



Theme: *“Global Health Challenges –
Ayurveda Solutions”*
“The GROW Framework”

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Ayurveda in the forefront

- **Ayurveda's vision of health is more all encompassing than that of most modern medical science**
- **Ayurveda is emerging as an independent medical knowledge system**

- The GROW Framework -

Objective: To promote Ayurveda as a nodal medical knowledge system in the emerging global supply chain of healthcare

Key Focus Areas

Globalisation of Ayurveda

Responsible practices

Organizational approach

Wealth sharing

Focus Area I: Globalization of Ayurveda

- Internationalisation holds the key for collaboration of Ayurveda with other medical systems to find solutions for global health challenges
- Need for adoption of standardized Western pharmaceutical methods to comply with US, European and WHO guidelines followed by over 100 countries
- The technical cooperation among countries to add value through innovation for public health

Cost of healthcare today is an issue, even USA is not able to source its health system – Ayurveda is an answer to this

But the Industry needs to be regularized, there are Ayurveda studios even outside India, but the focus and positioning need to be decided and enforced.

Focus Area II: Responsible Practices

- Increasing ecological stress resulting from over harvesting of Ayurveda products
- A system of sustainable harvest and cultivation
- Strong legal structures to enforce protection of species and their habitats
- Good Agricultural Practices, Good Laboratory Practices, Good Manufacturing Practices and Good Healthcare Practices

Focus Area III: Organizational Approach

- Phenomenal shift from home-based production of Ayurveda drugs to mass scale production
- Organizational approach can increase adoption of cutting-edge technologies to identify new patentable pharma leads
- Potential for global brands in Ayurveda, rather than a mere exporter of herbal materials at low prices
- Infusion of cutting-edge technology and high level of IT adoption in manufacturing and service delivery

Integration of IT to Ayurveda

- Database

- Education purpose

- clinical procedures

For this, Ministry of External
Affairs need to make Ayurveda a
national point
Indian AYUSH dept need to
reconfigure the need and the
roadmaps

Focus Area V: Wealth Sharing

- Protection of traditional inventive and creative activity against misappropriation of third party patents
- Emphasis on advanced Western pharmaceutical process should not place this 5000-year old folk medicine in the hands of corporates
- Corporates need to ensure that knowledge providers participate in the global market and get benefited

Limited / scattered research has happened till now- needs to be standardized

There are enough market potentials – Neighboring countries (SAARC, CIS), even Gulf countries – but to initiate dialogues with them is pre-requisite. Our neighboring countries like Nepal / Srilanka has similar domestic traditional systems, those need to be collaborated with. Need to learn from Chinese success story.

- Dr Shefali Spoke on nutraceuticals and the progress made in this field.

There are guidelines regulations and pharmacopeia available but they are scattered .

There is a need for streamlining of Ayush literature and preparing a database for this.

IT- has a major role to play in this

- A large portion of the cost is from the lifestyle diseases , ayush can address most of the life style wellness through simple practices.----- Satvik Life Style is an answer.
- Kerala model is an asset for us ,its an indian style from start to finish. It has already been contributing to the health and wellness of local populations and can be replicated outside.

- Regulatory compliance need to be seen closely . as mentioned by Mr.Vasudevan standardization of treatment in ayush is little complex as it depends on disease patient and environment and geography sector etc. But already certain standards (accreditation) structural etc are in place , there is need for conclude and regularise them.

- As per Mr.Krishnakumar clustering (MSME level) and Ayush park is the way forward is an answer to Mr.Darshan Sankar insisted on scalling up of clinical services

- Mr.Darsahn Sankar insisted on scalling up of clinical services, establishing common facilities for QC/processing/packaging,improving GMP quality. He also says the web based short term courses for improving the clinical practices,
- IT based ayurveda education for rural urban household

- Mr.T,Balakrishnan gave good ideas of statistics and herbal industry which are not very encouraging

- Dr.Mohandas is taking initiative to sit together with other practitioners and attempt to prepare some protocols.

- Mr. Manoj Joshi shared with us the ideas of integrating modern health care and Ayurveda

Thank You