for the Ayurveda people.

In early days the science was learned in an individual manner in the Traditional Gurukula Sampraday (i.e. Teacher to student method.) from Guru to Shishya or from father to son. Each tradition had their own special techniques and formulae, which were unknown to the rest of the world. Lot of eminent physicians were there and they were known by the family name. The Ashtavaidya tradition of Kerala is the best example. The only problem with this traditional knowledge treasure was that they never shared this knowledge with anyone else.

This individualized education system slowly was institutionalized and history says that as back as 2nd Century B.C, medical students from different parts of the world used to come to the ancient University of Takshila to learn Ayurveda. All the specialties of Ayurveda were developed and full-fledged surgery was practiced. From second to 7th Century A.D, University of Nalanda also attracted foreign medical students mainly from Japan, China etc. This can be called as the revival period of Ayurveda where lots of research works were done in metallic and mineral drugs and their de-toxification. In 2nd Century A.D, Nagarjuna had conducted many researches on Rasa Medicines.

By the spread of Buddhism in India, the decline of Ayurveda started. Surgery and Panchakarma practices were banned in the name of Ahimsa. Later with the Mughal invasion, Ayurveda faced a major set back and lots of literatures and ancient books were destroyed by the Mughal invaders. Many valuable traditions we lost that time could never be regained.

Then with the British regime, the decline was full and the seed was sowed for the growth of the modern medicine in India. Most of the provincial governments did not support the traditional Ayurveda practices and this added to the decline of Ayurveda. By the 18th Century, the status of Ayurveda showed some signs of improvements with some provincial rulers showing some interest to promote Ayurveda. In 1827, the first Ayurveda course was started in India in the Government Sanskrit College Calcutta. The British discontinued this after 6 years. Later by the beginning of 20th Century, many Ayurveda colleges were established in India under the patronage of some provincial Maharajas. The Maharajas of Travancore, Cochin, Jamnagar, and Mysore etc. were very keen in promoting the Ayurveda and the colleges established during those days are still considered to be the best. Gulab Kuverba Ayurveda College, Jamnagar, Tilak Ayurveda Mahavidyalaya, Pune, The old Maharaja's College, Travancore which is the present Government Ayurveda College, Trivandram, Ayurveda College, Kottakkal are examples.

In spite of all these single attempts were made by some British people as back as 1829 for understanding Ayurveda. Mr. H.H. Wilson followed by Sir W.Jobes and H.T.Colebroks did some academic work to bring Ayurveda to the West through their paper on the "medical and surgical sciences of the Hindus" in 1823. Another good work was done by Mr.J.R.Royle on the antiquity and independent origin of Hindu medicine 1837. Mr.T.A.Wise published the first ever-comprehensive treatise of Indian medicine in any foreign language in 1845, but unfortunately, this went unnoticed by the Western world and nobody took interest to take it further. The Westerners interest in Ayurveda seemed to lie dormant for the next 60 years after this and in 1907 Mr.A.F.H. Horne published his studies in medicines of ancient India-part 19 Osteology). This was followed by the publication of the series of scholarly works, both criticizing and appreciating the Ayurvedic medicines system under the title of "Studies in ancient Indian Medicine" in the journal of Royal Asiatic Society from 1906 to 1910.

The British people's interest in Ayurvedic system was very superficial and mostly confined to the commercial potential of the Indian medicinal plants, and to a limited extent, the pharmacy-dynamics of the valuable plant tradition of India. In 19th Century lot of books were published in this subject namely

1. Catalog of Indian Medicinal plants by John Fleming in 1810
2. Indegenous drugs of India by K.L. Dey in 1867
3. Supplement to pharmacopoeia of India by Moodeer Sheriff 1865
4. Materia Medica of Hindus by U.C.Dutta in 1877. Etc.

In a later stage during the pre-independence era, the Indian National Congress tried to promote the integrity of this science. In 1907, a professional group of indigenous practitioners established the All India Ayurved Maha Sammelan. In 1916, 11 members of the Imperial Legislative Council, led by Pandit Madan Mohan Malavya, Sir Surendranatha Banerjee and Sir Gangadhar Chithnavis pressed the then Director General of Indian Medical Services to accept the resolution for conducting an investigation into possibility of placing the ancient and indigenous system of

medicines on a scientific basis and increasing their usefulness. In 1920, INC passed a resolution demanding the government patronage for Ayurveda. Following this, the provincial Governments started promoting Ayurveda.

By this time, outside India also, Ceylon and Burma had started moving in the same direction to promote the integrity of this Indigenous System of Medicine. In 1926, the Ceylon government formed a committee of indigenous medicine and Burma followed in 1928. In 1948, Govt of India set up a Bhoire Committee, which proposed the creation of a department of history of medicine in the medical colleges of India.

Later different central government committees were formed and they all made lots of recommendations for the uplift of the Ayurveda sector, but very little follow-ups were done.

The period from 1925 to 1950 is considered as the golden era for Ayurveda in the modern age. Lot of academic works were done, many books were written, and seminars and symposia were held. The works of Pandit Gananath Sen, Acharya Yadvji Thrikamji, Pandit Ramraksha Pathak etc. were remarkable and need mention.

Current overview of Ayurveda during post-independence period

During post-independence period, naturally the scope and hope for the development and global acceptance of Ayurveda increased many-fold. The Chinese had already started pushing forward their Traditional Chinese Medicinal System with tremendous power rather aggressively. Chairman Mao Tse Tung personally took initiative in this and learning of TCM was made compulsory for all doctors to practice any system of medicine in China. Techniques like acupuncture gained wide popularity in the West.

On the contrary, in India, Ayurveda faced a great negative response from our Government and Pandit Jawaharlal Nehru himself was against Ayurveda with his underlying passion for westernization and modernization. There is a true story I have heard: Panditji was being given Ayurveda treatment and within two days he stopped it and bitterly complained against oily massage and so on. In fact the very massage table which was used for Panditji is now a *Droni* relic lying at Jamnagar! Ayurveda was badly discriminated from modern medicines and even Homoeopathy and Naturopathy got better recognition than Ayurveda.

We will have to look into in-depth what China has achieved with the Chinese system of medicine. In our Prime Minister, Hon'ble Shri Atal Behari Vajpayee, we have an immense powerful supporter of Ayurveda. I was given an anecdote that at a meeting the Prime Minister was asked why we don't have a Minister for Ayurveda, he said, "I am your Minister of Ayurveda." If this is the case, it is our responsibility to ask the Prime Minister to take a fresh major policy initiative to promote Ayurveda like Chairman Mao did soon after 1948. A few people have told me that the bureaucrats, who are Western-educated are dominated by the Allopathy system of medicine so much that they do not give much importance to Ayurveda! I am sure this is not true and if we can emerge with a powerful case for Ayurveda, I am sure no bureaucrat that I know of will wish to forgo the immense commercial potential that exists world over in promoting Ayurveda. I might also mention that business and manufacturer of the Ayurveda industry have to be given a wake call: if you fail to recognise the commercial potential of Ayurveda, then you do so at your peril. Our initiative has to be commerce-driven and commerce-led and I must warn everyone of you here that what my colleagues and myself have set out to do, has got to be supported by the government, industry and the professional community. We will need moral, legal and financial support from everyone in India and abroad, in particular the commerce

sector and your trade/commerce/industry organisations will have to contribute generously to this cause.

The Government issued orders to convert the Banaras and Madras Ayurveda Colleges to Modern Medical Colleges. Nehru introduced the concept of integrated medicine, combining Ayurveda with Modern Medicine and the age-old science lost its soul and spirit in this exercise. Even today, out of the 200 recognized Ayurveda Colleges only 19 are following the traditional Ayurveda System in its pure form. Remaining all follow 60% modern system and rest 40% only Ayurveda. The status of Ayurveda as a medical science and as a profession went a long way down and it is tragic that the Ayurveda community surrendered to the autocracy of Modern Medicine without a remarkable attempt to fight back.

Ayurveda today

Ayurveda is passing through a crucial stage in its history of 5000 years in the last decade. The immense commercial potential of the science and its three dimensional wholistic approach towards health – in the physical, mental and spiritual plane - attracted the highly stressed Western population who have reached the saturation point of emotional, physical and moral insecurity. Ayurveda, which was struggling to keep pace with the growing craze of its own people for Westernization, resurrected in the West as a new incarnation as what we call WESTERN AYURVEDA. The science went global in a colorful way, thanks to the marketing skills of Dr. Deepak Chopra and Maharishi Mahesh Yogi! Concept of Ayurvedic packages was born. "Panchkarma" parlors made money than beauty parlors in the West! People from the West started coming to India in search of Ayurvedic de-toxification in cheaper rates and another new concept was born in India - the Ayurvedic Tourism! Especially in Kerala this is a highly profit making business.

Recently, Government started paying more attention to Ayurveda, not because of its immense healing powers, but for its tourist potential. Today the promotion and gradation of Ayurveda practice is done not by the health sector but by the tourism sector. Ayurveda Clinics gave way to the Ayurveda Centers attached to star hotels and the government has a policy and guidelines to certify these Centres with Green Leafs and Olive leaves! Thus even in a highly educated state of Kerala, which can be called as the cradle of authentic Ayurveda practices, this great science has got degraded as a massage system. The Ayurvedic practitioners are yet to be treated at par with the modern medicine counterparts.

From time to time, both Central and the State Governments had a step-motherly attitude towards Ayurveda. The budgetary allowances for all the 6 major alternative therapies under the Department of ISM comes up to less than 2% of the total health budget. The Ayurveda system as always has been discriminated here also! It is high time that the governments both Central and State - with the ISM department and the NGOs in Ayurveda sector sit together and draw up a clear strategy for the speedy execution of the various reform suggestions by different committees to bring forth the Ayurveda science to the National Health care system and boost up the commercial potential of the Ayurvedic medicines.

The Need for a Global Education and Information

When I first started my campaign for the due recognition of Ayurveda in the European Union countries, many of the people I approached asked me the same question – why attempting for a global status when even in India the system is facing discrimination and injustice?

I do agree that the scene in India is as worse as abroad. However, what is a way out? If we just sit and cry and wait for the governments in India and abroad to voluntarily give us recognition and equal opportunity, we will reach nowhere. We have to stand up and express the divinity of the science to the world. The only way is through vigorous fight inside and outside India. Equality in India is not the goal, but it is just a means to the ultimate goal, which is the global acceptance of Ayurveda. I am sure that the great Ayurveda seers envisaged the day when the completely ailing humanity around the world were benefited with the principles and practices of Ayurveda.

Apart from the philanthropic mission of opening up the immense healing powers of this age-old medical system to the suffering population of the West, who needs it badly, India has lot of commercial and cultural gains in this propaganda.

1. To bring Ayurveda in the main stream of medicine system for meeting the new coming challenges to the human health.

The West sees Ayurveda as a group of herbal remedies that can be successfully consumed without any side effects. Ayurveda can resolve so many health puzzles of the modern medical system, which are still unanswered. With already proven records and more Research & Development work towards this direction, Ayurveda can definitely meet with the new challenges to the human life. We have to highlight the scientific approach of Ayurveda towards health and illness with clear data-based evidences.

2. Improve the quality of health care around the world for a longer quality life through a holistic approach.

Lot of potential is there for Ayurvedic lifestyle regulations and the positive health care advices in the background of the increased cases of psychosomatic problems around the world especially in the West. Ayurveda is perhaps the only medical science, which gives equal stress to the preventive aspects of health. Through the proper harmony of the Ayurvedic daily routines, Yoga, meditation and the awareness about the importance of lifestyle regulations in the maintenance of health, 90% of the so-called psychosomatic problems can be solved.

3. To uphold the Indian heritage and culture by highlighting the glimpses of the ancient Indian wisdom.

Recognition of Ayurveda as a therapy is nothing but an honor to the great Indian Culture and the wisdom of our great seers, who have gone deep into the science and formulated thousands of medicines that can take care of the ailing humanities for ages and ages.

4. To re-write the misconceptions about Ayurveda in the Western minds and replace it with advises about self-healthcare and cure through Ayurveda.

It is the moral responsibility of every Ayurveda doctor to hold high the great Ayurvedic heritage and its ethics and authenticity. In the past decade Ayurveda became popular in the West. The tremendous business potential hidden behind this excellent life science was cleverly exploited by the people

like Dr. Deepak Chopra. The concept of de-stress packages and the detoxification package got clicked in Europe and America. A parallel stream of Ayurveda retold was originated for suiting the need of the Western population. This brought to India a large number of tourists, who come for the Ayurveda experience in preset packages and this promoted the tourism industry a lot. The only gain to the nation was the foreign currency from this source, but at the great cost of the authenticity of Ayurveda practices.

In the West, you can find various Panchkarma Centres where the entire five therapies will be offered to you within a day or at the most 7 days!

We have to admit that the failure of the Ayurvedic sector in India was that they were not able to counter-campaign against this dirty prostitution of the science in the Western market. Nobody bothered to campaign for the acceptance of the system in the West and open up the infinite healing powers of the system to the people outside India. The advocates of the so-called Western Ayurveda captured the European and American markets with lots of books in the flowery presentation and they really were misleading the Western population to the wrong direction and path in the Ayurveda. The damage done has become very huge now and it requires lot of energy and effort to convince the Western people what the real Ayurveda is. Only a joint and sincere effort by the Ayurveda community in India can take up this challenge to win back the dignity of Ayurveda and get it established in the West as a Complementary & Alternative Medicine System with an independent status.

Since most of the countries of the world have not legally recognized Ayurvedic practice, people go about the back door practices and there are no effective measures to check the quality of such clinics. No statutory regulations are there for practicing doctors and no way to prevent unethical Ayurvedic practices

Today, Ayurveda Industry is badly in danger with the European countries issuing a new directive as the practice of the traditional ethnic medicines. Ayurveda has been degraded under the sub-heading of herbal medicines. There was no attempt made by the Ayurvedic sector of India to follow up the negotiation and representation initiated in the beginning under the guidance of the former Secretary ISM, Mrs. Sailaja Chandra and the representation lay dormant in the London Indian High Commission!

- 5. Besides all issues, the most important gain through this global recognition is the considerable increase in the export potential of the Ayurvedic medicines. India uses more than 600 varieties of herbal and a number of non-herbal mineral and animal products for its drug manufacture. India with its bio-diversity is perhaps the richest nation with herbal medicine wealth. It is estimated that if properly tackled, we can cater to the herbal need of the entire world!**

On the other hand, the present scenario is very poor! The global estimated turnover of exports of herbal medicines is more than Rs. 50,000 crores. Of this, India's share is very negligible - only 400 cores. We have to see this is comparison with China's share of above 2000 cores! Attempts are to be made with joint strength to improvise the situation and aide propaganda should be made world over for the promotion of Ayurvedic medicines and their curative power. It is estimated that the world trade in medicine plants and related products by 2050 will be US \$5 trillion and our vision should be to have at least 5% of this share of the global export

of medicinal plants. We have to go a long way ahead for this to ensure the purity, quality and standardized herbs preservation techniques. In the view of these current developments in the global arena, instead of a considerable increase in India share it is going to come down to 1/4th i.e. just Rs. 100 crores whereas China is marching ahead with a 20% growth rate. If the current directive in the EU for the practice of CAM is enforced, almost 90% of the Ayurveda medicines will require separate export licence and the licence to prescribe and practice it as a medicine. It will cost you a lot of money and the Indians Ayurveda industry may not be able to afford it.

The Threats

As I explained before, my research in Ayurvedic started with a feasibility study for a classical Ayurveda Center-cum-Clinic in London. It was by sheer chance that my colleagues in London suddenly realized that the UK and EU authorities are involved in consultation and may soon issue a new directive/legislation to put some fatal regulation for the practice of Traditional Medicines in EU countries. On further investigation into the matter, we could get a fairly clear picture of what is happening in UK and gradually, around the world in Ayurveda practice. As an Overseas Indian, who respects my motherland for its heritage, culture, and integrity, it really upset me and I got rather surprised as to why the Indian Government and the Ayurveda sector in India keep mum in this matter silently witnessing this ancient Indian treasure being insulted outside India.

As I started interacting with different Ayurvedic people and organizations in clinical, academic and pharmaceutical sector, I slowly started getting answers to many of my doubts about the reasons behind the present degradation given to this wonderful science of life.

Let me, therefore, summarise the most important facts that I have found:

1) The disorganized Ayurveda sector in India – both in the clinical practice and medicine manufacture:

I feel that this is the biggest hindrance for any development in the Indian Ayurveda sector. I have been told that there are about 8000 registered pharmacies and more than four lakhs (400,000) registered Ayurvedic practitioners in India. As far as I know there are about seven leading trade/industry organizations for manufacturers. However, only very small percentage of the total Ayurvedics work with mutual co-operation and there are no interaction or sharing of information between different groups/organizations. I am sorry to say this at this Congress that in my personal view, this will be perhaps the most disorganized and inert professional community in the whole world!

If the Ayurvedic people had a single voice and a proper unified effort to fight against the discrimination shown to the science, the scene would have been much better and the Government also could have something for the promotion of Ayurveda, there would have been more R&D work towards standard code of practice of medicine. The divided nature of the sector made it easy for the modern medicine sector, which is definitely organized, to overpower stealing 98% of the total health fund allocation and eventually Ayurveda was degraded and neglected as a second class medical profession with no equality in any opportunities.

It is already late, but still we have time to think in this direction and put your act together to save Ayurveda for your own betterment and fight aggressively against this injustice show to you. The key words are ASPIRATION. INDUSTRIOUSNESS and PERSEVERANCE. Aspiration for a global recognition as a medical profession and grow up to compete with the modern medicine, industriousness – the hard work for attaining the above goal and perseverance to sustain the spirit and strength till you win!

- 2) **Second point is perhaps the most important. The lack of standardization in the field of production and practice. No standard formulae, no standard criteria for the genuinity of raw drugs, no uniformity in the percentage of ingredients, no facility to analyze the chemistry of drug - not even standard monographs and manufacturing process to follow!**

There should be a specific criteria laid down for the choice of ingredients, uniform standard for the composition, manufacturing methods with standard timing for each process, standard conditions for manufacture and so on. The implementation of GIMP is an effective foot forward towards this goal but this has to be strictly implemented with a mutual co-operation between the Government and the NGOs of manufacturers.

The setting up of Indians Pharmacopoeia Committee and the establishment of the pharmacopoeia laboratory of Indian medicines in Ghaziabad by the Dept. of ISM are landmarks in the attempts for standardization. Lot of efforts is done by CCRAS and NBRI (Central Council for Research in Ayurveda & Siddha and National Botanical Research Institute) and already 800 formulations are standardized and monographs prepared. There has to be sustained attempts for the scientific validation regarding the standardization of toxicity, shelf life of the product, the potency and concentration, diversification and purity of all the products. If our medicines are to cross the seas, we have to think and step ahead, for a strict uniformity in all aspects of composition, appearance, taste and action for all classical drugs irrespective of the brand name.

- 3) **The lack of quality control measures is another crucial factor that keeps away the West from recognizing our medicinal products.**

We have to have a rigid criterion for the quality of raw drugs used and for the product in terms of right combination of drugs, the purity and safety against microbial contamination and hygienic manufacturing premises.

The raw drug trade, which is presently totally in the hands of private sector has to be brought to public sector. A corporation should be established for the procurement and trade of medicinal plant on the model of the FCI. It should cover various aspects of procurement of the genuine drug, collection, distribution, export and the researches also.

The drugs sold in the market may be toxic to health, may be contaminated, not ripe or mature to ensure the full properties or even completely adulterated or substituted. The proposed corporation of Indians medicinal herbs should bring the trade of medical plants under a single roof and reasonable pricing and assured quality should be provided. Each manufacturer should ensure that every batch of the entire product range is certified for this quality assurance similar bodies and labs in the model of PLIM, Ghaziabad can be set up by state governments or even organizations and the industry should

strictly adhere to the quality check for every product, every batch and certification should be exhibited on the pack for proof.

A brief historical background to establishment of Pharmacopoeial standards of Ayurvedic single drugs and compound formulations

It was only after independence that Government of India started giving due attention towards uplifting the Indian systems of medicine particularly Ayurveda to cater to the medical and health care need of the masses of Indian population. The drugs and formulations of Ayurveda are mainly composed of vegetable (90%) mineral and animal (10%) origin. The plants are used in their natural form as whole plant or their parts as rare material. These crude drugs are purified and processed as per classical methods. There are about 2000 medicinal plants reported in modern as well as classical literature out of which about 500 plant species are commonly used in Ayurveda.

In order to establish standards of the single drugs and compound formulations used in Ayurveda, Govt of India constituted a statutory committee called Ayurvedic Pharmacopoeia Committee under the Ministry of Health and Family Welfare (Dept. of ISM&H). A special well equipped laboratory known as Pharmacopoeial Laboratory of Indian Medicine was established at Ghaziabad (New Delhi) in 1970 particularly to work for establishment of standards for Ayurvedic drugs and formulations. Simultaneously the work of standardization was undertaken at specially established centers in different parts of India under the Central Council for Research in Ayurveda and Siddha. The standardization and research activity consisted of Pharmacognostic evaluation of authenticated drugs, pharmacological studies, phytochemical studies, pharmaceutical studies, microbiological studies, identification, preservation, isolation and characterisation of active chemical constituents, etc.

The elaborate studies have been carried out and are being carried out at centers of National repute such as CDRI, Lucknow, NBRI Lucknow, Gujarat Ayurved University, Jamnagar, Banaras Hindu University, Varanasi, CSMRIA - Chennai, National Institute of Ayurveda, Jaipur, AIIMS New Delhi and other regional research institutes and centers established by CCRAS. Some of these institutes are equipped with most sophisticated instruments like NMR, Mass spectrometers. AAS, HPTLC, HPLC, etc. They are also having very good Pharmacognostic, pharmacological and pharmaceutical laboratories with animal house facilities.

The activities on establishment of standards over the last 30 years have resulted in the publication of Ayurvedic Pharmacopoeia of India Part-I, II & III and Ayurvedic Formulary of India Part I & II which are comparable to any international standard. Lot of research is being carried at different Laboratories on compound Ayurvedic formulations so as to lay down internationally acceptable standards. Though isolated activity of studying vegetable drugs and mineral drugs is being carried out by different individual workers, the organized scientific evaluation is carried out by Govt. agencies only to give credibility. It is a Herculean task and a long drawn process to establish standards of all the Ayurvedic drugs and formulations but it will be achieved in due course.

4) **Yet another major issue is the non-availability of certain raw drugs**

The Government itself has declared certain Herbs as endangered and many rich herbs have already vanished from Indian soil! I was told by a top official from a renowned manufacturing company very confidentially that some raw materials are avoided from some classical preparation due to the non-availability and in some other cases, the required percentage is not added. This has certainly affected the quality of the drugs.

A possible solution is that organized cultivation can be started by Central and State Government and leading NGOs procuring free land. Depending on the geographical peculiarity of each state and each province, the drug is to be chosen and mass cultivation can be done. Government should lease the land for this purpose and allot subsidized manures. This small scale cultivation of herbs should be encouraged by the Government and NGOs and whose wives and unemployed youth should be urged to utilize their courtyards and fields for cultivating medicinal plants with their aid. Such a project will definitely be beneficial to both parties where the women and unemployed youth earn their living and the scarcity of the raw drug can be solved to some extent. Experts should declare each district favorable for growing a few spices and bodies like NBRI should be incorporated to give advices and directives. Seedling should be supplied at nominal prices and crops should be purchased at reasonable prices.

5) **Lack of easy availability of information is yet another factor, which stops us from going global.**

There has to be an agency or authority which should be the single source of all the needed information on all aspects of the trade with adequate fund and expertise to gather data and generate information and conduct R&D work. The data about diagnostic and treatment methodologies, the raw material on the cultivation of herbs, the product information about the manufacturers, the market availability, the consumption data, everything has to be collected and comprehended and made available on the web.

The data can be also extended to the monitoring of various health care activities, case documentations, and the various research development activities throughout the country. This will help to rationalize the finding and researches in such a way that various areas are covered equally without wasting money on duplication.

A Central Registry of Manufactures should be formulated and registration should be made compulsory. Funding should be arranged to undertake researches, the data to be collected and made public. Directives should be compiled and periodically updated. These data should be sold on to the registered manufacturers for reasonable prices. Government also should commission national statistical surveys and information should be published.

For overcoming the said problems and attaining the goal of establishing a better position in par with the Modern Medicine as a medical profession, the entire Ayurvedic fraternity should come forward under the same roof with more transparency and open mindedness. Various individual bodies and organizations should shed their vested interests and selfish motives for the sake of Ayurveda in general and the ultimate beneficiaries are you and you only!

One thing I noticed about the people and institutions of this industry is the secretive nature and hesitation for open co-operation and sharing of information. In my exercise to campaign worldwide lobbying for a global recognition, I had asked support and crucial information from the leading Ayurvedic peoples from all over India. Amazingly only less than 5% responded positively. Everybody showered praises lavishly on me and appreciated my efforts to promote Ayurveda, but that was all! Everybody was reluctant to give any crucial information. The evidences on database, the formulation of drugs etc. were crucial for getting recognition and they have to be collected from every possible source. It was very unfortunate that no organization or individual came forward voluntarily to join hands with me in this battle where I am not at all a part and definitely not the beneficiary. Selfless and 100% sincere efforts are what we require at this stage if the Ayurvedics are really concerned about going globally in a dignified manner. For Ayurvedic exporters, this is all the more crucial being the question of their own bread and butter!

THE GLOBAL SCENARIO

As back as 2nd Century BC, India attracted the attention of the world through its great knowledge bank of ancient Indian wisdoms, mainly Ayurveda. Evidences show that students from for East and even Europe came to University of Taxila to learn Ayurveda. In 2nd-7th Century AD, university of Nalanda & Kasi offered Ayurvedic courses for students from Japan, China etc. All these people went back and practiced this system in their own country. Later due to the reasons mentioned in the beginning, the status of Ayurveda declined in India and this affected the globalization.

Recently in the last decades, this science got a very big boost in the West, due to its holistic approach and good success rate in handling psychosomatic cases and for the promotion of positive health. It has gained popularity in Europe and America in a very distorted form as mentioned before as massage therapy or to the best detoxification therapy. In some of the neighbor countries of India like Sri Lanka, Nepal and Bangladesh, Ayurveda has a better status as a pathy.

The countries where Ayurveda is practiced can be classified into two. In the first category comes Nepal, Sri Lanka, Bangladesh etc., where the system is practised with recognition from the government. In the second category comes countries like Argentina, Australia, Republic of Czechoslovakia, Brazil, Germany, Hungary, Italy, Russia, Japan Portugal, New Zealand, Switzerland, Malaysia, Singapore, Arab countries like UAE, Oman etc. Where there is an increasing awareness about Ayurveda as a healing system among the public. In most of the said countries Ayurveda enjoys a very lower status, considered under the sub heading of Herbal remedy. The Panchkarma practices are very popular and carried out in massage parlors and Out Patient Clinics. The governments of these countries have rather a negative and discriminative approach towards Ayurveda. Indian Government and the Ayurvedic sector in India are sleeping against this attitude. The lack of data and scientific evidences in modern parameters are holding us back for the past so many years and no collective effort has been made to push the science forward as an effective CAM system.

I would like to glance through the present status of Ayurveda in some of these countries. As I said at the start of my presentation that we are now in touch with some hundred organisations and individuals throughout the world, who are actively engaged in promoting the traditional Ayurvedic system of medicine. I am summarising some of my findings and they have to be updated as time goes by. We have to closely observe the developments happening in the above countries and

develop a tear strategy as to how to get recognition for Ayurveda as an independent medical system.

Sri Lanka

This is the only country where Ayurveda enjoys the status of National Health System. They have a separate National Policy on Ayurveda. This Ayurvedic tradition is centuries old and the practitioners are as qualified and efficient as in India. Almost 70 Years back itself the country had started Ayurvedic institutions for education. At present, they have two full-fledged Ayurveda institutes offering BAMS degree.

1. Institute of Indigenous Medicines (IIM), Rajgiriya.
2. Gampaha Wickramarachchi Ayurveda Institute, under Kelonia University.

The fracture management techniques of Sri Lankan Ayurvedic doctors is excellent and the best of the kind. Many good doctors are successfully practising Ayurveda in the classical form. Many Ayurveda graduates are coming to India from Sri Lanka for post Graduate education.

Nepal

They also have recognized the systems of Ayurveda and have a national Policy on Ayurveda. They also consider Ayurveda as a National Health systems and good percentage of people follow Ayurveda as CAM systems for healing purposes. Nepal runs a recognized Ayurveda degree course at the Tribhuvan University in Katmandu.

Bangladesh is another neighboring country of India, which has recognized Ayurveda legally. They also conduct 5 1/2 year degree course in Ayurveda by University of Dhaka. In the second group of nations, in some countries like Portugal, Italy, Germany, Australia, Mauritius, Hungary etc. Ayurveda has a foothold and in UK, US and Russia, Ayurveda is very widely spread.

USA

In USA, Ayurveda is having a very high commercial potential and the Panchkarma therapy is practised widely. 47% of American population is estimated to have resorted to CAM systems and Ayurveda is highly preferred. The Ayurvedic drugs are sold under the label of food and dietary supplement. Under the dietary supplement and Health Education Act, USFDA allows certain structure function claims of herbal products.

People like Dr. Deepak Chopra, Robert Svoboda, David Frawly etc. have created a good number of followers and they have written many books on Ayurveda. Many educational institutes are offering training for self-healing certification as practitioners with home study and minimal classroom training.

The California College of Ayurveda conducts a 2 year course, which certifies the student as clinical Ayurvedic specialist, and the State of California has officially approved the college as a vocational training institution in the field of Ayurveda.

Apart from this, the states of Florida, New Mexico and New York have approved the Ayurveda teaching in the territory level and the certificate holders enjoy the status of herbal practitioners. So many Associations are there in U.S like American Academy of Ayurvedic Medicine, American institute of Vedic Studies etc.

Russia

Lots of interest has been generated in Ayurveda and Yoga in Russia. Since last 6 years, the NAAMI Ayurveda Medical Centre runs successfully. They have entered into an Memorandum of Understanding with the Government and has recognized Panchkarma and Kshara Suthra therapies. The Russian translation of Charaka Samhitha, Susrutha Samhitha and Ashtanga Samgraha are available. In the institute of Medico-Socio Rehabilitology, Ayurveda is taught from the second year until the end. Eminent scholars like Dr. C.R Agnives, Dr. Unnikrishnan etc are among the Indian Ayurvedic experts visiting Russia.

United Kingdom/EU countries

In the recent days, there is a wide increase in the awareness about Ayurveda in U.K. About 150 Ayurvedic doctors are practising in UK irrespective of the hostile attitude of the Government to recognize Ayurveda as a medical system with independent status. Two Ayurveda Colleges are run in London, and these institutions offer a B.A. (Hons.) degree to the students with a part-time three-year course with just 1000 hours of classes! The Ayurveda College of Great Britain had a charitable hospital attached to it but it was closed down recently due to bad response. UK allows the sale of Ayurveda medicines under the label of herbal medicine, the present practitioners are practicing without licence as herbalists, and this is against the existing law. More dangerous is the practice of non-herbal medicines under the label of herbal medicines. Currently there is no directive for an Ayurveda doctor to practise in UK, and they are not recognized as doctors. In 2000 the Medicines Control Agency (MCA) proposed a directive to regularize the practice of the traditional ethnic medicines in the EU countries and this whole document is unfortunately very much anti-Ayurveda. Ayurveda has been dumped with the herbal medicine. To get most of our medicine prescribed or sold in the European market huge amount of pounds will be charged as licensing fees henceforth! Some so-called Ayurveda associations are believed to have represented the system in the consultation exercise and they have utterly failed to do justice to the cause of Ayurveda. They seem to be interested in protecting their own stakes only. We have successfully managed to make some last minute representations to explain our stand and we have successfully exposed the so-called stakeholders and their selfish motives. We have to win this battle for the sake of Ayurveda and the Industry cannot afford losing it. If we are not successful in getting recognition in Europe, the future of Ayurveda in the whole of West will be dumped into darkness for the next few decades. The US and other countries will eventually follow their path. This is perhaps the last and the best opportunity to fight for justice for protecting the integrity of the science and more important, for your own bread and butter.

There is intense correspondence going on between us and the authorities in UK and European Union countries. We have intervened and requested that the current deliberation should be extended to give a full and fair hearing on the acceptance of traditional Ayurveda system of medicine. Many of you in India have also taken up this matter directly with the authorities as indeed the Government of India. We have pointed out to the authorities that it will be a blatant discrimination to the four million Indo-South-Asian populations, who live in Europe, and who are used to taking Ayurveda medicines. Its also a fact that large number of Europeans are also taking Ayurveda medicines, and this can easily be evidenced from the fact that they come to India for treatment. There is also the question of recognition to the qualified Ayurveda doctors to practise in these countries. There are many complex issues

that have to be addressed urgently. I must warn everyone here that this is the best and the last opportunity we have got to mount a vigorous campaign and a lobby in the EU countries. The Indian Government must also take up the challenges earnestly and work with private sector and NGOs. At least in Europe we have remedies if we don't get responses from the authorities, and I need only mention that the courts are open to us to secure justice or even take up the matter with the European Court at Luxembourg or even take up the matter with the European Commission for Human Rights. I hope it won't be necessary to go this far, but we have to work in unity, collectively and in earnest together with our government and other governments world wide, particularly those governments who have already given full-fledged recognition to the Ayurveda system of medicine.

In countries like **Argentina, Brazil, Republic of Czechoslovakia, Greece, Israel, Netherlands** etc. Ayurveda is coming up in recent years. Some of these countries offer some Post-Graduate courses for medical graduates to learn basics of Ayurveda. The short-term courses for self-health care are also in operation.

Australia and New Zealand

Australia and New Zealand are presently going through the harmonization exercise in the regulation of the practice and commerce of CAM therapies. The New Zealand legislations at present are very liberal, creating an easier entry for the CAM practitioner. Australia puts some more strict regulations, but they have a fastly increasing clientele for Ayurveda and the practitioners are recognized as CAM practitioners. The National Academy of Natural Medicines is recognized and is on the way to getting full accreditation. It offers a diploma in Ayurveda after a four year course with clinical practice.

Germany

There is a great awareness about Ayurveda in Germany. Ayurvedic physicians from India regularly visit Germany for lectures and demonstrations as academicians. The legislations are not favorable for the practice of Ayurveda and the ongoing practices are under the pretext of demonstrations. Many German doctors prescribe Ayurvedic formulations and practice Panchakarma techniques. Many of them have taken courses in India.

Italy

There is an Instituto Italiano di Ayurveda with large membership that operates in Firenze and one of our eminent and well known Vaidyas, Shri Bhagwan Dash visits and teaches on the programme of Ayurveda. A lot of difficulties are experienced whilst importing Ayurvedic products from India. The Italian Ministry of Health, like other European countries' medical agencies, remains suspicious and are strict in looking at such importation. Strangely, the metallic preparations are per se considered poisonous without any scientific justification. They simply don't understand that such products are detoxified and absolutely harmless.

Japan

For the past thirty years, Japan has shown interest in the study, research and practice of Ayurveda. In 1969, Prof. Hiroshi Maruyama of Osaka Medical School has established the Society of Ayurveda in Japan. Since then various Ayurvedic experts are visiting Japan and propagating the science there. The Institute of Traditional Oriental Medicines in Tokyo was established in 1994. They conduct short-term

Ayurvedic courses for health professionals. The system is slowly getting popularized as a CAM.

Mauritius

In Mauritius, an Ayurvedic clinic is successfully running with the Government recognition. The Government sends students to India to learn Ayurveda. The people are becoming more aware of the system in the recent past.

Sultanate of Oman

The Sultan of Oman was treated by an Ayurvedic Doctor and he was so overwhelmed that he has recognised the system of Ayurveda medicine in his country and has given approval to the system, acceptance of medicine and a local entrance test for qualified Ayurveda Doctors to practise in the Sultanate of Oman.

Hungary

Hungary is the only European country which has recognized Ayurveda as a medical system. The Ayurveda Medical Foundation in Hungary is coming up. Not many practitioners are there in Hungary, but in the light of the increasing awareness, many proposed centers are waiting to be set up.

South Africa

Ayurveda practice is recognized as an alternative medicine in South Africa. It has representations in the Boards of South African Ayurvedic Liaison Committee and also the African Allied Health Professional Act. Many Ayurveda Medicines are exported to the country. Due to large presence of Indian population, the science of Ayurveda is gaining popularity in South Africa.

If we glance through the global scenario, one thing is clear that except from India, Ayurveda has an independent status only in the neighboring countries of Sri Lanka, Nepal and Bangladesh. In countries like USA, UK, Germany, Australia etc., where Ayurveda is practised, the system is very popular among the people, but the law has not recognized the System as medical system. Ayurvedic medicines that are of herbal origin only are used there and that too under the label of food supplements.

A lot of work has to be done before demanding for a global status for Ayurveda as a separate entity of CAM System. A joint force of the Indian Government and the Ayurvedic NGOs has to work hard to collect and comprehend lots of data, lot of lobbying and strong campaigning to be done, lot of representations to be made and for all these exercises a good amount of fund has to be generated. As for the European scenario, we have already made our presence felt and now it is time for the real battle to begin. Without any personal gain or commercial interest, I have taken the campaign till here and now it is the time for you, the cream of Ayurveda doctors of the world who have assembled here to act and take it further ahead.

We have to have a strategy and a definite action plan for the future if we want to proceed.